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CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JULY 7, 1911 No. 27

Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,
403 St. Paul Street, MONTREAL
30 Church Street, TORONTO
AGENTS FOR THE DOMINION OF CANADA

When Mrs. Jones Is Making Pancakes

she can make them lighter and much more tasty if instead of using all flour, she used one-third part of

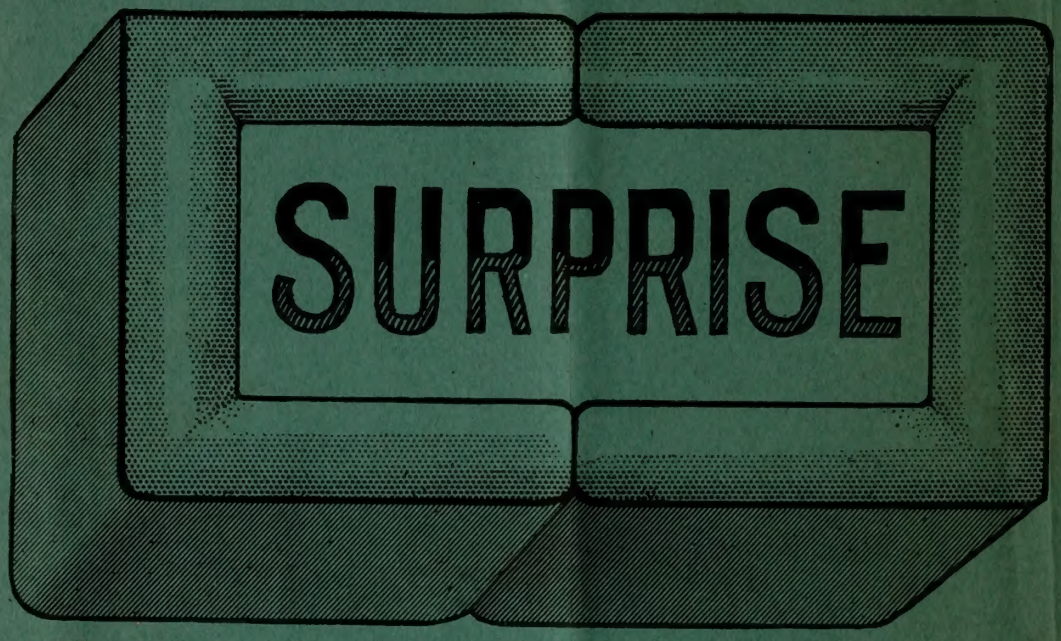
BENSON'S PREPARED CORN

But probably Mrs. Jones does not know this. If you would only suggest it to her some time, she would try it, and when she found how really delicious the result was, she would appreciate where the suggestion came from.

EDWARDSBURG
Starch Company, Limited
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

EVERY merchant's back shop tells the story of stickers---things that sold well for a time and then went flat.

You know what they have been in your case, don't you---and you don't need to look them over to find that "SURPRISE" Soap isn't on the list.



"SURPRISE" has been a good seller from the very first.

And every year it is getting harder for the man who sells a substitute to do any business at all. He finds that women simply won't listen to his argument about soaps that for the minute pay him a better profit---they've tried that kind before---and why should they when "SURPRISE" value is the best in the world?

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches:—Montreal, Toronto, Winnipeg, Vancouver, West Indies.

COX'S Gelatine

A Royal Standard





One Package
of
Cox's Gelatine
Makes
Two Quarts of
Jelly



Strongest, Purest, Best

The maximum of quality at the minimum of price to the grocer who buys and sells it. The Gelatine that established the standard.

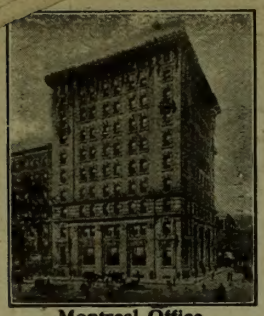


For Sale by all Leading Dealers

J. & G. COX, Limited
EDINBURGH



A SOLID FOUNDATION



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal.
If you are interested in Irish Trade.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MR. H. MUSHAM
who for the past five years has been associated with the firm of Messrs. Holbrooks, Ltd., of Birmingham, Eng., and having represented them between Winnipeg and Vancouver, has now severed his connection with that firm. He leaves here within the course of a week for his home, STANLEY COURT, VANCOUVER.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
HEADQUARTERS FOR
Muscavado and Crystals Raw Sugar

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads

A. Francois Turcotte
COMMISSION MERCHANT
Room 16, Morin Block
Quebec, - Canada
One or two more agencies wanted
FIRST CLASS CONNECTION

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

When writing advertisers kindly mention having seen the advertisement in this paper.

J. F. EBY, President HUGH BLAIN, Vice-President

FRUIT IS SCARCE

It will pay you to put in
a stock of

"ANCHOR"
PURE FRUIT JAMS

In glass bottles, 12 oz. and 16 oz. and 5lb. gold lined tins.

Guaranteed absolutely pure. Write for prices and save money.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Facts Worth Considering

BORDEN'S
EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

Baker's Cocoa and Chocolate

ARE THE STANDARDS OF THE WORLD

53 Highest Awards in Europe and America



THE NEW MILL AT 1000 ALBERT STREET, MONTREAL



Registered Trade-Mark

¶ For over 131 years these well-known preparations have been made only at the company's mills (the largest in the world) at Dorchester, Mass., U.S.A. In order to keep pace with the rapidly increasing demand for its goods in the Dominion of Canada and the British Provinces, a large mill has been put in operation in Montreal.

¶ With the finest possible equipment of modern machinery, with the accumulated experience of more than a century and a quarter in the selection and blending of cocoa beans and by the employment of a perfect mechanical process of manufacture, consumers and dealers are assured that *the uniformity of quality and delicacy of flavor which have made these goods the standards of the world will be maintained.*

¶ To facilitate the distribution of goods, selling offices are located at Montreal, Winnipeg and Vancouver.

We guarantee the absolute purity of these goods under the pure food laws of Canada

WALTER BAKER & CO., LIMITED

DORCHESTER, MASS. MONTREAL, CANADA



Contain More—Cost Less

These four words are strong selling points for the brands that give your customer more quality and more quantity for their money.

"Simcoe" Brand Baked Beans

3's FAMILY SIZE, ALSO SUPPLIED IN FOLLOWING BRANDS :

Red Cross, Canada First and Quaker

are hand picked beans, prepared by a special process and packed solid, either Plain or with Chili Sauce; the sauces and spices used are chosen with exceeding care as to flavor and purity.

"Red Cross" beans are supplied also in 1's, 2's, 3's flats and 3's tall, making a size to suit large or small families and hotels. **The green label on the top of every can tells your customer that it contains more beans to the can than 3's flat sold at higher prices.**

Now that the season for canned goods is here, push and profit thereby by selling "Red Cross" brand Pork and Beans.



Dominion Canners, Limited
Hamilton, Canada

When you buy

Meyer's Currants

You get

The very best fruit of its grade produced—***packed loose*** in the case to insure it reaching you unbroken and unbruised, and ***double screened*** to remove the immature and withered berries. The removal of these undersized currants makes a vast improvement in appearance and flavor which your customers will appreciate. When you sell ***Meyer's*** Currants, your customers will come back for more. It is wonderful how a difference in quality will increase the consumption of currants in your trade, and with more sales come better profits.

Remember the name "MEYER" and pay no attention to "Fancy Brands."

W. Meyer & Co., Limited

PATRAS - GREECE

Packers and shippers of High Grade Currants and Ripe Greek Olives.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's Strawberry Now Ready for Delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



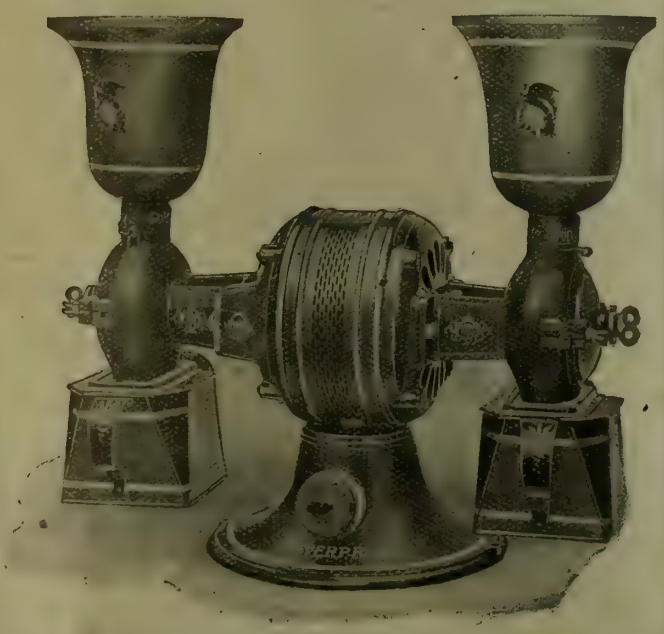
GOLD DUST has always received, and is still receiving, the benefit of extensive, unique and persistent advertising.

Our catch phrase—"LET THE GOLD DUST TWINS DO YOUR WORK"—has been drilled into the minds of women everywhere, and it's easy for you to sell GOLD DUST because every woman knows it means a saving of work for her. Since she can depend on GOLD DUST results, you can depend on GOLD DUST sales.

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.
PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco

When opportunity knocks at the door, the wise business man should be ready to receive it, and when a well-known and old-established firm like

MINTO BROS.

Announces a Special Sale of Bulk Teas

IT MEANS A BIG MONEY SAVING OPPORTUNITY

You will find listed below some of the money-savers:

230 half-chests	and chests Ceylon and Indian, B.O.P. and O.P.	20 to 22
355 chests	Ceylon and Indian, B.P. and P.S.	17½
140 half-chests	Young Hyson, "Moyune" Thirds	16
138 half-chests	Young Hyson, Points	14
100 half-chests	Japan, Earl of Minto, No. 2, S.D.	21
115 half-chests	" A. & B., P.F.	17½
50 half-chests	" Fannings	9
62 half-chests	" Siftings	6½

Terms—Net, 30 days, F.O.B. Toronto.

All of the above Teas are of finest quality, both in cup and leaf.

These low prices will continue until July 20th only, and if you want to get the pick of the lines offered, quick action is necessary.

SEND IN YOUR ORDERS OR ASK FOR SAMPLES

MINTO BROS., - - TORONTO

FROM GARDEN TO GROCER

REGISTERED MAYBELL TRADE MARK

CEYLON ORANGE PEKOE

PLEASED CUSTOMERS and INCREASED SALES

follow as a natural consequence if you stock

"MAYBELL" Ceylon Tea

Your customers will like its **delicious flavour** and **low price.**

You will have a **larger margin of profit** than on any other tea of like quality.

HERE ARE OUR PRICES TO THE DEALER:—

5 lb. Boxes, 8 to the case, 24c. per lb.
10 lb. Boxes, 4 to the case, 23½c. per lb.
50 lb. Half Chests, - 20c. per lb.

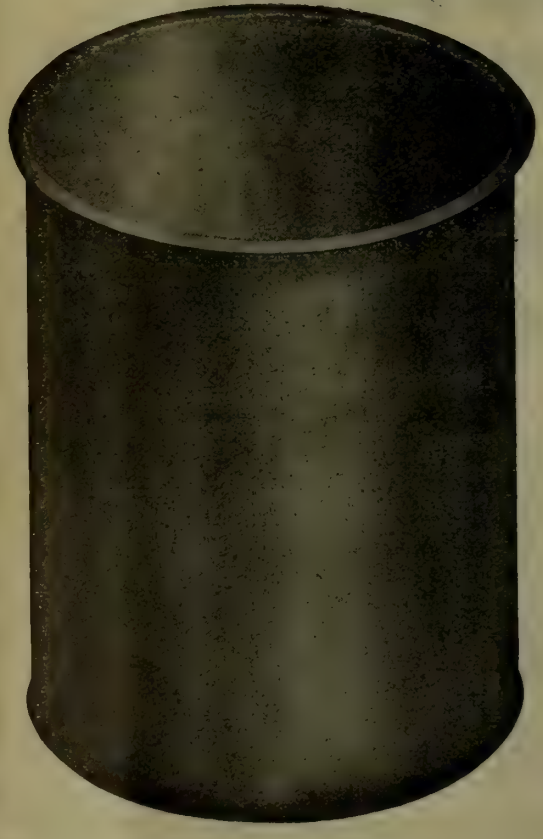
CANADA BROKERAGE COMPANY

Toronto, Ont. LIMITED

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT





SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

If we could show you



just how and where our vinegar is made, you'd understand why it has won such distinction on both British and Canadian markets.

The best can't be beaten and our

Pure Malt Vinegar

is par excellence the finest product offered. Submitted to any test, domestic, commercial or chemical, it still makes good and retains its high standard. Order now from nearest wholesaler or agent.

CANADIAN AGENTS:

W. L Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street; Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.



ROWAT'S SUMMER DRINKS

Delicious — Refreshing

ROWAT'S LIME JUICE possesses a delightful, lingering and thirst-quenching taste that has made it most popular among its users. It is superior to any other Beverage on the market—barring none. A trial will convince you—better write now. The season is here.

The BOTTLE which contains this delightful beverage can be used to a great advantage as a decanter, after the LIME JUICE has been extracted.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co.; Vancouver, C. E. Jarvis & Son.

1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

Make Secure What You Can't Insure

Is it **good business** to carry Fire Insurance on your store and stock of goods? Of course it is—you would not think of being without that protection.

Is it **good business** to have your home covered by insurance? You know it is—you wouldn't feel safe a week without that protection.



SELF-INDEXING, ONE-WRITING.
FIRE-PROOF

NOW THEN

You can't insure your accounts—your most valuable assets—would it be **good business** to **secure them against loss through fire** by the use of the KEITH SYSTEM?

BEAR IN MIND

As a result of the book for each customer's account with the **numbered slips** it is the only system that prevents forgotten charges. It takes care of your accounts down to the smallest detail—all with one writing and keeps your collections up as they should be.

It saves time, saves errors, saves disputes and will save your accounts in case of fire.

It is not an expense, but an investment that pays its cost in a few months' time on our instalment plan.

It will pay you to get full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.

You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

TO THE TRADE:

Let us remind you that the Fruit Season is here, and the Vegetable Season fast approaching. We can honestly say, in view of the past reputation of

ESSEX BRAND PRODUCTS

our goods are excelling themselves, and well merit your attention NOW.

	Quality - -	Paramount
	Delivery - -	Full
	Prices - -	Right
And always	- - - -	You get THE GOODS.

ESSEX CANNING & PRESERVING CO. LIMITED

ESSEX, ∴ ∴ ONTARIO

"VERGINE" BRAND OLIVE OIL

will bring satisfaction and profit to every grocer handling this line, because it is highest quality, backed by this firm's recommendation.

"Vergine Brand" Olive Oil is a sure trade builder. This brand is known and extensively advertised throughout the Dominion, and the demand is increasing daily.

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To accomplish that you must have the best.

Samples and prices upon request. Don't trust to your memory—DO IT NOW.

HEAD OFFICE:
Corner
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

BRANCH:
256 St. Paul Street
MONTREAL



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

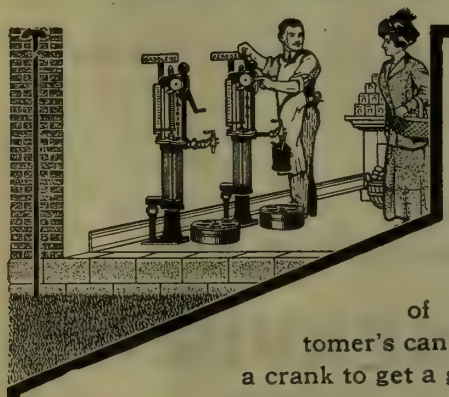
RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON, ONTARIO

(J. A. Henderson)



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

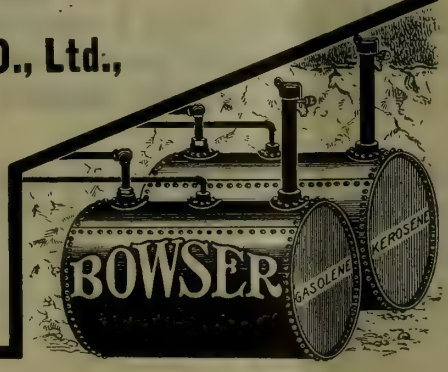
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



Do You Sell on Credit?

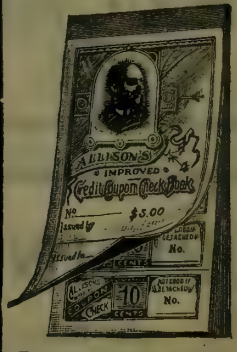
Do you have the usual trouble with collections, "bad accounts," friction with customers and frequent loss of both customer and money?

Then you need

Allison Coupon Books

They will stop the leaks, keep up collections, forestall arguments, please the customer.

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

"FORCE"

We all sell "FORCE." Yes, indeed, all good grocers do for everybody who buys good food buys "FORCE" as a matter of course.

"FORCE" is wheat — all wheat. We cook it by steam till the starch is changed to dextrine — just right for your stomach.

We blend it with barley malt to give the utmost of nourishment and digestibility. We toast it into the sweet, crisp, dainty flakes you know so well.

Cream or milk—put in berries if you like—then you have a dish—appetizing, delicious and every mouthful real, building-up food.

The H-O Company, Hamilton, Can.



We All Sell "FORCE"

BOOST YOUR BONED MEAT SALES

BY INSTALLING A

"Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

Fitted with an automatic sharpener, and protected to prevent accident.

Add to your reputation by installing this profitable modern machine in your store.

CANADIAN AGENTS

W. A. Freeman Co., Limited

Hamilton, - Ontario



Write for details, and ask any grocer who has a "Berkel" what he thinks of it.







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.



Always Good

A Grocer is looked down upon by his customers to whom he sells inferior soap. A grocer is complimented who recommends to them the magic cleaner,

Wonderful Soap

which lessens the labour of work day, and makes that duty a pleasure instead of a task. No laundry soap is so good, and none so pure, perfect and uniform in quality as Wonderful Soap.

It whitens all clothes, no matter how dirty, and will not injure the most delicate fabrics.

Packed nicely, making it an attractive window or shelf display stock---and your profit is as the soap---always good.

THE GUELPH SOAP COMPANY
QUELPH ONTARIO

Queen Quality Pickles

never fail to bring satisfaction to your customers and profit to yourself, because they are a line that always reaches you in perfect condition.

Feature this rapid selling line. The demand for it is largely increasing.



Choicest selected vegetables and other pure ingredients alone find their way into "Queen" Quality Pickles and the entire manufacture is marked by unusual skill, care and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

Try our PURE TOMATO CATSUP.
Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONT.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

ASEPTO SOAP POWDER

"THE ENEMY OF DIRT"

will save the user labor and money without injuring the tenderest hands or the most delicate fabric. Its cleansing and disinfectant qualities are unequalled and makes fast friends wherever used.

There is a fine paying proposition for you in handling **Asepto.**

ORDER FROM YOUR JOBBER

Asepto Soaps, Ltd., - - St. John, N.B.



BJELLAND'S SMOKED HERRINGS IN BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton.

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By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
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The Perfect Cooking Butter. 100% Pure Vegetable Fat.

MORE ECONOMICAL MORE DIGESTIBLE MORE WHOLESOME

than butter.

The Best Grocers sell KO-KO-BUT. Do You?

Write for full Particulars.

Dominion Cocoanut Butters Limited

Merchants Bank Building,
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Royal Polishes

act like magic, with very little muscular effort, in cleaning all kinds of metal; produce a brilliant, lasting shine that comes quickly and goes slowly.

A line that will find a ready sale and give you a good profit.

Ask your Jobber or Write Us

Royal Polishes Company

MONTREAL

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas. Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

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INSURED PROFIT!

You can get insurance against losses but none to prevent loss of profit. The best profit insurance is a stock of salable goods; most of the losses result from dead stock.

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6 oz. tins.	-	75c. doz.
12 oz. "	-	$1.25 "
16 oz. "	-	1.75 "

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

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is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

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the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

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is unrivalled for Purity, Delicious Flavour, and Distinct Character.

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Extra Granulated Sugar

and you link to your store the best class of trade.

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Retail at 15c.

We also make all kinds of dainty and high-grade biscuits.

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THE WORTH OF

WHITE SWAN

PERFUMED **100** % POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD
BRAND
MOLASSES

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's and in barrels and halves.

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HALIFAX NOVA SCOTIA



SAFE — RICH — PURE

Three sufficient reasons why every grocer should stock and feature

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SAFE, because it is canned in air-tight, sanitary cans, without the use of acid or solder.

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A line that pays you well to recommend!

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Aylmer, Ont

Head Offices:
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PROTECT YOUR CUSTOMERS

The housewife cannot make good jam out of poor sugar. Give them the best there is.

St. Lawrence Granulated

is the profection of the refiner's art made of pure cane sugar.

St. Lawrence Sugar Refining Co., Limited

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For You

Nothing like getting and KEEPING new trade, and you can do both by handling

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Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

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ORANGE MASS.
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BAIRD'S
WORCESTERSHIRE
SAUCE
is
DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
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of the trade

JAMES DOME BLACK LEAD

The finest article in Stove Polish on the market.

Pays a good profit.

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WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

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MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between, an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

That's exactly why so many people haven't eaten dates, though they like them. It also explains the enormous sale DROMEDARY DATES have attained. They are the finest fruit we can buy, to begin with, and they're packed in the most scrupulously neat fashion, wrapped in oiled paper and then packed in cartons. The natural demand for them has been increased by the enormous advertising we have done in magazines read by your customers.

All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Cold Spring
Lemonade Powder and Orangeade

For Picnic Parties, Travellers and Holiday Seekers.



Put up in artistic, attractive ½ lb. and ¼ lb. tins.

Guaranteed pure, and superior to any other liquid or powder lemonade on the market.

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96-104 King St. Montreal
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This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

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TORONTO, ONT. GEO. J. CLIFF, MANAGER

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"The Salt of Salts"

It pays you to gain a reputation for handling only the best salt. Feature a salt whose price gives you a good profit besides keeping your customers so pleased that they re-order. A trial order will convince you of all that we say about Century Salt.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

Tell Your Jobber You Want

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for
Fall Delivery

A BIG REWARD

is awaiting you if you write us or ask your wholesaler about **CASTOLS.**

An increase in revenue is what you are looking for during these slack days and

CASTOLS

the candy coated tablet, which is as effective as Castor Oil, but more liked by the mother and kids, because there is only a taste of chocolate traceable.

60% FOR YOU

Isn't This the Line You Want?

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325 Coristine Building
MONTREAL

Gaspe Lobsters

Pounds and Halves, Flats.

Quality and condition first class.

Write for Quotations
or
Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL



Your Suggestion Goes a Long Way

There are some of your customers, Mr. Grocer who never ask for articles they really need. Why not suggest them when you have the opportunity? If you follow out this policy with

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND

You will sell your customers a thoroughly reliable sweeping and disinfectant powder and **make good profits.** For a sure germ-killer, a dust-preventative, and a carpet and rug cleaner there is nothing superior.

See your wholesaler or write direct

SOCLEAN LIMITED

444 King St. West - - TORONTO

PHONE ADELAIDE 1584



In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

Windsor Butter Salt

Practically every pound of prize-winning butter at the dairy Exhibitions is made with "Windsor" Salt.

No other salt is good enough. No other salt sells

THE CANADIAN SALT CO., LIMITED

WINDSOR, - ONTARIO

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO

54-56 Noble Street.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons

Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

Krackley-Nut

Just Dandy-Beats Candy

Satisfies All Tastes



Sells On Its Merits!

Merits Its Big Sale!

A SUPERIOR

POPCORN-PEANUT CONFECTION

MANUFACTURED BY

O-Pee-Chee Gum Co., Limited

LONDON - CANADA

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:

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HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

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MONTREAL—The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.

"BANNER" 1911 Cold Blast Lantern

Have you seen it?

Hold your orders till you have.

New Well!

Solid Brass Burner!

Supplied with Wicks!



Hand-somest Lantern Made!

Give Your Customers the Best!

For Sale by All Jobbers.

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

WESTON'S

HIGH-GRADE FANCY BISCUITS

No Canadian-made Biscuit will grade higher than Weston's.

You may find many cheaper grades—but none better in perfect quality.

We have a special offer to all who are not using Weston's Biscuits—a sample tin of assorted samples free.

Mention the "Grocer" when replying.

We cannot make you money—by the cheapness of our price—but we can make you friends by the satisfaction which comes by using the best goods.

GEORGE WESTON, LIMITED
TORONTO.



True worth is dependent always on

QUALITY

Advertising gets people to try an article once, but only superior quality can make permanent customers.

The enormous increase in the sales of "SALADA" is proof positive of this. The first six months of 1911 compared with the same period of 1910, show an increase of 563,447 lbs. Can anything speak more eloquently than this for the manner in which "SALADA" serves the public?

SALADA TEA CO. **Toronto and Montreal**

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Ontario Wholesalers Discuss Reforms

Their Annual Convention Commences Under Most Auspicious Circumstances, and There was a Representative Attendance—President's Stirring Message—Report on Declaration System for Manufacturers, and the Strong Position Taken Against Possible Violation—The Talk on Uniform Selling Plan—A Plan for More Businesslike Methods—Resolutions—The New Officers.

(Staff correspondence.)

Toronto, Ont., July 6.—Fifty wholesale grocery houses, spread over the territory between Ottawa and Fort William, and Windsor and North Bay, were represented at the annual three-day convention of the Ontario Wholesale Grocers' Guild which convened at the King Edward Hotel here on Tuesday morning. Representatives of the manufacturing and retailing sections were there as well, and the assemblage combined to make up the most important gathering of the trade held in Canada during the year.

Matters of vital interest to everybody interested in the distribution and sale of foodstuffs were discussed. The speeches had been carefully prepared and there was exhibited an intense desire to secure from each the best results for the entire trade.

One of the most important subjects that came up was that dealing with the declaration system for manufacturers, and it provoked considerable discussion.

The delegates were somewhat late in arriving. The conference waited for the arrival of trains from the West. President Smye and H. C. Beckett, of Hamilton, Ont., were on the ground early, bewailing the fact that the members, especially those from Toronto, refused to come in at the appointed hour. There were about twenty men present, however, when the President called the gathering to order at 11.30 a.m.

"There are matters coming before the attention of this meeting that should make it vital for members to be present at the meeting. There has been a tremendous amount of work done, and, accordingly, the lukewarmness of some of the trade is appalling."

Letters were read from Albert Beckman, Secy. National Wholesale Grocers' Assn. of the United States, and from the firm of Hudon, Hebert & Co., Montreal. The Chairman, in mentioning this latter letter, paid a glowing eulogium upon the character of the late Albert Hebert, and Hugh Blain, Toronto, H. C. Beckett, Hamilton, W. G. Craig, Kingston, were appointed a committee to draw up a resolution of condolence to go to the family of the deceased merchant.

On motion of Hugh Blain, the minutes of the last meeting were taken as read. The financial report was then presented, showing disbursements of $4,124.27. Thos. Kinnear, Toronto, and R. J. Carson, Kingston, Ont., had a few questions to ask regarding some of the items, but on motion of Hugh Blain, the minutes were adopted. Mr. Carson wanted to know something about the expense of getting out the address given last year by E. F. B. Johnston, K.C., on the Secret Commission Act, and the rights of manufacturers, wholesalers and retailers. The chairman gave it as his opinion that the distribution of the address was worth ten times the amount it had cost them. H. C. Beckett, fully concurred with this, as did Mr. Blain, and the former said that he thought the setting forth by the lawyer of the rights of the parties concerned was of incalculable benefit to the trade. The wholesalers, or some of them, had not known before he spoke, just where they stood in the matter. Mr. Carson seconded the adoption of the report.

Mr. Smye then addressed the meeting on the advisability of appointing a permanent secretary to give his entire time to the work of the Guild. The country was growing so fast and the work was becoming so heavy that this move was necessary in his opinion. Mr. Beckett, Mr. Kinnear and Mr. Craig were then appointed a nominating committee.

As more delegates had come into the meeting it was decided to have the President give his address before the luncheon. It was as follows:—

THE PRESIDENT'S ADDRESS.

"We have called this Ontario Wholesale Grocers' Guild together to confer on trade matters and to transact business and create reforms, not only for our personal advantage, but for the common good of the grocery trade of the country, and in order to accomplish results that will be to our mutual advantage it will require your undivided attention throughout the whole Convention. You owe this to your individual business as well as to the trade at large, and also to those whom you have appointed to office to carry on the work of the Guild. Your officers have given their time unsparingly and have, we think, made progress along the lines laid down at our last convention, and many reforms have been accomplished through the efforts of the Manufacturers' Committee, all of which will be reported at this Convention, and you will see that many thousands of dollars have been saved to you through their work, all of which should thoroughly convince you of the importance of the Association and spur you to help on the work individually by backing up the Guild Officers in all matters brought before you from time to time.

The Difficulties.

"The greatest difficulty we have to contend with is that the members do not take a broad view of many matters brought before them—they look at the individual rather than the general result and hesitate to make a temporary sacrifice to gain a perpetual benefit. This is demonstrated often in our dealings with manufacturers and they trade on this weakness whereby the whole trade suffers.

"There are many houses who have made sacrifices and are still making them hoping for better things, and they will eventually receive their reward.

Plan for Eliminations.

"Now with reference to houses who are still conducting their business along dishonorable lines—there are not many such, but there are some and they are well-known, and it is hoped that this convention will not disperse without formulating a complete plan towards eliminating dishonorable methods from the wholesale grocery business, and we feel that we can do so if we stick together. We have the laws on our statute book protecting us, and subject to the approbation of the trade a plan will be submitted for your discussion which will put a stop to secret rebating and other dishonorable methods. I do not want to trespass on the report of the manufacturers' committee, which report will be the kernel of all subjects for discussion, and as a member of that committee, know what a lot of work has been done and also the results attained. The lion's share of the work, however, has fallen on H. C. Beckett, for whose zeal and sacrifices the grocery trade of Canada can never repay or fully appreciate and we hope that his guiding hand will be

with us for many years to carry on the good work.

Results of Education.

"At our convention last year many instructive papers were read and discussed. These were of an educational character and have borne good fruit, as to-day you rarely find a manufacturer adopting a quantity price or selling to large retailers at wholesale prices, which was a common practice heretofore and most unfair to the great body of retailers throughout the country. Our association with the committee of retailers has also been productive of some good and a better understanding, and I think that this convention should confer with the Retail Merchants' Association and see what can be done to increase their membership. It is most important that both retailer and jobber should stick closely together to fight the dangers which assail the trade, and it is not only our duty to assist them to increase their membership but to ask their assistance towards keeping trade in the proper recognized channels which are from the manufacturer to the jobber—to the retailer—to the consumer. We have frequent complaints from the retailer that some jobbers are trespassing on their right of selling to consumers, such as boarding houses, small restaurants, etc., and it is in the interests of the legitimate trade to look well into this side of the question and play fair with the retail trade, as on the other side, we think it grossly unfair for the manufacturer to sell the retailer. Let us consider this vital point—The retailer must be protected or the whole structure will be destroyed and we will drift into the troubles experienced in England and United States, of Chain Stores, Buying Exchanges, etc.

Watch Financial End.

"The trade of Canada has been prospering for a few years back and in consequence, bad debts have not been heavy, but we have no guarantee how long it will last. It is always prudent to keep a watchful eye on the financial end of the business, and it is strange that we do not discuss this side of the business more than we do at our conventions. You will note that we will have the pleasure of hearing Henry Detchon, of the Canadian Credit Men's Association, and hope that every financial man of our various firms will be present to hear him outline the system of "The Clearing House," of which I am, personally, a strong advocate, my firm having already experienced its benefits in other provinces.

Uniform Terms.

"There are other special features on our programme to which special attention is directed and which you are expected to seriously consider and be prepared to discuss intelligently as they are most important. I refer to Uniform Selling Contracts and Declarations, Uniform Terms and Methods of Invoicing, and the Secret Commission's Act, all of which you have been specially written about and hope that every member will come fully primed on these subjects.

U.S.A. Supreme Court Decision.

"The profits of the jobber have not increased to the extent that the expense of doing business has in the last few years, yet there are houses who sell many lines of goods without any profit whatever—They cannot know what it costs them to do their business. Price-cutting and unbusinesslike methods that creep into trade are in restraint of trade and should be vigorously dealt with by



F. T. SMYE.

His Presidential Message Was Highly Commended.

the trade, both wholesale and retail. In the verdict of the Supreme Court of the United States it was decided that business organizations that create a degree of monopoly by pursuing ordinary business methods are not guilty of an offence against the law, and that is what our own Guild judgment teaches, so if we will only stick together and be loyal to each other and be loyal to loyal manufacturers, we will make the grocery business a thing of beauty and a joy for ever.

"I will not trespass further on your time. We have a lot of work to do, and hope each member will do his share and take part in all matters brought up for discussion. The work of the Guild falls rather heavily on your officers who sacrifice their time in your interests and hope the time is near when you will again appoint a secretary to carry on the work.

"You have my sincere thanks for the honor you have done me by appointing me to the office of President, and I thank you for your co-operation and many kindnesses, and ask for my successor the same consideration."

Discussion on Report.

Hugh Blain, in discussing this report, pointed out that conditions were much better now than they were, and the wholesalers were now more entrenched in their legitimate position in the chain of distribution. A gradual charge of front on the part of the manufacturers had been the result of the activity of the Guild. The wholesalers had been bettered and the retailers as well. The latter had derived great advantages through the carrying out of the work of the Guild and it should be seen that the proper methods of handling of goods now obtaining, should be preserved. Mr. Smye had given them much food for thought during the coming year and he moved with pleasure the adoption of the address. W. G. Craig, of Kingston, seconded the motion.

Mr. Beckett also had a few words to say. To his knowledge, there never was a meeting of the manufacturers' committee but Mr. Smye had been present. He always sacrificed himself for the benefit of the trade generally, and he felt they had never had a president who took such a keen interest in the matter as had Mr. Smye.

Mr. F. W. Humphrey then moved the following resolution dealing with the protection of the wholesaler by the manufacturer:—

"It is resolved that more loyalty to the association of the Ontario Wholesale Grocers' Guild would materially advance the interests of the wholesale grocery trade and that to be loyal to the Association, it is necessary that the members thereof exercise care in the buying of proprietory articles by refusing to buy new lines unless satisfied that the manufacturer is going to offer them what, in their opinion, would be reasonable protection both against price-cutting and also having regard to the margin allowed." R. Carson seconded this.

Resolution of Condolence.

The following resolution dealing with the sad death of Albert Hebert, in Lucerne, Switzerland, was then unanimously adopted:

"It is with profound sorrow that we have heard of the death, under such sad circumstances, abroad, of our late esteemed president, Albert Hebert. His honor, zeal, wisdom and energy displayed while representing The Dominion

Grocers' Guild as its president, will long remain in the memory of the guild members and have a lasting influence for good. The Ontario Guild desires to tender its sincere sympathy to the members of the late Mr. Hebert's firm, also to the members of his family, and that a copy of this resolution be forwarded to his firm and to his bereaved family in their great and melancholy loss."

The meeting then adjourned for lunch at which the delegates were the guests of the Hamilton trade.

TUESDAY AFTERNOON.

At 2.45 p.m. the members again assembled for business. The opening feature was the presentation of a criticism of a recent decision of the Supreme Court of the United States in the Dr. Miles' Medical Company suit. The address follows:—

Hugh Blain's Address.

"The Trade in Canada is deeply interested in the recent decision of the Supreme Court of the United States in the case of the 'Miles' Medical Company,' vs. 'John D. Park & Sons Co.' in the matter of selling proprietary goods at fixed prices, because judgments in the United States Courts are frequently quoted by, and have a decided influence upon the action of our Canadian Courts.

"It may be considered out of place for one in business to review or criticize a decision of the Supreme Court of the United States. In discussing the matter with one of our most prominent members of the Bar, he said that judgments of this nature frequently involved as much business as law. A just judgment in all the affairs of life, is ethically the legitimate fruition of the application of common sense. Now, common justice, common law, and common sense, are essentially a triple alliance, bound together for the good of the human race, and where these essentials do not fully prevade a legal decision, the judgment cannot be a righteous one. These legal decisions are intended to guide and govern the people, and it therefore behooves us to study and discuss them, so that they may be understood and practiced in the concerns of daily life.

Legal Ingenuity Displayed.

"The case under consideration appears to have been one that should never have been taken into court. The plaintiff company endeavored to force the terms of a contract on the defendant company, which had not only refused to sign the contract, but had declared its business policy to be entirely opposed to the conditions. The contract itself, claiming goods to be still on consignement, after accepting payment for them in full, appears to be a most arbitrary document, and in its preparation displays greater legal ingenuity than honest effort to lay down straightforward business methods. It prohibits selling except to specially mentioned parties, and on the face of it, bears the impress of a restraint in trade. The intention and also the effect of this agreement, had it been legal, were to restrict sales to a selected class, under any and all conditions. This appears to be not only in restraint of trade, but wrong in principle. The true principle is to extend the same privileges to all, unless such privileges have been abused, but to confine the compensation to those who conform to the conditions the manufacturer imposes for the proper distribution of his goods. If a manufacturer, in placing an article of commerce on the market, desires to fix prices at which the goods are to be sold to the wholesaler, the retailer, and the consumer, as the best means of distributing in his own interests, he should have the right to do so, if the conditions are reasonable. Arbitrary methods are not, however, the best means of enforcing such a plan.

The Canadian Plan.

"The plan adopted by the Canadian manufacturer is more in keeping with modern ideas. It is altogether better to hold out the olive branch and extend the privileges of selling to all, but recompense only those who agree to, and carry out the manufacturers' conditions. For example, the manufacturer sells to the wholesaler at the price which the wholesaler is required to sell to the retailer, and at the end of a stated period gives the wholesaler a rebate, as compensation, providing the prices and terms have been carried out. But if the wholesaler has abused his privileges and has not adhered to the conditions, then the rebate is withheld, and further supplies stopped, with the result that the wholesaler, who sells for less than the proper price, loses all his rebate and just as much more as he cuts the price under the actual cost of the goods to him, and is also deprived of getting a further supply. We arrived at the knowledge of whether the wholesaler has adhered to the prices and terms by requiring him to give a declaration if there is a suspicion that he has not adhered to the conditions of the contract. A form of agreement will be submitted to you at this meeting, which we regard as the most up-to-date contract we have seen and which we are sure will give fairly good satisfaction."

The Declaration.

"You will observe that the wholesaler agrees with the manufacturer to act as the distributor of his goods, and to sell them at fixed prices, and on stipulated terms. He also agrees, whenever requested by the manufacturer, if he has not violated the contract, to give a declaration under oath to that effect. If he has violated the contract, the presumption is that he will refuse, and a refusal to give such a declaration is taken as equivalent to an admission of guilt, and operates automatically as an absolute violation. On the other hand, if he takes the declaration after having violated the contract, he commits perjury, and places himself in a position altogether too serious for me to enter into, or discuss here to-day. The manufacturer, in case of a refusal to take the declaration, withholds the rebate that would otherwise be given to the wholesaler, and exercises the right to refuse to supply him with further goods unless satisfactory assurances are given for a proper observance of the contract for the future. Such an agreement might not be effective in regulating the sale of a small item like a proprietary medicine, for which there is not a general demand, but it is effective in governing the sale of staple proprietary articles in constant demand by the public. Especially is the **'REFUSAL TO SELL'—'REBATE WITHHOLDING' — 'VOLUNTARY DECLARATION'** plan effective when it has been adopted for several lines of goods, and has become a recognized system. No reputable wholesale distributor can afford to be without a reasonable number of important staple articles of commerce in his special line of trade, and our experience is that the houses who most loudly asserted that they would never sign such a contract, are among the first to put their names down when they find themselves squarely up against the actual conditions of either signing or not getting the goods.

System Powerful Deterrent.

"Unfortunately there is always a small percentage of crooked houses or crooked salesmen in every line of business, but we find that the system is a powerful deterrent and since it has been introduced here, business conditions have been much improved. The decision of the Supreme Court of the United States in this case has put the whole of the Trade of both the United States and Canada in a false position, and has given the impression to the world that there is no legitimate plan or system by which a manufacturer can have his goods sold at stipulated prices and terms. In my opinion, the contrary is the case. The decision of the Supreme Court on the plaintiff's principal claim would appear to endorse this view. Chief Justice Hughes, in delivering the judgment said:

> "Whatever right the manufacturer may have to project his control beyond his own sales must depend, not upon an inherent power incident to production and original

ownership, but upon agreement."
and further on he says:

"To sustain the restraint it must be found to be reasonable both with respect to the public and to the parties, and it is limited to what is fairly necessary in the circumstances of the particular case for the protection of the covenantee, otherwise restraints of trade are void as against public policy."

Claimed Only Principle.

"In so far as the grocery trade is concerned, we have never claimed beyond this principle, that we should have the right to fix prices at figures that would afford us a reasonable profit, and give the public a reasonable service.

"From a former decision of the courts, he quotes as follows:

"But there are exceptions. Restraints of trade and interference with individual liberty of action may be justified by the special circumstances of a particular case. It is a sufficient justification and indeed it is the only justification if the restriction is reasonable—reasonable that is, in reference to the interests of the parties concerned and reasonable in reference to the interests of the public, so framed and so guarded as to afford adequate protection to the party in whose favor it is imposed, while at the same time it is in no way injurious to the public."

Should be Commission.

"I may say here that we have never claimed the right to fix prices on any other basis than the above. On the contrary, we have urged strongly that there should be a permanent commission appointed by the Dominion Government, with authority to examine into, and approve of such fixed prices as might be imposed by the manufacturer on proprietary articles, so that the prices would be such as would afford proper protection to all parties concerned, the manufacturer, the wholesaler, the retailer, and the consumer.

"Our system is perhaps not yet perfect, but is being gradually developed and improved, and it is, on the whole, working well, and is fair and just to all concerned, the manufacturer, the distributor, and the consumer, and the individual right to carry out such a contract is so clear and unmistakable that it is, beyond question, perfectly legal.

One Court Decision.

"Sir Glenholme Falconbridge, C.J., of the King's Bench Division of our High Court of Justice, in what is known as the 'Grocers' Guild Case,' quoting from Lord Herschell, says:

"If it be intended to assert that an act not otherwise wrongful, always becomes so, if it interferes with another's trade or employment, and needs to be excused or justified, I say that such a proposition in my opinion has no solid foundation to rest upon."

and quoting from "Eddy on Combination" says:

"The right of a combination of dealers to advance their own interests by mutually agreeing that they would not deal with any manufacturer or wholesale dealer, who should sell directly to their customers, has been broadly upheld."



HUGH BLAIN.
Whose Address Was Listened to With Interest.

and says as his own opinion:

"The various cases of alleged oppression and 'driving out of trade' of persons who either openly or by some ingenious device, aim to belong to the Wholesale Trade, and at the same time to sell at retail, are thus easily understood. If this system were to be practiced, it would injuriously effect and demoralize the Trade, not only of the Wholesaler, but of the Retailer, and the Consumer would certainly not be better off in the long run."

Travesty on Justice.

"There is one feature in connection with this recent judgment of the Supreme Court of the United States to which every business man will take exception on the grounds of common sense, if not on legal grounds. That the Court should give the defendant the right to deface by obliterating the serial numbers, is a traversity on justice, even if the performance is by the Supreme Court of the United States. When a proprietary article is placed on the market, and becomes an article of commerce, it should retain its identity unimpaired, otherwise it will lose much of its value, and it is in the interests of the public, as well as in the interests of the producer, that it should be kept exactly as it was made until it reaches the consumer.

Tampering With Goods.

"In cases of mistakes, or malicious tampering with the goods, these serial numbers are most important in tracing the wrong back to the party responsible. Where a means of discovery of what, in my opinion, may have been a crime, is denied, public confidence is seriously disturbed. The views of the court in bestowing such a privilege could not have been given on high moral grounds, because the effect was to conceal the identity of the intermediary who had evidently violated a contract, voluntarily entered into, and who, whether the contract was legal or not, was guilty of a dishonorable act in evading the terms of an agreement by such a subterfuge. The destruction of these serial numbers prevented the discovery of the wholesaler who would have been liable under what he regarded a legal contract, which he had signed, and who was evidently afraid to come out into the open and do an honorable business, and hence had either taken off the numbers or had been in collusion with the defendant, who had done so. This is poor business ethics, and it was not creditable to the Supreme Court of the United States to dismiss this claim apparently without consideration, as merely incidental to the plaintiff's main contention in the case. There are numerous instances in business where it would be altogether impracticable to obliterate these serial numbers. For example, where they are put inside of the packages of such goods as cereals, spices, etc., it would be impossible to disturb these numbers without rendering the article unsalable.

Is Dishonesty Prevalent?

"The decision, therefore, becomes restricted in its application and shows a want of proper understanding of the question by the court, or worse. To quote from my favorite poet:

"'In the corrupted currents of this world, offense's gilded hand may shove by justice and oft 'tis seen, the wicked prize itself buys out the law; but 'tis not so above; there is no shuffling; there the action lies in his true nature; and we

ourselves compell'd, even to the teeth and forehead of our faults, to give in evidence.'

"In the corrupted currents of this world, dishonesty is still as prevalent as in the days of Shakespeare, and notwithstanding that a special Act in the Criminal Code, to prevent rebating by giving secret commissions, was recently passed by the Dominion Parliament, the practice still prevails, and is the very worst form of commercial corruption in the business life of to-day. I regret to say that the administration of justice is most lamentable, pureile and ineffective, and while I do not believe that the 'wicked prize itself buys out the law,' there are certainly other questionable influences at work, or else there is a painful lack of appreciation by the officials, of the duties and responsibilities of the department. Whatever the cause, the result is to 'skin and film the ulcerous place; whilst rank corruption, mining all within, infects unseen.' I wish our legal department in Ontario would take Hamlet's advice to 'repent what's past; avoid what is to come, and do not spread the compost on the weeds to make them ranker.' The law, as it stands to-day, if properly administered, would protect us, but in the absence of such protection, we have succeeded in evolving a plan which, if vigorously enforced by the manufacturer, will compel the unscrupulous 'even to the teeth and forehead of our faults to give in evidence' by calling for the declaration.

"In conclusion, I must congratulate the trade on what has been already achieved, which, I believe, is greatly elevating the standard of our business morals, and I am glad to say that, in my opinion, the decision of the Supreme Court of the United States, while it erred in one respect, has, on the whole, upheld the position taken by the Canadian wholesale grocery trade."

The Discussion.

E. M. Trowern, general secretary of the Retail Merchants' Association, cited several cases in which the retailer had been called to account to sell goods at a price lower than that set by the manufacturer, and wanted to know if the decision of the U.S. court would destroy the system being built up in this country. Mr. Blain replied that the Mile's contract was not like to those obtaining in Canada.

"Some manufacturers think," returned Mr. Trowern, "that to enforce contracts they must go over the head of the wholesaler. I'm saying this because I want to get to the bottom of it all. Personally I think it would make the plan not a particle weaker if it went through the regular chain—manufacturer, wholesaler, retailer and consumer."

H. C. Beckett then gave a survey of the Contract Selling Plan, and pointed out that under the law the producer was fully protected. He had power to refuse to sell to men who refused to observe the contract. The whole thing was perfectly legal, and was not a boycott at all. It will be only a year or two before the trade will realize what it is entitled to. "If the retailer can't make a fair profit he can't pay the wholesaler" said he.

The chairman said that no trouble was experienced in goods where the makers stood staunchly behind their goods.

W. H. Rowley, of the E. B. Eddy Co., said the manufacturer who sells to the wholesaler has to respect that trade. "He can't run with the hare and hunt with the hounds," he said. No producer should go to the wholesaler and sell him goods and then go to dealers in the same town or district and sell them. That should not do. He didn't look with dread upon the Supreme Court of the U.S.A., nor any other foreign court. We had excellent courts of our own. The Contract Selling Plan had been originated nearly a quarter of a century ago, and had worked well.

Mr. Craig, of Kingston, said he thought it was a boycott, where a certain number of wholesalers agreed to refuse to sell a certain manufacturer's goods, until a fair margin of profit was provided. He had refused to sign such a paper when it was submitted to him. Mr. Beckett in reply, contended that under the law wholesalers were perfectly justified in combining for the general benefit of the whole body. On motion, the address given by Mr. Bain, was unanimously endorsed.

Manufacturers' Committee.

Mr. Beckett then reported on the work done by the manufacturers' committee since April 1910, up to the present time. The conditions of trade had changed greatly during recent years, but the trade as a whole were not thoroughly alive to these changed conditions as was evidenced by the fact that few firms take the precaution to protect their interest when purchasing proprietary lines. To-day, he said fully 60 per cent. of the wholesale grocery turnover is made up of proprietory lines absolutely controlled by manufacturer and upon which there is no possible chance or opportunity of making a margin of profit unless arranged by manufacturer.

More knowledge is necessary, he said, on the part of the manufacturer as to the needs of the trade, and of trade conditions generally. "I trust," he added, "no wholesale grocer in Ontario will labor under the delusion that the improvement in the handling of some lines of goods is the result of mere chance." During the past fourteen months the committee had held thirty meetings, giving a full day to each meeting. Most of this time had been taken up with conferences with manufacturers, upon whom they urged the necessity of their protecting the distributing agents against secret rebaters and trade wreckers.

"Possess yourselves with the firm conviction that the wholesaler is in business to-day for no other reason than that he is the cheapest medium of distribution only because the manufacturer cannot go to the retail trade direct and sell his goods at as small a cost for selling and distribution as he can through the wholesaler."

"We have," continued Mr. Beckett, strongly advocated the adoption of a selling contract which provides for a declaration when called upon by the manufacturer and in many cases this form of selling contract has been adopted by the manufacturer with most satisfactory results."

Did Not Receive Backing.

Mr. A. Foster, of North Bay, wanted to know if the manufacturers' committee had received from manufacturers a definition of wholesaler and retailer, as he regarded this as a question that should be set down definitely. The opinion was expressed that the manufacturers' committee had not received the backing from the wholesalers that they should, and a resolution was passed that the work so far of the committee be approved of by the Guild and that the wholesalers decide that in the future they will give them all the support possible.

Mr. Beckett gave a report of the large number of wholesale houses that had signed the agreement in favor of manufacturers selling their goods on the lines approved of by the Guild, which showed that the majority were in favor of this method.

A resolution was passed: "That this convention realizing the absolute necessity of the interests of the trade being protected, and appreciating the great value to the association of the manufacturers' committee and the work they are doing for the benefit of the trade generally, strongly endorses and approves that the wholesale trade should be loyal to the manufacturers' committee in following suggestions, and doing everything in their power to strengthen the hands of the manufacturers' committee in their negotiations with manufacturers on behalf of the trade."

Mr. Kinnear pointed out that the manufacturer should make all dishonest men in business toe the mark. More stringent discipline he wanted. When travelers could go out and undersell his men, it would mean the beginning of the splitting up of the trades.

Mr. Rowley wanted to know if the manufacturer would refuse to discipline

men when proof of dishonesty had been laid before him.

"They do in part," returned the Toronto man. "I hold the manufacturer should go to the men who buy this wholesaler's goods and find out from him if the facts are as stated. Then if it is so that wholesaler should be disciplined. Some men," said Mr. Kinnear will take a declaration of any sort,—swear to anything." There should be a stronger system, he said.

Need General Policy.

Mr. Blain agreed theee was no doubt a good deal in what Mr. Kinnear had said, but he thought it was not so serious. There were a great many reports turned in of this sort which were not true. One had to look beyond individual results to see the working out of the system in force. He did not think it wrong to have a declaration asked for. He had signed a declaration himself, and did not feel grieved over it. If they were to get decent results they must make efforts to get it. It was the old men who must be looked to if these things are to be done. The manufacturer must be shown that a united wholesale trade is behind him. Good principles must be established. They did not want exorbitant prices. They only wanted a fair profit. He would rather that some other wholesaler should sell the goods not returning a fair profit. The real trouble — one they should not have—was that they lacked the real support of the trade. There should be a general policy followed.

Mr. Kinnear said that he held preaching without getting to the bottom of things was not all that was necessary. If a manufacturer bound him by an affidavit he wanted others bound by an affidavit. He knew affadavits had been taken by men when it was false. He never asked anyone to deal with him if he could not compete. There was no sentiment. If these men were brought to the bar and it was proved that they had sworn falsely they would not do it again.

Mr. Blain said Mr. Kinnear said that the reputation of an honest house would bring business to it. He ventured to say that the business of the Kinnear house was greater than it had been.

Booking Sugar.

In reference to the Kinnear matter the chairman pointed out that the wholesaler had not used the power that was in his hand. He should have asked the Guild to have the manufacturer present a declaration to the wholesaler in question. Mr. Kinnear replied that the next case which came to his notice would be forwarded to headquarters.

In regard to the booking of sugar there was considerable discussion. Mr. Smye told of difficulties that have arisen whereby the wholesaler and retailer have suffered through changes in the market. He deplored such a condition of affairs. Mr. Blain outlined a system by which he felt the obstacle could be gotten over. He advocated a system of sale by which the traveler would book sugar at open rates. The price which he should pay should be the market price at the time the order was received by the wholesale house. There would-he said, be no chance of violating any



JOHN M. DILLON, LONDON,
Who Was Elected President of the Guild.

agreement if this were done. He believed the wholesale houses were honest. The booking of sugar prior to advance was corrupting both the wholesale and retail trade. It was probable that the refiner, even if he did not adopt the declaration system, would fall in line with the contract selling plan. If a memorial were sent to the refiners, backed by the trade, it was possible that something might be done. Mr. Beckett concurred in this. Mr. T. B. Escott, of London, who presented a report from the London district on the matter, wanted a committee appointed to go into the matter.

Geo. E. Bristol, of Hamilton, believed that the best way to work peace in the trade as far as sugar was concerned was to have the Guild discipline its members, and not to leave it to the manufacturers. He outlined a plan which provided for every man in the Guild putting up say $300 into a fund which the president would hold. If any member be charged with violation of selling terms and be proven guilty by a committee appointed by the president he should be fined. This money would come out of the refractory member's deposit, and should be effectual. The deposit would have to be kept to its original strength.

Mr. Carson wanted to know how this would work out in the case of wholesalers who are not members of the Guild and who reap all the advantages.

Mr. T. B. Escott, London, Ont., said that the London men had worked up a similar plan, but had dropped it because they had been given to understand that the Guild would take up the matter.

WEDNESDAY MORNING.

Local Guild matters held prominence at the opening of the morning session. Mr. Craig and Mr. Carson brought up the question of bank charges on small drafts. The chairman next introduced the "letter of credit" system. This question, he said, had been urged upon him by John Dillon, of London, Ont., who was, however, compelled to remain at home owing to illness in his family.

This was a pernicious habit, Mr. Smye pointed out, and he urged action. Geo. Bristol, of Hamilton; Wm. Logan, of Toronto, and W. G. Craig were appointed a committee to report.

The report of the nominating committee was then made. It was as follows, and was endorsed:

President, John M. Dillon, London, Ont.

1st Vice-President, A. H. Pafford, Toronto, Ont.

2nd Vice-President, A. Allard, Ottawa, Ont.

Manufacturers' Committee — H. C. Beckett, Hamilton; A. H. Paffard, Hugh Blain, Toronto; John Dillon, London; T. B. Escott, London; Albert Allard, Ottawa; W. G. Craig, Kingston; Ex-President Smye, Hamilton.

Manufacturers' Contracts.

The regular order of business was then resumed, and A. H. Paffard gave a report on "Manufacturers' Selling Contracts." It was as follows:

"As you will doubtless observe, this form of contract is an evolution in trade made necessary by changed trade conditions and as a result of a gradual improvement in knowledge as to the best methods of dealing with contract-breakers, and also as a means of inspiring confidence on the part of the trade, one with another.

"To make this matter clear, you will remember that under the old system, if you came across proof of a violation in a manufacturer's selling contract or terms, the average traveler did not care to use the information, knowing that in doing so and making a complaint, the

investigation on the part of the manufacturer would in all probability involve the traveler's customer, as the investigation to satisfy the manufacturers would necessarily be carried back to the retailer. As a result of this now out-of-date method, the traveler usually lost the retailer's account if he made a complaint, and much hard feeling resulted. Now, by the use of the declaration in these manufacturers' selling contracts no names need be mentioned, either of the wholesaler making the complaint or the retailer through whom the information came.

Wholesaler and Producer Agree.

"You will observe by the reading of the contract that the wholesaler agrees with the manufacturer that he will give unconditionally a sworn declaration, by himself, his traveler, or any one in his employ designated by the manufacturer and in such terms as the manufacturer may set forth. This declaration the manufacturer agrees to submit to the wholesaler or the traveler for same, upon request of any wholesaler with whom the manufacturer is doing business in case of a supposed violation, and these declarations are only to be given when requested by the manufacturer or by the person set forth in the contract. Now, if the wholesaler or the traveler is guilty of the reported violation he could not give the declaration without committing perjury, so the contract very properly provides that a refusal to give the declaration asked for is an admission of guilt and the manufacturer deals with the case accordingly by exacting the penalty as provided for in the selling contract.

No Names Mentioned.

"As already pointed out, no names are mentioned, and the contract provides and the manufacturer agrees that he will not disclose the source of his information. The contract also provides and the manufacturer agrees that he will not sell to any wholesale house who does not become a party to this contract.

"There is also a further instruction from the manufacturer to the wholesaler, viz., that no sales are to be made to other wholesalers at less than the list prices and the reasons and necessity for this are explained.

"Now, all this is very simple and very fair, and it has the effect of detecting violations without the loss of the customer afterwards. It brings the violation home to the guilty one if he is guilty, and if not guilty and the declaration is given, it has the effect of making the traveler less liable to be suspicious of his competitor and inspires confidence and faith in humanity. If the firm or traveler to whom the declaration is presented is guilty he is not at all likely to give the declaration, not knowing how much information the manufacturer is in possession of. The penalty for making a false declaration is a penal one and is not to be thought of for a moment that any man knowing the penalty would take such a serious chance of conviction that might afterwards follow.

No Harm if Innocent.

"If the firm is innocent or the traveler is innocent, you will get the declaration and no harm is done. The air is cleared of suspicion.

"Now, the question is naturally asked, what becomes of the declaration after it has been returned to the manufacturer duly sworn to? The answer is, it will be forwarded to the house who laid the complaint, and then the manufacturer's part of the contract has been fulfilled. If the firm or the traveler has committed perjury and the house or traveler making the charge is sure of this, it is a matter for the crown to deal with, and upon laying the information the crown would take action.

"The system does away with an examination and other unpleasant features which under the old plan were necessary for the manufacturer in case of an investigation.

"Under the old plan investigation and examination of books seldom revealer anything that would prove a violation, for the reason that most of the trouble had been caused by travelers and some firms secretly rebating so much per package, case, dozen or pound; or allowing discounts in settlement of accounts, which amounted to the same thing. The practice of secret rebaters is difficult to detect, as no documentary evidence is left to prove their guilt. Contract goods are invoiced at regular prices, and there is no evidence so far as the invoice is concerned. But few travelers would continue these dishonest practices if they knew they might be called upon for a declaration, and also when they were properly seized with the meaning of the Secret Commissions Act.

The Endorsation.

"Now, when your committee approached manufacturers of proprietory lines urging them to adopt a selling contract providing for a declaration, we were sometimes met with the argument that the trade generally were not in sympathy with that form of contract, and when asked for the name or names of any firm so objecting they declined to give us the names. You can imagine our feelings when we had had, at our last annual convention, a unanimous endorsation of this system. What were we to do? The difficulty was solved by presenting for signature to every house in western Ontario, including Toronto and west, a document expressing approval of the declaration in selling contracts, and we are pleased to tell you that this document has been signed by every wholesale grocer to whom it has been presented but three. Now, then, we have the law to assist the manufacturers, and the law of the land is that the manufacturer has the absolute right to fix his prices and to name the terms upon which he will sell his goods, and to have those terms set forth in an agreement with the buyer, and if he makes that agreement he has the right to see that it is carried out, and the manufacturer has the further right to penalize a buyer for a violation of his selling contract.

"All this seems very reasonable, and it appeals strongly to the honest wholesale house as being the only effective method of protecting the honest wholesalers and also the manufacturers against practices that if not checked would finally lead to a state of trade that would not only be deplorable, but that would hold out a premium for dishonesty in business and prevent an improvement of the moral character and integrity of the business men of Canada."

The chairman then read over the list of wholesalers who have signed in favor of having this system of selling enforced.

The Milk Question.

H. C. Beckett then introduced the canned milk question and reported the firms who were in accord with the Guild on the matter. His comments showed that the Guild had gone to considerable trouble to secure more favorable terms from the manufacturers. These had been informed that the only workable plan was that entailing declaration. One of the companies had replied that it was their intention to supply the retailers with all information in regard to the wholesalers who were to handle their lines of goods. No other milk lines were to be handled by the wholesaler, however, on a smaller margin of profit, unless the alternative of being cut off be faced. The givers of discounts, or those who sold at other prices, no matter how big they were, would be cut off. Five hundred thousand cases of these goods were sold. That would mean a profit to the wholesale trade in Canada of $250,000. Any other line of goods could be arranged for sale in the same way. They could insist upon price lists being adhered to, and the adoption of the declaration system. They wanted to be able to go to the manufacturers with the trade solid behind them. That was

the one way by which they would get results. Already 39 out of the 42 members of the western district of the Guild had declared in favor of the declaration system. There was a heavy penalty provided by law for perjury, and as soon as the travelers were educated up to the point there would be results.

"Take the sugar business," said Mr. Beckett, "T. B. Escott, of London, forced to be absent, was to have brought in a memorial declaring for the declaration system. By this the wholesaler could sell to the retailer at open rates, and the refiner could sell to the wholesaler at the price prevailing at the time of ordering. I merely mention this to show what can be done."

A Favorable Report.

H. S. Burke, of the Imperial Tobacco Company, reported his sympathy with the declaration system, but he could not absolutely promise success. There would have to be a lot of consideration. His was a big corporation, but he could promise that if the Guild committee waited upon his firm at Montreal, he, as sales manager, would give it his hearty support. There was, however, a good deal of newspaper criticism to face, and they had to walk warily. Personally he would try to arrange a satisfactory meeting with the heads of his house.

Urged Trade Commission.

Hugh Blain speaking on the tobacco question alluded to a Royal Commission under Judge McTavish, which had reported in favor of the manufacturer—wholesaler—retailer system of distribution. Political influences, he said had compelled, in the face of this, the cancellation of this firm's contracts, because, a foreign corporation, it transacted business under a license from the Dominion Government. The tobacco house in question had gone on in the same way without contracts. Goods should be handled in the fairest, most economical way, so that the great buying public should reap the maximum benefit from the minimum outlay. If it were purely in guild interests the thing would be wrong. So he urged strongly the appointment by the federal authorities of a commission to supervise the trade, so that everything will be fair. The agitations were as much in favor of the great public as of the wholesale trade. He wanted that to be thoroughly understood.

Thos. Kinnear, of Toronto, one of those who refused to sign the declaration petition, said he now saw no great difficulty in the thing now. All he wanted was a rigid enforcement of the system The reason he had not signed these agreements was because they had been broken so often. The retailer had a right to fair treatment from the wholesaler. What was wanted was not a 20 per cent. profit on a dollar article, but 30 cents. Many of them were not making more than a bare living, and yet there was no other class doing more for the trade than the retail dealer. He knew it because he had come up from the retail ranks. He objected to the multiplication of list prices and contended that only the more important goods should be listed. He would be in favor of the milk arrangement if he could see it being enforced.

Mr. Beckett argued that it would be enforced and contended that it would not be fair for the wholesaler to sell other lines of milk allowing a smaller margin of profit than this firm gave



H. C. BECKETT, Hamilton.
Described as the Most Energetic Member of the Guild.

them. There were cries of assent at this The speaker continued that the whole list of milk manufacturers were now lined up for better prices.

Congratulated Committee.

Geo. Bristol, of Hamilton, congratulated the manufacturer's committee for the work done in connection with milk lines. The whole thing looked clear to him and appealed to his sense of fairness.

Mr. Carson and Mr. Craig, of Kingston District, were heartily in accord with the declaration system.

Mr. Foster, of A. J. Young Co., North Bay and Sudbury, was also in favor of the agreement. He wanted to know, however, if the retailers were to be prevented from getting the discount.

Mr. Fraser, of Fort William, was sympathetic towards the system.

Some Resolutions.

Hugh Blain then moved the following resolution which was seconded by Mr. Allward, Ottawa.

"That this meeting places itself on record as highly satisfied with the position taken by this milk company as set forth by Mr Beckett, and pledges itself to honorably carry out the conditions explained requiring a declaration in case of a reported violation."

The resolution was carried unanimously.

Mr. Bristol then moved this resolution which was seconded by S. Screaton, London.

"That we, the wholesale grocers of the province of Ontario assembled, having given much study and thought to the question of violations in the sale of contract articles, the prices upon which are fixed by the manufacturers, and realizing the impossibility of proving these violations without involving the retail merchant who gives the information, unanimously endorse the declaration clause in manufacturers' contracts and authorize the manufacturer's committee of the Ontario Wholesale Grocers' Guild to bring this matter to the attention of manufacturers of proprietary lines of goods which are sold at listed prices with a view to each manufacturer adopting the system and agreeing in cases of reported violation they will submit to any wholesaler, house or traveler thereof, a declaration to the effect that the accused house has not violated directly or indirectly the terms and selling prices of the manufacturer as set forth in his price list.

A standing vote showed that the Guild was unanimously in favor of this.

Uniform Terms.

Wm. Logan, Toronto, then gave the following paper on "Uniform Terms and Method of Invoicing." It was as follows :—

"As you all realize, the terms question, so far as it applies to the wholesale grocery trade has in the past been a source of friction, hard feeling, and unbusinesslike methods, calculated to keep the wholesale trade at all times in a state of chaos, and unless some uniform method can be established and regarded as the standard of the grocery trade much confusion, suspicion, and loss of business is bound to result.

"Based upon past experience and the light of to-day, the ideal terms are generally conceded to be net cash, and this result has been brought about by keen competition, and the many abuses of the discount for cash system.

The Discount Abused.

"The plan of allowing a discount for cash within a specified time has been so abused and so little regard has been given to the necessity for payment within the specified time to obtain the cash discount, that no wholesale house could

possibly know what plan to follow, and much confusion has thereby arisen.

"Now, if there is one thing in the grocery trade of all others that should be uniform it is that of terms. We can have as much competition in the prices of goods as we like, there is no line of goods handled by the trade that we are agreed on as to price and we all know that with changing markets, short and long stocks, that such an agreement as to prices would be practically impossible. There is one thing, however, we all can agree on and that is the standardizing of terms of sale.

The Old Way.

"If you will stop to consider, there is a great necessity for this, for the reason that we handle so many varieties and lines of goods upon which there are no uniform or recognized terms.

"Take currants, raisins, nuts, prunes, rice, tapioca and kindred lines. The old-fashioned way used to be to give four months or allow a discount of 3% for cash. This method might have continued to this day had it not been that no man could compete in price on a four months' or three off thirty days basis with a firm selling at a net price thirty days. The natural evolution of trade and the keen competition has gradually reduced us to a net thirty-day system whether we liked it or not, and so with this condition to face, your Manufacturers' Committee, faithful to the trust imposed upon them to do all possible to bring about a better state of affairs in the grocery business, have spent some months and much hard work in arriving at a solution of this difficulty.

As the Mind Broadens.

"As we gain in experience our minds broaden and we see where we have been weak in the past and have fallen down simply because we did not devote time and expenditure to perfect any reforms we have been anxious to bring about. After many meetings the conclusion was reached that certain things were necessary, viz., a proper observance of manufacturers' selling contracts—a plan that would reduce the office work—a plan that would do away with unpleasant refusals to customers, when making remittances, or tendering payment in person at the office, and claiming discounts long after the due date, using the argument that they could get it down the street, and claiming they always got the discount even in thirty days. All these have been provided for in the agreement which most of you have signed and which agreement is to be endorsed today. In the agreement, provision is made and latitude is allowed to treat customers will all reasonable, honest consideration. Its advantage is that when the invoice goes out it shows the net amount payable within thirty days, and when payment is made no discount of any kind is allowed for cash and no traveler or office employe would be at liberty to allow a discount for cash.

Interest Allowed.

"Provision is made for payment before due date by an allowance of bank interest for the unexpired time at the rate of eight per cent. per annum. Provision is made that on overdue accounts and for extra time over thirty days, interest at the rate of seven per cent. per annum shall be charged. This must surely appeal to the retail trade as being fair, viz., to allow eight per cent. per annum for prepayment and to only charge seven per cent. per annum for extra time.

"Provision is made that all proprietary lines shall be sold at the prices and terms established by the manufacturers, and last, and perhaps most important of all, provision is made that to meet competition on any line of goods upon which there is no fixed or listed selling price the trade shall have the right to allow a trade discount equal to any cash discount that may be allowed by a competitor. This trade discount, however, is to be shown on the face of the invoice and deducted from each line in respect of which such discount is allowed.



T. B. ESCOTT, London.
Who Was Elected to the Manufacturers' Committee.

Will Instruct Travelers.

"Provision is also made that each wholesale firm agrees to give positive instruction to travelers, and all those in their employ accepting payment of accounts, not to allow any discount of any kind from the face value of the invoice except on the three items—sugar, tea, and vinegar, as provided for in the agreement.

"To clearly demonstrate the method of working, your Committee have provided illustration invoices, and an examination of same will show how simple the method is.

"It is not anticipated that the option to allow trade discounts on any lines upon which there are no fixed prices will be frequently exercised for the reason that (as an illustration) a price of $2.45 per dozen net is just as attractive to any sensible man as $2.50 less 2% would be. It is all a question of education and besides that the house selling the lines now under discussion at net prices could easily demonstrate to the buyer that he should not be mislead by discounts, when after all it is the net result that counts.

To Spread Broadcast.

"Now, to carry out these terms without confusion it is proposed to get the agreement printed in a sufficient quantity to supply every wholesale house and every traveler and as many more as may be required by the trade. The idea is to do business in the open, in a straightforward way by having clean cut terms and let those terms be known broadcast as the terms on groceries. No competitor can, under this system, get an advantage, that at present is secured by underhand methods and violation of contracts. All manufacturers should be acquainted with our terms, and a standard established in the grocery business that will be recognized as a standard.

Not Keeping Terms.

"It is pretty generally believed that some houses have not been keeping manufacturers' selling terms, and that the practice has prevailed on the part of some houses to allow a discount on goods upon which they have signed a contract not to allow a discount on. This is dishonorable and is a violation of contract just as much as a rebate on the price. Various methods have been resorted to to work this out and it has been made possible by the system at present in vogue. The honest house has suffered and as all houses claim to be honest, it is felt that the entire trade will endorse the agreement now under discussion and pass a strong resolution regarding same and make the necessary arrangements for its proper carrying out.

"There are many advantages under the present agreement that have not been so far emphasized, but which will be clear to all if reference is briefly made to same.

Saving in Office Work.

"The saving in office work, posting, rendering of statements, etc., and in the collection of accounts, the removal of the great temptation to allow cash discounts when accepting payment, particularly with salesmen—a salesman is out to get business, not to collect money, and consequently in accepting payment, the temptation is there to make himself a good fellow with the customer by allowing discounts he has no right or authority to allow, and also to allow discounts long after the time when such discount could be allowed.

"It will please you to know that the terms agreement has been signed so far by every house it has been presented to except one. The signatures include every house in the Province of Ontario, in Toronto and west, but one, and your Committee have no doubt it will be subscribed to by every firm in the Province when the terms of such are properly understood. Under any circumstances, the firms who have signed and adopt same will labor under no disadvantage as compared with the firm who might refuse to join in this reform for the reason that all firms are under obligation to observe prices and terms on listed goods and on other lines handled by the trade. Any trade discount can be allowed on the face of the invoice equal to any cash discount a competitor would allow. It is simply a question with the retail merchants of the net cost of an article.

shall be put into effect not later than the 1st of August, 1911. The Manufacturers' Committee is hereby authorized to notify the signers to the agreement giving them a copy of same and also supplying them with illustrative invoices, showing how the invoices will be made out and this meeting pledges itself to the faithful observance of that agreement. The Manufacturers' Committee are hereby instructed to have the terms memorandum printed, giving the signatures of the signers thereto, and that copies shall be supplied to the wholesale trade in such quantities as the wholesale trade may require."

The balance of the report of the Ontario Wholesale Grocers' Guild convention will be given in next week's issue of The Canadian Grocer.

How Are You Going to Figure Profits?

Correspondent Has Some Pertinent Questions to Ask With Regard to Figuring From Selling End—Says Man Not Able to Work From Both Ends Should Not be in Business—What Merchant Says.

* By Henry Johnson, Jr.

A correspondent writes me as follows:

How to Figure Profits.

On several occasions I have noticed in The Grocer where someone claimed that the perecntage of profit should be figured on the selling price instead of the cost price. I might ask you a few questions on this subject, and if you can convince me that I am wrong, I will admit it.

1st. How does the Government figure the increase in population of the country? Do they take the total population and then figure the percentage of increase on the total amount, or do they figure the percentage on the amount of people previous to the last census? I might say they always figure on the previous number.

2nd. Again, if I have a piece of property that was worth $1,000 a year ago, and to-day it is worth $1,500, do I figure that it has increased 50 per cent. or 33 1-3 per cent; and then if I sell it for $1,500. do I say I make a percentage of 50 or 33 1-3? If I say it has increased 50 per cent., and I sell it at that, I certainly would make 50 per cent. profit.

3rd. Again, if I should sell that above-named property for $800, would I say I lost 25 per cent. or 20 per cent.? Would I figure the percentage of loss on the selling price or on the cost price? I would say that I lost 20 per cent. of the money I had invested, which nobody can deny. If it works out one way, it would certainly work out the other.

With regards to people in business making a mistake by figuring the percentage on the cost price when selling the goods, and then figuring the percentage of profit at the end of the year on the amount of business done, certainly is not right; but I would say that a man that is not capable of figuring the percentage both on the cost and the selling price, if necessary, is not capable of running a business of his own.

These Peculiar Conditions.

A reference to some recent articles of mine will indicate what I mean when I characterize these examples as instances of finished transactions, on which the gain is to be computed on the cost, or first figure; and the same reasoning would also naturally, apply to the loss on the real estate deal. Even so, however, none of these examples has any real bearing on the discussion, since none of them is a retail

1 Box Can Laundry Starch,	40 lb.	.05	2.50	2.00	
2 Boxes Blank Soap	2	4.15		8.30	
1 Box Blank Soap	1	4.15		4.15	
1 Case Cereals	1	2.85		2.85	
1 Case Matches 500s	1	5.35		5.35	
1 Case Tomatoes 3s	2	1.50		3.00	
1 Case Currants 1.30 .20	1.10	.08		8.80	
1 Doz. No. A 4 String Brooms		2.50	2.50		
	Less 2%		.05	2.45	
1 Pail Pure Sing. Black Pepper	20 lb.	.20	4.00		
	Less 5%		.20	3.80	
1 Pail Pure Lard	20	.11		2.20	
1 Cad Briar Tobacco	18	.77		13.86	
1 Case Coffee, 2 lb. Grd.	30	.32	9.60		
	Less 3%		.29	9.31	66.07

A Sample Invoice.

Elaborating on his address, Mr. Logan said he felt their whole system was based upon the observance of this plan.

He then moved the following resolution which was seconded by Hugh Blain:—

"That this convention unanimously favors the agreement on uniform terms and method of invoicing, and unanimously agrees that these terms

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

grocery transaction, nor yet a mercantile transaction of any kind. In considering a problem in merchandising, the peculiar conditions and circumstances of merchandising must be taken into account, and just because those transactions are surrounded and modified by conditions peculiar to merchandising, it is of paramount importance that we look at them always from the correct view-point. I have another letter, inserted below, from a well-known merchant, endorsing my method, and shedding some light on this interesting and important question. It will be noted that in the mind of this merchant there is no question about it at all.

My correspondent is right when he says that a man who cannot figure both ways is incapable of managing a business; but that statement does not, as he evidently thinks, make the final word. Because a man does not now know a thing is not to say he cannot learn it, nor that because he does not know it he should not learn it, nor yet that because he does not know it, even though having years of successful grocery experience, it is not true or right. It is because so many merchants have need of this knowledge that these articles are written.

The General Custom.

To ascertain this need, just ask the first merchant you meet the following question: "If you buy an article for 80 cents and sell it for $1.00, what is your gross margin?" and you will find that, nineteen times in twenty, he will answer, "twenty per cent." Then ask him what margin he makes on an article bought for $1.00 and sold for $1.25, and again, nineteen times in twenty, he will answer, "twenty-five per cent." Odd figures do not bother the average merchant so much as figures of one hundred, perhaps because, with odd figures he actually has to stop and think; a circumstance which, to my mind, merely emphasizes the necessity for the establishment of the rule that all transactions must be figured on the basis of one hundred as the entire problem; that is to say, one hundred per cent. to be the entire selling value. Many a smart man has split his business on this rock of erroneous profit-computation, but we must keep on working to the end that fewer of them will fail through this lack of knowledge in the future than have failed in the past.

Here is my man:

On Selling End.

Editor Store Management Dept.

Dear Sir:—The ambition of every grocer is to conduct a profitable business. Any method that assists him to save time and detail and give him a simple and accurate method of figuring expense and profit is the one for him to adopt.

The method of figuring these items in percentage on the sales is the most direct and simple. Any other method is complex and misleading to the average merchant.

The ever present question is not of what percentage of profit or loss he has made on his investment, but: Am I making or losing money in this going concern? I must have a basis, and the basis is logically the sales.

Yours truly,

May 25. J. W. B.

That letter, I think, calls for no comment. It covers the ground quite fully, though without much detail. But, being the opinion of a man of experience, the buyer of a successful store, it should carry some weight. I should like very much to have others express their views in this discussion. The subject cannot be too completely covered, and every side-light will help. In other words, you, gentle reader, are invited!

The Question.

A young man, who wishes to remain unknown, writes as follows:

Editor Store Management Dept.

Dear Sir:—As a clerk in a department store, I have been reading, and am very much interested in, the articles on figuring profits in your recent issue, by Mathematician and Mr. Jamieson. May I ask for information on figuring profit on sales? Supposing, in an invoice of goods, an article costs $3.75. What must it sell for to show a profit of 25 per cent.? How do you arrive at the solution?

This may interest others as well as myself, as this is an important subject.

Yours respectfully,

April 26, 11. "REX."

Table of Quick Methods.

The answer is $5.00, which is obtained by adding 33 1-3 per cent. of the cost to the cost.

To make a profit, of 50 per cent. double your cost

To make a profit of 33 1-3 per cent., add 50 per cent. of your cost.

To make a profit of 25 per cent., add 33 1-3 per cent. of your cost.

To make a profit of 20 per cent., add 25 per cent. of your cost.

To make a profit of 16 2-3 per cent., add 20 per cent. of your cost.

And there are all grades and shades between, as for instance, the fact that 30 per cent. of the selling price is practically 43 per cent. of the cost. In practical matters, this question of "figuring," as Mr. Jamieson has so justly hinted, is modified and limited by competition and usage. The necessary way is to learn first for what an article will sell, and then ascertain what your gross margin is. If insufficient, you will retard the sale as much as possible, while pushing more profitable lines, and in this way you will gradually increase the productiveness of your business.

CHATHAM SUGAR FACTORY.

Chatham, Ont., July 6.—Though no positive decision has yet been made by the men behind the enterprise, there is ground for anticipating that a beet sugar factory will shortly be located at Chatham.

Negotiations to this end have been in progress for some time between the city industrial committee and gentlemen interested in the Dominion Sugar Company, which at present has factories at Wallaceburg and Berlin. Options have been secured on several sites west of the city, on the south bank of the Thames; and, if a number of minor matters can be closed up in the near future, it is expected that building operations will be commenced this fall, with a view to having the factory itself in full operation for the beet season of 1912.

While up to the present moment the negotiations have been carried on with very little publicity, it is pretty well understood that the Chatham factory, if established, will be run as a branch of the Dominion Sugar Company rather than as a seperate concern. In this event refining of raw sugar will, as is the case with the Wallaceburg and Berlin factories, be carried on in seasons of the year when beets are not available as raw material; while the same policy of utilizing the by-products will be carried out.

The Chatham factory will be constructed on a larger scale than either of the present factories was at the outset, and will probably handle 1,000 tons of beets daily. No difficulty is anticipated in securing the necessary beet supply, the farmers around Chatham now growing beets very largely for Michigan factories, as well as for the Wallaceburg concern.



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THE WHOLESALERS' CONVENTION

In all the deliberations of the Ontario Wholesale Grocers' Guild whose convention was held in Toronto, on Tuesday, Wednesday and Thursday, there was evidenced a sincere desire on the part of the members to keep in mind always the best interests of the retail dealer in the aggressive campaign they propose to launch in the near future.

There were many frank expressions of gratitude for the manner in which the grocer is carrying on the work of distributing goods, and, although the expression was not given in so many words, there was always the suggestion given at the meeting that the dealers must be carefully considered in all things relating to the regular handling of grocery products.

This is gratifying to the trade, partly because this was probably the most important trade gathering held in the country so far this year, and also because it was an evidence that no matter how powerful the wholesalers may consider themselves to be they must realize the highly important place which the retail grocer holds in the correct chain of distributing agants viz. :—manufacturer, wholesaler, retailer and consumer. In the discussion on all the big, carefully-prepared addresses he was as securely fixed as is Gibraltar at the gateway to the Mediterranean Sea.

Because of this it might be advisable for EVERY retailer to peruse carefully the report of this convention as contained in this issue. There are many points made there of vital importance to him and he dare not overlook them if he is to have a knowledge of some of the trade changes to come in the future.

FROM NEW ONTARIO.

Enthusiastic over the possibilities of the country, the one hundred and twenty members of the Toronto Board of Trade who have been on a five-day acquaintance trip in New Ontario, returned to their home city some time ago.

As "doubting Thomases" they went away, expecting to spend a few tiresome days in an unbroken wilderness, thinking chiefly of black flies, and dense bush, mud, and also of a few straggling communities along the right of way of the Temiskaming and Northern Ontario Railway. There was a certain awe upon them when they came back, for they had looked upon a new country in the days of its primitive strength. Where cultivation had been pushed with vigor, they saw crops promising wonderfully well, and now and then they were treated to the sight of some professional man, grown tired of the ways of civilization, trusting the black loam of the clay belt to insure the well-being of his declining years. In Liskeard and Haileybury they saw prosperous towns set down like jewels in the heart of a splendid agricultural district, and even in the smaller and more distant towns on the line they beheld the prospects of future prosperous communities. They saw, in brief, a land of promise.

Those Toronto business man, manufacturers chiefly, returned home convinced that the trade of that far northern zone was worth fighting for, and resolved to set about its capture. They could see that the enterprising dealers, representing all lines of distribution, they met on their journey, were anticipating a demand many times greater, to be in effect within the next few years, when the eye of the restless land-hungry nations of the earth has once been well-directed North Ontarioward. When that day comes towns will spring up almost every day in that little-known land, and dealers will be pushing in from all sections of the country. It is probably just as well the manufacturers of Toronto have seen some of the possibilities of New Ontario.

THE SHORT-WEIGHT EVIL.

Chang Lang, a Celestial, and Joseph McGrath, a native shop-keeper, were fined, according to a report from Kingston, Jamaica, heavily only recently, for selling short-weight goods. The report continued that as the Chinaman had been compelled to pay fifty dollars and costs, and the native forty and costs, it was to be hoped the example would serve as a warning to all and sundry.

The Grocer is heartily in sympathy with the sentiment expressed by the Jamaican. Giving short-weight is, in most cases, nothing but stealing from the poor. Generally speaking the dealer with rich or well-to-do-patrons does not indulge in such despicable practices. The poor cannot afford to be made the victims of such frauds and those in power in all communities should use their utmost endeavor to make the path the short-weight artist has to tread rocky and dangerous, beset with heavy monetary punishment and the unqualified contempt of all his fellows.

It has been said that on almost every inspection trip those in authority in Kingston come across men who are using short-weights. But it is added that in some cases the giving of short-weight goods was a matter of pure accident. It is to be hoped this condition applies in almost all the cases. The character of the average West Indian dealer surely is such that he can hold himself above these tactics. It would indeed be a pity if it were not so.

Fifty car loads of hay were shipped from Ontario to Pennsylvania, U.S.A., during the week. The selling price was $17.50 a ton. This would make it cost, set down in that state, freight and duty paid, nearly $24 a ton.

The Meeting of Ontario Branch of R.M.A.

Members Decide to Meet Wholesalers in Convention — The Selling by Jobbers Direct to Consumers Condemned—Matter to be Taken up at Convention—Selling Staple Lines on Contract Selling Plan.

Toronto, July 6.—A meeting of the Ontario branch of the Retail Merchants' Association was held in Toronto on Wednesday morning, with representatives from different parts of the province present. M. Moyer in the chair. Secretary E. M. Trowern reported that an invitation had been received from the Ontario Wholesale Grocers' Guild for the retailers to meet them in convention on Wednesday afternoon to discuss trade matters. He spoke in favor of this, pointing out the advantage of such meetings at other times.

The question of wholesalers selling direct to consumers was condemned, and it was reported that the law had been amended so that the association could notify its members of those jobbers or manufacturers selling direct to consumer. Mr. Pike, of Cobalt, Ont., wanted a definition of the word "consumer." He thought it must be taken as including, not alone individual families, but hotels, restaurants, lumber and mining camps, etc. He also reported that there were certain jobbers who catered to large consumers almost exclusively.

The following resolution was passed by the meeting:—

"That it is the opinion of this Convention that whereas our Association has secured, since our last meeting, at considerable expense, the legal right under a special Act of the Dominion Parliament to notify our members of those wholesalers or manufacturers who sell direct to our customers, to proceed and formulate some plan whereby we can take action thereon, and that the wholesalers be asked how far they will go in assisting to remedy this unfair practice, and it is suggested that retailers be defined as those that carry stocks in retail stores for sale to the public."

Mr. Pike was appointed to present this proposition to the wholesalers at their meeting.

Two other resolutions were passed by the meeting and means and methods of carrying them into effect were considered. The first resolution was as follows:

"Whereas our Association has been advocating for some years the advisability and necessity of having all staple lines sold on the contract selling plan, and as we are now in a legal position to take some definite action and endeavor as far as possible to have our desires carried out, we recommend that this meeting consider the advisability of having a joint official appointed by the retailers, wholesalers and manufacturers, whose exclusive duty it will be to interview the trade to promote the same, and to investigate all charges that are made by any member of the trade of the violation of any contract so given."

Will Tell the Reasons for His Success

C. H. Crysdale, of Oshawa, Ont., Retiring After Thirty-Five Years' of Uninterrupted Business, to Explain His Belief in His Methods of Trading—Intends Taking up all Phases of Store Work in Future Articles.

Because I am contemplating closing out my retail business to go into larger field elsewhere it has occurred to me that probably someone would benefit from an outline of the different methods of procedure that have helped to make my business and to keep it fairly prosperous during the past thirty-five years. There no doubt are many grocers of the older school whose experiences would be pretty much in line with my own, but they may be so placed that the giving out of their ideas would hardly be practicable. It has occurred to me that a series of articles on various trade subjects would be of interest at least to many readers of The Grocer. If so, I should be glad to be the means of straightening out their troubles and of turning their wandering footsteps into the road of profitable business.

Ice Cream First.

It was in June, 1877, that I first came to Oshawa. I have been here, in business, ever since. The fruit and ice cream trade was the first in which I engaged. I hardly remember when the decision came to me to leave that and go into the general grocery line, but anyway I only kept up the first business for a year or so. Probably had I stayed at it I would have made more money than I have in all the years of my grocery experience. But the business was mussy and the hours were terribly long and there are no regrets in my mind as I ponder over the events of the years that have gone. I remember when I first came to the parting of the ways between the ice cream and grocery trades that one of the established dealers of this place laughed at what he termed my folly, and promptly gave me the impression that my days in the business would be few and tempestuous. That unwarranted insinuation remained with me for a long time. And I recollect now some of the heated thoughts that ran riot in my brain then. As it happens, I am about the oldest grocery dealer in Oshawa. I have always paid one hundred cents on the dollar, and I have never been called upon to compromise, but have been able to weather the storm and enter the harbor of reasonable success. That is the comforting thought when I recall those early doubtful days.

The Value of Competition.

There have been men in this town, as in many others, who do not welcome competition. They seem to think it is an unwarranted intrusion on their rights and liberties. I cannot see their point of view, because every business has to have a beginning, and nine times out of ten its beginning is based on competition. We have got to have trade rivalry, and the sooner people come to realize it and to make the best of its entailed conditions, the better for the individuals concerned.

And also, at least so I consider, the real thing to be aimed at in any community is co-operation among the dealers. We have had it here, have arrived often at definite agreements, but sometimes there were those dealers who never could content themselves with remaining in strict accord with the others who had combined for the common good. I suppose the real co-operation is an ideal that will never be attained this side of the millenium, but to my mind it is a thing for every dealer to keep in mind whenever any unkind or jealous thought of another merchant enters his mind. There is no need for anyone to be afraid of anyone else. There is also no need for anyone to pay attention to other than his own business. It will not pay him to do so, because usually he is injured in the discussion of the matter. In my business life I have always tried to keep this in view, and some of my success at least I attribute to that resolve. It has been a matter of business ethics with me. Sometimes I have been in possession of information that might have been of use to me had I taken advantage of it, but usually it reached me in confidence and it was always a point of honor with me to respect that confidence regardless of what the results might have been.

The Markets—Sugar Advances 5 Cents

Upward Movement in Refined—Some Improvement in Demand—Raws are Firm—Big Demand for Summer Goods—Prepared Foods are Going Out—Better Trade in Starch—Firmness in Canned Goods Maintained—Hot Weather Did Not Affect Trade—Pot Barley is Higher in Montreal.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—Up 5c.

Pot Barley—Higher.

Montreal, July 6.—An advance of 5c in the price of sugar was one of the few features of the past week's trade. Perhaps another feature was the hot wave that naturally affected those in the grocery business, for in the human hive those having any connection with this branch of business considers himself a worker and not a drone. However, in spite of their propensity to labor there were no prostrations recorded. The weather has had little or no effect on business. There is a steady demand for all lines. Retailers are, of course, devoting considerable attention to the new fruits. As a result, the demand for sugar has increased considerably. However, it is said that the trade in this department is not quite as heavy as it might be at this season of the year.

There has been quite a demand for starch of late, and in the seasonable list there is included canned goods, summer beverages, light breakfast foods and other prominent lines.

Sugar—Granulated sugar was marked up 5c a bag during the past week, as the result of a firmer feeling in the primary market, coupled with an increased demand. Regarding the latter it has been said that business is not as heavy as might be expected at this season. It is good, of course, but it is not exceptionally brisk. The advance was announced here on Friday, June 30th. The future of the market is problematical.

Granulated, bags	4 65
" 20-lb. bags	4 75
" Imperial	4 50
" Beaver	4 50
Paris lump, boxes, 100 lbs.	5 55
" " " 50 lbs.	5 55
" " " 25 lbs.	5 65
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 35
" 100 lb. boxes	5 45
" 50 lb. "	5 55
" " 25 lb. "	5 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 10
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 50
Powdered, bbls.	4 90
" 50-lb. boxes	5 10
Phoenix	4 65
Bright coffee	4 60
No. 3 yellow	4 40
No. 2 "	4 40
No. 1 "	4 25

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses—The market is unchanged, and is quiet

Molasses, to arrive, car load lots	0 28 0 29½
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 36-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits—It may be said that local wholesalers are holding off from the dried fruit market, with the idea that quotations are going to reach a lower basis than the present. A prominent broker gave it as his opinion that they should cover their wants, but did not advocate speculative buying just now. Business in the United States is not very active and this influence is reflected to a certain extent on this side of the line.

Evaporated apricots	0 20' 0 21
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 13 0 15
Currants, fine filiatras, per lb., not cleaned	0 07
" cleaned	0 07½ 0 08
1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09 0 10
Dates, 1-lb. packages	0 08½ 0 7½
Dates	0 06
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09 0 09½
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Spices—There is no new feature to the spice market. Some of the jobbers report whole ginger down a little and also cream of tartar.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 23 0 32	Peppers, white	0 20 0 25

Nuts—There is no new feature to the nut market. Prices are steady and the demand is only ordinary.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 13 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 09 0 10
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 11½ 0 13
Bon Ton, green	0 10 0 10½
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 32

Coffee—The primary markets report a firmer tone, but there has been no change recorded here. Demand is steady.

Mocha	0 22	0 30	Santos 0 18 0 21
Rio, No. 7	0 17	0 19	Maracaibo 0 20 0 25
Mexican	0 22	0 30	

Rice and Tapioca—There is a good demand for rice and tapioca, both being to a certain extent a summer food. The market is steady and unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

CANNED GOODS

Montreal.—There is a good steady demand for canned peas, tomatoes and corn. Beyond this, though, there is not a great deal of interest in canned goods, it being, as it were, between seasons.

Apples, 3 lb.	1 10
Apples, gal.	3 40 @3 50
Peas, standard, dozen	1 15 1 20
Peas, early June, dozen	1 20 1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	1 77½ 1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00 1 05
Corn, dozen	0 95 1 00
Tomatoes, 3 lb.	1 40 1 50
Tomatoes, gal.	3 75
Strawberries, dozen	1 25 1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	2 87½ 2 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 40 1 67½
Plums, Lombard dozen	1 00 1 10
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 27½ 2 30
½-lb. flats, per dozen	1 45
1-lb. flats, per dozen	2 47½
Other salmon—	
White salmon	1 00 1 15
Humpbacks, dozen	1 25 1 40
Cohoes, dozen	1 60 1 65
Red Spring, dozen	1 90 2 00
Red Sockeye, dozen	2 10
Lobster—	

½-lb. flats, dozen, $2.40, $2.85; 1-lb. talls, dozen, $3.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—What little demand that is being experienced in canned goods is for small quantities, retailers buying for immediate needs only. Most of the tomatoes being sold are those imported from the United States markets.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's. talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's.	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	....	1 50
" Extra fine sifted, size 1, 2's	1 77½	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals.	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's.	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" not white, pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 00
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's		1 90
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25	2 27½	
½-lb. flats, dozen	1 42½	1 45	
1-lb. flats, dozen	2 45	2 47½	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			2 20 2 25
Chicken			4 00
Turkey			4 00
Ducks			4 00
Cohoes, per doz.			1 77
Red Spring, doz.			2 10 2 15
Lobsters, halves, per dozen			2 50 2 65
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 9
Soup, 1's			1 40

ONTARIO MARKETS

Pointers.—

Sugar.—Up 5c.

Dried and Canned Fruits.—Stocks low.

Toronto, July 6.—The extremely warm heat wave of the week, while making itself felt by those engaged in the business has had little or no effect upon the wholesale grocery trade. On the contrary some dealers report a slight improvement accounted for perhaps by the better movement of sugar and by the fact that the first of the month always brings an increase in business. Then again the demand for summer goods under the warm weather has become more marked and those lines which serve as short cuts in the preparation of meals are going out freely. Summer drinks such as lime juice, root beer, grape juice and raspberry vinegar are also being called for. The wearing of white goods has also helped the trade and starch and soap have shown a better movement.

In regard to price changes, about the only feature of the week is the upward movement in sugar of 5 cents which came into effect on June 30th. This is the first change since April 19th and brings granulated on a Toronto basis up to $4.75 per cwt. The raw market at the present time is firm, and an advance in New York refined is expected, with the probability that Canadian may follow, depending, however, on the condition of demand and the course taken by European beets. There has been an improvement in the sugar trade of late.

Dried and canned fruits are reduced to an extra low basis, while high prices are being asked for those stocks that are available. Interest is being directed by all branches of the trade towards the new crops.

Sugar.—Sugar advanced 5 cents per cent. during the past week, bringing extra granulated in bags up to $4.75 at Toronto. This advance was in no way unexpected, the strength of the market having been apparent for some time.

Extra granulated, bags	4 75
" " 20 lb. bags	4 85
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 15
" " 50-lb. boxes	5 35
" " 25-lb. boxes	5 45
Powdered, brls	4 95
" 50-lb. boxes	4 95
" 25-lb. boxes	5 35
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 65
" in 50-lb. "	5 75
" in 25-lb. "	5 95

Syrup and Molasses—Although naturally inclined to quietness at this time of the year, a fair trade is being transacted in these lines. Prices are unchanged while no special features are apparent in the market.

Dried Fruits.—As for many weeks past the feature in the dried fruit market is the general scarcity of supplies. "About the only thing we have left," remarked one dealer, "is raisins, currants and peels." The same is true to a large extent with most other wholesalers so that naturally, under these conditions, the movement of dried fruits generally is small.

Prunes—					
30 to 40, in 25-lb. boxes					0 17
40 to 50 " "					0 16½
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes					0 20 0 21
Fancy, " "					0 20 0 22
Candied Peels—					
Lemon	0 09	0 11	Citron		0 15 0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "		0 11½ 0 12½
1½ inches	0 08	0 10	2½ "		0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes		0 12 0 14
2½ "	0 09½	0 12			
Tapnets, "					0 04 0 04½
Bag figs					0 04½ 0 06
Dried peaches					0 13½
Dried apples					0 09 0 09½
Evaporated apples					0 16
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas		0 10 0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana					0 10 0 12
" fancy					0 11 0 13
" extra fancy					0 14 0 16
Valencias selected					0 08½ 0 09
Seeded, 1 lb packets, fancy					0 10
" 16 oz. packets, choice					0 09½ 0 09½
			Sairs		0 05
Dates—			Package dates,		
Hallowees—			per 1 lb.		0 06½ 0 06½
Full boxes	0 05½	0 06	Fards choicest		0 10 0 10½

Tea.—The tea situation shows little change, a steady trade being done, although there is no special briskness, interest in new crop teas lagging somewhat yet.

Coffee.—In New York, both spot and speculative coffee shows a tendency to advance, the market being decidedly firm. Locally there is no change in the general outlook, prices, however, being well maintained and with dealers reporting a satisfactory demand.

Rio, roasted	0 18	0 20	Mocha, roasted	0 28
Green Rio	0 15	0 16	Java, roasted	0 27 0 33
Santos, roasted	0 20	0 22	Mexican	0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22 0 24
Bogotas	0 24	0 25	Jamaica	0 20 0 22
			Chicory	0 12

Nuts.—The trade in peanuts still continues quite large with prices maintained, while shelled nuts are also coming in for their share of trade. Tarragona almonds are firm and somewhat higher for future shipment. The new filbert crop in Sicily from present indications promises to be a large one. While the situation in Brazils is as yet rather unsettled, it appears none too firm.

Almonds, Formigetta	0 15	0 16
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Rice and Tapioca.—A steady satisfactory demand is the report both in regard to rice and tapioca. Prices show no change with little new in the general situation. The south still continues firm in its ideas regarding rice, while tapioca maintains its firm position.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 2 90

Per lb.				
Rice, stand B	0 03	0 03½	Sago, medimm	0 05½ 0 06
Rangoon	0 03½	0 03½	brown	
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 06	Bullet, double	0 08
Java	0 06	0 07	goat	0 06½
Carolina	0 10	0 11	Medium pearl	0 08
			Flake	0 06 0 06½
			Seed	

Beans.—With trade inclined to quietness, the situation in beans is really unchanged. Although nothing definite regarding the acreage in beans this year is known, it is thought to vary little from last year.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

MANITOBA MARKETS

POINTERS—

Syrup—Steady.

Beans—Advancing.

Coffee—Strong.

Winnipeg, July 6.—No complaints are being heard from the wholesalers regarding the summer trade, which is at present being transacted. The gradual clearing up of the weather in some parts of the west, thus eliminating the pos-

sibility of the grain crop lodging, is helping somewhat to maintain the volume of business which has been carried on during the last four months.

Extremely hot weather has been prevailing in many parts during the week, but little damage has as yet been done to the crops. The result is that the feeling of optimism still continues to prevail.

The trade in the various lines has been steady. An advance has been predicted for the last two weeks, and many retailers have taken the advantage of increasing their stocks as the busy season is now on, as the housewives throughout the length and breadth of the West are "putting down" fruit.

Supplies are becoming short in nearly all lines of canned goods, and a bare market is predicted. The demand is exceptionally strong at present for canned salmon and various kinds of canned meats. American tomatoes are being brought in in large quantities. Prospects continue to improve in California regarding the new fruit crop, but little change is expected from the general outline predicted that was published last week.

Sugar.—The market continues strong and steady. Cane sugar is in considerable demand, and appears to be gaining a stronghold in the West in spite of the fact that beet sugar is so largely used.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup and Molasses.—There is nothing new in the syrup and molasses market. A fair trade is taking place, and prices are holding steady.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 36
3 20-lb. tins, per case	2 37
Half bbls., per cwt.	3 60
Barbadoes molasses in ½-bbls., per gal	0 47
New Orleans molasses, ½ bbls., per gal	0 32
" " per bbl. per gal	0 30

Dried Fruits.—Many wholesale firms are completely out of peaches, prunes and apricots. One or two houses still hold a few cases of the above mentioned lines, but prices are so high that little attention is being paid. Stocks of currants and raisins are gradually declining, and it is expected that a bare market will be in existence by the time the new crop arrives. A good crop of prunes is expected, but apricots will be decidedly short. Prices quoted are as follows:

Smyrna Sultana raisins, unpicaned, per lb	0 13½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 08
" " choice seeded in 1-lb. packages per package	0 09
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
" 4 " " "	0 08½

Prunes—			
25 lb. bx, 90-100, lb	0 11	Prunes, 50-60 "	0 14
" 80-90 "	0 13½	Prunes, 40-50, lb	0 14½
" 70-80 "	0 14	Silver prunes, ac. to quality	0 11½ 0 14½
" 60-70 "	0 14½		
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 14½	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 11½	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 17½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 14½

Canned Goods.—Canned goods lines are at the present time attracting more attention than any other branch of the grocery trade. As mentioned above, canned salmon is much called for, and prices are expected to advance shortly. Lombard plums are practically cleaned up on the local market, while very little stocks are offering anywhere. On the whole, however, jobbers are fairly well supplied, as stocks secured in the earlier part of the season were fairly large.

Coffee.—Coffee continues to be very firm as the old crop is nearly all disposed of, in fact the best quality being entirely cleaned out. The new crop is reported to be below the average yield, but wholesalers state that they can get no information whatever on the quality of the same. Prices are as follows:

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Beans and Peas.—Beans have advanced during the last week, but wholesalers have not yet changed their prices on the local market. This change is expected however to take place within a day or two. Peas are firm, and nothing new is reported.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., July 6.—Eggs are a little scarcer, but not sufficient to cause an advance in the price. Strictly fresh are quoted at 32 to 35 cents; eastern, 26, and Manitoba, 25. Butter is firm despite the warm weather. In the summer season, when the grass comes on, the butter is generally better in quality and cheaper in price. This year the quality is deficient and the price is sufficient, from the consumer's point of view. With local quality as it is, the market is open for the putting up of good eastern creamery in prints, which command a ready sale. Bulk eastern butter, used last winter and spring, is much better than the product of some of the local creameries.

Hams are now quoted at 18½, jobbing. The increase is doubtless due to the scarcity of beef, and also to the summer picnic season when cooked and raw hams are in great demand. In beef, supplies are still coming in from the outside.

The season on the coast has been so slow that new potatoes as yet are only four pounds for 25 cents, retail. Old potatoes are selling at six pounds for 25 cents, with average quality. It will be the end of the month before new potatoes replace the old even at a high figure, and prices will be firm. This is the first season that the price for old potatoes has been so high and constant. At Nelson, something near a potato famine has been reported during the past week.

The strike of the building trades is beginning to have its effect on the smaller dealers, and this will, of course, come back to the wholesalers. With four thousand men out of work, much money is out of circulation, and with no money to spend, the grocery list must per force be smaller. There seems now little choice of settlement of the difficulty, which is purely a question of the maintenance of unionism.

NEW BRUNSWICK MARKETS.

St. John, N.B., July 6.—Local markets during the past week were quiet, and no marked changes were noted. In groceries, cheese is easier being quoted now at from 12¾ to 13 cents per pound. Pure leaf lard is higher by half a cent, while American pork is cheaper. The season for veal is practically at an end although it can still be purchased at from 12 to 18 cents. As yet lamb has been none too plentiful, but it is expected to become more so in a short time. Tub butter is bringing from 19 to 22 cents, while from 21 to 24 is being asked for dairy butter. Eggs are a little scarce. Case eggs are selling from 18 to 20 cents per dozen while hennery eggs cost 24.

For the first time in many years new potatoes were for sale in June this week in St. John. It is quite a while since native potatoes appeared on the market in June, but they were fine specimens, and from now on it is expectedthat the crop will come along in good quantities. Indications are that this season will be particularly good for berries. Apples last year made a poor yield, and dealers are looking to this year to make amends for it. The outlook is said to be exceptionally bright.

When going to press a telegram from our New Brunswick correspondent was received. It conveyed the intelligence that sugar had advanced 5 cents per hundred.

NOVA SCOTIA.

Halifax, July 6.—Jobbers report business brisk in the grocery lines. Good orders continue to come in and collections are considered excellent for the

time of year. Nova Scotia expects to bumper apple crop this year. Reports coming to hand from Annapolis valley points say that this season's crop will be over one million barrels.

New butter is coming on the market in large quantities, but the price still holds firm. Creamery prints are quoted at 25c, and dairy tubs 22c to 23c. The quality of the butter is excellent. The receipts of eggs show a marked falling off. Good Nova Scotia stock is scarce. The supplies now coming on the market are principally from Prince Edward Island. The price is unchanged at 19c per dozen.

The old crop of potatoes is about cleaned up. No new potatoes are on the local market yet. Bermuda onions are going to the trade at $1.85 per crate. Beans are firmer, prime selling at $2 to $2.10, and hand picked at $2.10 to $2.20. Peas, whole, are $5.40 to $5.10, and peas, split, $5.40 to $5.50. American beef is selling at $17, and Canadian at $16 to $17. Hams and bacon are both in good demand, with prices unchanged.

LONDON NOTES.

London, July 6.—A deputation of Port Huron grocers consisting of Messrs. F. C. Wood, H. C. Collver and J. T. Percival, were in London making arrangements for their annual outing to this city on Wednesday, August 23rd. They were met by President Norman McLeord, Thos Shaw, Jas. MacKenzie, Fred. Travers and E. J. Ryan, who took them for a trip around the city and to Springbank Park where they will go on their picnic day.

J. A. McIntosh, ex-president of the Hamilton Retail Grocers' Association, was a welcome visitor in the city last week. He was attending the convention of the Sons of Scotland.

The Diprose stores were closed on Thursday last on account of the death of the father of Mr. Diprose, who was town clerk of Strathroy.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

A large percentage of Canada's grocers are already acquainted with Castols, and have no reason to regret the day they stocked them as they have found them not only ready sellers, but also large profit earners. "Castols" is a most effective substitute for Castor Oil and is put up in the form of a pleasant sweet-meat, having all the advantages of a dose of plain Castor Oil, while they are packed in fancy ½-gross display tins, which prove most attractive. All grocers who are not acquainted with this line should not hesitate about giving this line a trial.

Chr. Bjelland & Co., of Stavanger, Norway, through their Canadian Agents, John W. Bickle & Greening, have placed another fish food on the market, namely: Pilot Brand Herring in Tomatoe Sauce. This new line is packed in full-sized cans in choice Italian Tomato sauce. The combination of fine fat selected herrings of uniform size, in thick tomatoe sauce makes a most appetizing dish, and as they can be sold at a popular price this line promises to be a ready seller. The first shipment is now close to hand and the trade will be well advised in stocking the goods.

Owing to the increasing demand for "Sweetheart" brand goods, the IXL Spice & Coffee Co., London, Ontario, who have been in business for the past two years, corner Rectory and Simcoe Streets, find their present quarters much too small. They are now forming a joint stock company and moving into a large building, particularly adapted for their many lines, on Marmora St. Same will be called "The Home of the Sweetheart Brand" and with increased capital, capacity and labor, they will be in a position to fill all orders. Their success is due to the fact that they adhere strictly to their motto, "Quality," all goods being guaranteed pure, sure and reliable.

Swift's Silver-Leaf Lard



A Popular Priced Pure Lard

Allowing the dealer a good margin of profit.
Repeats because it is economical and reliable and gives the housewife absolute satisfaction.
Extensively advertised—An easy seller.

Government Inspected and Passed

Packed in sanitary and convenient tins

Swift & Company, U. S. A.

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William Forbes, Ottawa, Ontario
Pike Brothers, Halifax, N. S.
Wallace Anderson, Toronto, Ontario
R. F. Cream & Company, Quebec, P. Q.
A. S. Bowman, St. John, N. B.

NOTICE THE NAME

CLARK'S

And keep your store in the front rank by refusing to be bribed into speculating.

CLARK'S PERFECT FOODS are an INVESTMENT for you, and a boon to your Customers.

You know CLARK'S GOODS are right, because they are what you SELL, you don't have to sacrifice your capital to sell Clark's, every can represents, and results in PROFIT TO YOU.

There is one or two things we want you to take particular notice of, that touches on our business relations. The first is: the security that CLARK'S WAY OF TRADING gives you. You know that CLARK'S PRICES ARE GENUINE.

One price to all is the only way that enables you to get a legitimate profit.

Secondly: Premiums are not offered, because MORE THAN THEIR WORTH is added to CLARK'S QUALITY, and your Customers get the advantage, which benefits you.

These two facts added to CLARK'S QUALITY is the reason why you NEVER SEE CLARK'S GOODS on the bargain counter.

"CHATEAU" BRAND CONCENTRATED SOUPS, 12 kinds with 12 distinct flavors, are the latest addition to Clark's Perfect Food Products, and we strongly recommend them to you.

Concentrate your soup wants on "Chateau" Brand

WM. CLARK

Montreal

MANUFACTURER OF THE CELEBRATED PORK AND BEANS THAT YOU SELL

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

I AM NOW OPEN

for appointment for one or two good agencies. My travellers are now calling in every town of importance in Alberta and British Columbia.

20 YEARS' EXPERIENCE

By placing your business with me you will secure the benefit of a strong and reliable connection.

Write Box Z, Canadian Grocer, Montreal

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 141 Water Street, Vancouver.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

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When writing advertisers kindly mention having seen the advertisement in this paper

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Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



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THE MERITS OF

COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee roasters and electrically driven mills, at reasonable prices.

All Prices are F.O.B. Phila., Pa.

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For Direct Current, $65 For Alternating Current, $75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.; L. T. Mewburne & Co., Calgary, Alta.

PURITY

is the first essential of a good fruit flavor.

Sterling BRAND

Fruit Flavors

are guaranteed absolutely pure, every process in their manufacture being carefully planned to ensure this.

They are made in all flavors, Raspberry, Strawberry, Lemon, Citron, etc., and have won their way in popular favor because of their superiority to other brands.

Shall we send you samples?

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many Grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

Red Rose Tea

"is good tea"

Branches—
7 Front Street East, Toronto
315 William Ave., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.

"ROYAL SHIELD"
CHOICE CANNED FRUITS AND VEGETABLES



The best way to increase your sales of canned goods, and your profits from the sales, is to stock the best brands at the lowest price. That is exactly what we give you. Your choice of standard brands at lowest prices.

We import all our goods direct from the place of production, and can therefore sell cheaper and supply fresher and more reliable goods.

CAMPBELL BROS. & WILSON, LIMITED, WINNIPEG
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Teas + coffees



INCREASE YOUR BUSINESS

by carrying and pushing the sale of

Dominion Silent Matches

Every stem made of good quality wood and will not break, and every head made to stay on when you strike it.

Attractively boxed, makes good shelf stock, and your profit is assured from this staple.

EVERY MATCH A LIGHT.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - ONTARIO

MOP-STICKS

OF DURABILITY
are the "TARBOX BRAND"

No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

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Offices Throughout the Civilized World

OFFICES IN CANADA:

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Reputation gained by long years of vigorous, conscientious and successful work.

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TORONTO

Agencies Wanted in Montreal

I want an agency for Beans, and one for Boiling Peas, and can offer intelligent, progressive service. Twelve years' experience with Wholesale Grocery Trade. Good references.

A. F. MACLAGAN

409 St. Nicholas Building - Montreal

When house flies abound

WILSON'S FLY PADS

are the thing to clean them out.



We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

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Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

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WRITE AT ONCE

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

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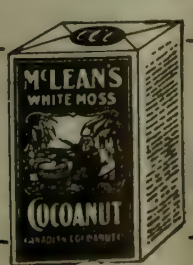
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IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

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The Only Account Register



Sheets lift out and fit any safe

THAT will fit any safe.
THAT takes little counter space.

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

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IS A READY SELLER BECAUSE OF

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PRICE

PUT UP IN PARAFFINED COTTON OR IN CASINGS

Government Inspected

ORDER TO-DAY

GUNNS LIMITED

PORK AND BEEF PACKERS

WEST TORONTO

HAMS

Last week we advised you that prices would advance and our prediction has been more than realized.

We now think they will be still higher and remain high for the balance of the season.

Cooked Ham trade is now on. Let us have your orders early.

F. W. Fearman Co.

LIMITED

HAMILTON



Reindeer Milk

The safest food for Infants, similar to human milk in fat proteids and sugar, will not curdle and is free from all germs. You will always get repeat orders when you sell goods bearing the REINDEER BRAND. Prices will never be lower. Have you a good stock on hand?

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Smoked and Cooked Meats in Demand

Warm Weather Brings a Larger Consumption — Provision Trade in General Satisfactory—English Bacon Market None Too Steady—Live Hogs are Somewhat Easier—Big Shrinkage in Eggs—Butter Production is Large—Cheese Barely Steady.

One of the prominent features of the provision market at the present time is the big demand for cooked meats. The warm weather has brought the idea of using prepared foods before the consumer and cooked meats is one line that has been benefited. Smoked meats and provisions in general are in fairly good demand and trade from most centres is reported satisfactory. Prices show no change, but appear fairly steady at the present time.

Live hogs are somewhat easier this week, although no big decrease has taken place. In Toronto values are down 20 to 25 cents per cwt., while in Montreal there has been no important change, except that the feeling is more settled and prices in consequence more regular. United States markets are ruling firm, but the English bacon market is none too steady, the market ruling quiet with liberal stocks, and holders anxious to realize. Packers here have considerable difficulty in judging the situation so they will not lose money. The English bacon market goes up and shipments are rushed there to secure the higher prices. Perhaps before they arrive, the market will drop back and packers here have to stand the loss. "It is nothing but a gamble," asserted one dealer, "for it is all uncertainty."

The production of butter continues large and while no great change has taken place, there is an easier tendency noticeable. The make continues to exceed that of last year, and a falling-off in quality is reported from some centres. The demand from England has slackened and the situation is just a little easier.

The most important feature in the egg market is the large shrinkage which still continues and necessitates a larger margin between the prices in the country and those asked by the wholesale dealers.

While rather unsettled, the tendency in cheese seems to be somewhat easier, although the English market continues firm. The dullness may be explained by the country markets having been hoisted above an export basis.

MONTREAL.

Provisions—There has been a good demand for cooked and smoked meats, and lard, likewise, has been going well. It is believed that hogs will be down a little next week, but it is not expected that there will be any change in prices of pork products.

Pure Lard—		
Boxes, 50 lbs., per lb		0 11½
Cases, tins, each 10 lbs., per lb		0 10¾
" " " 5 " "		0 10¾
" " " 3 " "		0 11
Pails, wood, 20 lbs. net, per lb		0 10¾
Pails, tin, 20 lbs. gross, per lb		0 10
Tubs, 50 lbs. net, per lb		0 10½
Tierces, 375 lbs., per lb		0 10½
One pound bricks		0 11½
Compound Lard—		
Boxes, 50 lbs. net, per lb		0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb		0 10
" 5 " " " "		0 10¼
" 3 " " " "		0 10½
Pails, wood, 20 lbs. net, per lb		0 10
Pails, tin, 20 lbs. gross, per lb		0 09¾
Tubs, 50 lbs. net, per lb		0 09¾
Tierces, 375 lbs., per lb		0 09¾
One pound bricks		0 10¾
Pork—		
Heavy Canada short cut mess, bbl. 35-45 pieces		22 50
Bean pork		16 50
Canada short cut back pork, bbl. 45-55 pieces		22 50
Clear fat backs		23 00
Heavy flank pork, bbl		22 00
Plate beef, 100 lb bbls		7 50
" 200 "		14 50
" 300 "		21 50
Boiled ham, small, skinned, boneless	0 23	0 24
Dry Salt Meats—		
Green bacon, flanks, lb		0 11
Long clear bacon, heavy, lb		0 10½
Long clear bacon, light, lb		0 12
Hams—		
Extra large sizes, 25 lbs. upwards, lb		0 12½
Large sizes, 18 to 25 lbs., per lb		0 14½
Medium sizes, 13 to 18 lbs., per lb		0 16½
Extra small sizes, 10 to 13 lbs., per lb		0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15	0 16
" " " small, 9 to 12 lbs., per lb	0 16	0 17
Breakfast bacon, English, boneless, per lb		0 17
Windsor bacon, skinned, backs, per lb		0 18
Spiced roll bacon, boneless, short, per lb		0 13½
Hogs, live, per cwt	7 50	7 75
" dressed, per cwt	10 25	10 75

Butter—Receipts of butter show a big increase over those of last year. Total number of packages since May 1st up to this week were 164,810, as against 144,621 for the corresponding period last year. The market is steady.

New milk creamery	0 23	0 24
Dairy, tubs, lb	0 18	0 20
Fresh dairy rolls	0 18	0 19

Eggs—Prices remain unchanged. Receipts for the week exceed those for the same time last year. The arrivals since May 1st up to this week were 110,804 cases, as against 95,160 for the same period a year ago.

New laids	0 25	0 26
Selects		0 23
No. 1		0 20

Cheese—The market is quiet locally and is steady in tone. The make is comparing favorably in extent with that of last year. There is still a good demand for old cheese.

Quebec, large	0 13
Western, large	0 13½
" twins	0 13¾
" small, 20 lbs.	0 13¾
Old cheese, large	0 15 0 16

TORONTO.

Provisions.—Prices in general provisions show not the slightest change this week, while there are no particular features to the market. Live hogs are lower again, local quotations being $7.10 and those at country points $6.75.

Long clear bacon, per lb	0 11	0 11½
Smoked breakfast bacon, per lb	0 16	0 18
Pickled shoulder	0 09½	0 11½
Roll bacon, per lb	0 11	0 11½
Light hams, per lb	0 16	0 16½
Medium hams, per lb	0 15½	0 16
Large hams, per lb	0 13	0 14
Cooked hams	0 23	0 24
Fresh shoulder hams		0 12
Shoulder butts	0 14	0 15
Backs, plain, per lb	0 19	0 20
" pea meal		0 20
Heavy mess pork, per bbl	18 00	20 00
Short cut, per bbl	20 00	22 00
Lard, tierces, per lb	0 11	0 11½
" tubs "	0 10½	0 10½
" pails "	0 10½	0 10½
" compounds, per lb	0 09½	0 09
Live hogs, at country points		6 75
Live hogs, local		7 10
Dressed hogs	9 25	10 25

Butter.—The situation in butter shows but little change this week. Prices are fairly steady here, although there is a slight easiness noticeable at some country points. The production continues large and some of the shipments being received are not quite as good in quality as could be wished.

	Per lb.	
Fresh creamery print	0 21	0 24
Creamery solids	0 20	0 22
Farmers' separator butter	0 18	0 19
Dairy prints, choice	0 16	0 18
Fresh large rolls	0 15	0 16
No. 1 tubs or boxes		0 17
No. 2 tubs or boxes	0 15	0 16

Eggs.—Local quotations are unchanged, while the large shrinkage makes it necessary to put country prices lower than would otherwise be the case. Arrivals are not overly large and are pretty well balanced by the demand.

New laid eggs	0 18	0 20

Cheese.—Local quotations are the same as last week, with those at country boards barely steady. Retailers are still looking for old stock.

New cheese—			New twins	0 12½
Large		0 12½	Old Stiltons	0 15 0 16
Old cheese	0 14½	0 15		

Poultry.—Only a small trade is being done with fowl and broilers the most prominent.

Fowl	0 13	0 14	Broilers, live	0 20 0 25
Geese	0 14	0 15	Ducks	0 17 0 19
Chickens		0 18	Turkeys	0 16 0 18

WINNIPEG.

Provisions.—Dressed carcasses have declined ½ a cent per pound in the hind and fore quarters this week. Dressed mutton has also declined considerably. With this decline trade is picking up slightly, as many butchers in adjacent towns are now securing dressed carcasses direct from the wholesalers and abbattoirs instead of doing their own butchering. With the arrival of large quantities of cattle on the market in fall this will undoubtedly be stopped, as they will then be able to secure for themselves all the stock they want. Quotations are as follows:

Cured meats—		Mess pork, ½ bbl.	14 00
Hams large	0 14½	Lard	
Hams, medium	0 13	In tierces, lb	0 14½
Breakfast bacon backs	0 20	50-lb tubs	7 10
Breakfast bacon bellies	0 19½	20-lb pails	2 90
Shoulders	0 12½	10-lb pails, cases	8 50
Shor rolls	0 17½	5-lb pails, cases	8 55
Dry salt meats—		3-lb pails, in case	8 60
Long clear sides per lb	0 13½	Compound, 20 lb pails	2 50
Sausage—		Dressed carcases—	
		Steers, heifers, abattoir killed	0 11

Tomatoe sausage, per lb	0 10	Hind quarters	0 12½
Pork sausage	0 09	Fore quarters	0 09
Beef sausage	0 07½	Dressed mutton fresh, lb	0 12½
Boneless backs, per lb	0 17	Dressed hogs	0 11
Mess pork, bbl	28 00	Dressed veal, fresh killed	0 12

Butter.—Creamery butter is holding firm and the demand is at present just about equal to the supply. During the last week a considerable demand from the eastern part of the province and western Ontario has been noticed. The supply of cream coming into the city at present is almost double what it was at this period last year. This is accounted for by the abundance of feed present in all parts of the province, and the fact that less dairy butter is being made on the farms. Local creameries are also busy at work, but the majority of those outside the city appear to be packing their butter in boxes as very little is at present finding its way to the Winnipeg market. Dairy butter continues to drop in price, as the quality becomes inferior with the warm weather.

Creamery butter—		
Manitoba fresh-made creamery bricks	0 21	
Manitoba fresh-made, boxes	0 19½	
Dairy butter—		
Strictly No. 1, delivered Winnipeg	0 15	0 16
No. 2, delivered Winnipeg	0 11	0 12
No. 3, delivered Winnipeg	0 07	0 09

Cheese.—Prices hold steady but supplies being received in the city are small. Large shipments are however looked for during the coming week, but no great change is expected in price. Manitoba new made cheese is now quoted at 10½ cents per pound.

Eggs.—Receipts of eggs have fallen off somewhat with the arrival of warm weather. The demand is still strong and prices are holding firm at 18 cents per dozen.

What Has This Half Year Amounted To?

The Present a Good Time to Check up the Work of the Past Six Months to Ascertain if the Profits Have Been all They Should—Investigating Departments—Stoppage of Leaks in the Store.

The first half of the year 1911 has now passed and many dealers could now make a review of their accomplishments during the past six months.

The question which every grocer at this time of the year asks himself is: "Have I done a better business during the past half year than during the corresponding time last year?" It is the aim of every dealer, to each year accomplish something more than formerly and to do this he should secure a good start by making a better showing during the first six months. However, if the financial sheet shows no improvement, or if the gain is not as great as you would wish there is yet a chance to make a big increase for the year if the dealer will only put forth the necessary effort from now to the new year.

The Time to Begin.

Now is an excellent time to start if the totals on the sales sheet are to look big at the end of the year. The dealer who waits until November or December and then attempts to catch up is liable to fall short of the ideals he started the year with, but now with six full months before him, he has ample time to accomplish his object. But to make the thing sure he should make a good start.

If business records for the past six months do not look as bright as they should, there is a reason. It is necessary that the merchant examine his business to ascertain and remove the cause. The falling off may have been either in the amount of sales or in the amount of profit, for the size of the sales does not always denote the amount of profit.

If sales have not been as good as they should, there is probably something wrong with the business policy of the store.

Possible Leaks.

If profits have not been as large as the sales warranted, there must have been leaks which cut away the profits which should have been. Then it is time for a thorough overhauling of the business to discover just what and where those leaks are. They may exist in many ways and in order to eliminate them a thorough inspection of the business, and the methods employed, is essential. Find out if each department, provision, fish, flour, confectionery, biscuit or tobacco—is making the profit that it should. One merchant thought that his provision department was not giving exactly the returns it should and by actual accounting for two weeks he found this to be true. He also found that as his trade was done mostly in small quantities that the loss came in the slicing. He installed a slicing machine and a recent examination of his records has proved this department to be paying a fair profit.

Careful Weighing.

Loss may come through overweight, and indeed this comprises an important avenue of leakage in many grocery establishments. Clerks do not always take the care in weighing that they should and if this is found to be so, the merchant should give his some training along this line, for if allowed to continue unheeded, it is sure to cut a big hole in profits.

When these important factors in the maintaining of profits have been adjusted and a decision reached to put forth an honest effort to increase sales, the grocer should be well on his way towards a successful business during the next half year.

POULTRY REQUISITES

should be featured now. A number of your patrons are using incubators. Why let them get their supplies from the mail order houses? Show them that you can meet their requirements.

Incubators & Brooders

English and American, from $8.50 up.

Write us for Catalog.

THE POULTRY & SUPPLIES SALES CO.

109 Place Youville MONTREAL

LEITCH ANCHOR BRAND OAK LAKE

Holidays



Users of ANCHOR BRAND FLOUR always enjoy an outing, because they do not fear return to HOME DUTIES; its quality invites work and makes BAKING DAY a pleasure. 12

Anchor Brand Flour

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Manitoba.



Grocers: When your customers ask for "Lye" they mean Gillett's Lye, and the attempt to substitute a "just as good" brand may cause you to lose a good customer.



"Gillett's Lye Eats Dirt"

ACTUALLY CONSUMES IT! Does not "Make It Fly," "Chase It," or "Make It Run," or make it do any of the things that some of our would-be competitors recommend their "just as good" kinds will do. Gillett's Lye is the Original and Standard Lye of Canada. Refuse substitutes. They are never satisfactory.



E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg **Montreal**





TRISCUIT, the shredded wheat wafer, can be eaten in more ways than any other grain product except bread, consequently it is not only easy to sell, but because it takes part in so many meals a package is used quickly. You can depend on lively sales and a steady, constant all-year demand for

TRISCUIT

We help the sale of **Triscuit** by extensive magazine, newspaper, street car advertising, by sampling and demonstration in connection with **Shredded Wheat.** It will pay you to push **Triscuit** because you can be sure it will please your customers. Just call attention to its many uses as shown on the back of the carton. If your customers like **Shredded Wheat** for breakfast, they will like **Triscuit** for any meal as a *toast*, with butter, cheese or marmalades.

The Canadian Shredded Wheat Co. Limited

Niagara Falls, Ontario

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R S. McIndoe Toronto
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BISCUIT MAKERS TO
H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
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Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan and Alberta:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



THE DELICIOUS FLAVOR OF

"Kit" Coffee

CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a **delightful flavor and aroma.**

Price—Nom. 5-oz. botts. (beautiful package) $1.55 per doz.
" 10-oz. " " " 3.00 "

If you haven't stocked it yet, order at once from your wholesale grocer, or

THE HARRY HORNE CO., 309 King Street West, TORONTO
Agents for Ontario

KIT COFFEE CO., Govan, Glasgow

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Flour and Cereal Markets are Steady

Higher Prices for Raw Material Causes a Steadiness in Breadstuff Quotations—Hot Weather Boosts Prices in Chicago—Export Trade is Not Heavy—Home Demand is For Immediate Needs Only.

About the only change in either flour or cereals is a firmer feeling that has developed in the prices for the raw materials, prompted mostly by the extreme hot weather which prevailed in many of the wheat growing sections at the beginning of the week, which has caused a somewoat steadier feeling in flour and cereals. Trade in either line is not overly large. While a certain amount of export trade is being transacted, it is rather limited, while home demand is for immediate needs only, buyers apparently being influenced in their purchases by the favorable conditions for the growing crops now existing.

Hot weather on Saturday last raised the price of every staple on the Chicago exchange. The wheat market was particularly affected by apprehension regarding what might happen to the growing spring crop in the north-west. With the United States exchanges closed on Monday and Tuesday on account of the holiday, Canadian wheat markets ruled firm, although the situation as far as Canada was concerned was somewhat relieved by showers in many sections of the wheat growing territory.

"Under present conditions," said one dealer, "I do not expect prices of raw materials to expand enough to affect commodity prices, as the amount of available wheat is large. The market is apt to be affected, however, by crop scarce news. The Western Canada crop, an important factor, has so far been quite favorable, so favorable in fact that it is doubtful whether a continuance can be expected."

While the cereal trade is naturally slacker with the warm weather, nevertheless it seems to be maintained wonderfully well considering conditions. There are no particular features to the market, with the exception that prices are steady.

MONTREAL.

Flour.—The market is unchanged. Prices remain the same. There is no feature excepting a little firmer feeling reported.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Rolled oats are steady and quiet. The demand is normal and the market as a whole is featureless.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—In sympathy with a hardening in prices for the raw material, flour this week exhibits a steady feeling. Trade is not overly brisk, export inquiries being out of line, while home trade is fot immediate requirements only.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—Prices in the different lines of cereals are unchanged. There is a somewhat steadier feeling in general, with cornmeal especially being noticeable under a firmer market for the raw product. Trade is being fairly well maintained for the present warm weather.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 75 1 90

Trade Notes.

R. Weldon, general merchant, Edgar's Mills, Ont., was burned out on June 15th. He will rebuild at once.

Alex McKerroll of Orillia, is looking for a transient giving the name of Borden C. Bradley of New York. It is said that Bradley handed him a "queer" check for $50 in payment for some $12 worth of groceries, got the change in good coin of the realm and then decamped.

The produce and commission section of Toronto Board of Trade is seeking to have a law passed making Canadian farmers responsible for the eggs they ship in. A high percentage of bad eggs in the shipments is said to be responsible for the demand.

The fisheries of Nova Scotia from 1870 to 1909 yielded returns to the value of $278,000,000, or more than that of any other province of the Dominion. In 1910 the fisheries of the province including lobsters brought $10,982,011 against $10,574,839 in 1909. The lobster catch in 1910 was valued at $2,900,900 as compared with $2,465,000 in 1909, According to government reports for 1910, there were in Nova Scotia 51 canneries engaged in the canning of lobsters. These canneries are chiefly owned in Halifax and not including the fishermen, they had in service 1,181 employes.

Once Again

let us draw your attention to the fact that MOONEY'S PERFECTION CREAM SODAS are distinguished by a superior degree of lightness and crispness.

This means money to dealers who specialize on Mooney's.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT
Stratford, ONT. Winnipeg, MAN.



PROGRESSIVE GROCERS
PUSH
MAPLEINE
(A FLAVORING)
GOOD PROFIT, STRONG DEMAND
EXTENSIVELY ADVERTISED

ITS USES—Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day or
Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.



SHORT TALKS TO CLERKS

The most successful men in the world are those who possess initiative. They do not depend wholly upon other people or follow the trodden path of custom. They are men who go out into the world and blaze their own path, who are able to see opportunities before all others and not only that, but are able to grasp those opportunities and make capital out of them.

It is just this quality in the make up of many men that has made for their success.

It was while employed in an unimportant position in Chicago that James J. Hill, of railroad fame, realized the importance of the country to the westward of that city and the possibilities for a railroad extending across that district, then just entering upon its season of prosperity. There were many others in that city who had the same chance to see those opportunities but Hill was the man to realize and grasp them. Still a young man without money or influence most men would have shrank from undertaking such a problem. But not so young Hill. He demonstrated himself conclusively a leader a man of ambition and of brains. He saw the way laid out before him and had the initiative to struggle for the possession of the pathway.

And So the Clerk.

This quality of make-up which served to make successful such men as James J. Hill would seemingly not apply to to the clerk behind the grocery counter. Such is not the case. The valuable clerk is the one who is able to take the lead and is able to bring forth new plans and methods that will in any way help in the extension of the business in which he is employed. We can not all expect to develop and put into practice big ideas like those which the brain of Hill conceived, but in our daily work, we need not be content with things as they now are and at all times may put forth some extra effort to improve the business with which we are connected.

You have seen the clerk without any initiative, who even after several years' experience, is still unable to stand upon his own resources. He depends upon the boss for direction in regard to his work, follows the same line as others before him and is seemingly content to do so. If there is a display to make, a window to dress, or any other similar task to perform, this clerk has to go to the boss for directions. Then if the proprietor suggest that he put in a window display of a certain line, he must need ask many questions regarding it, instead of using his own brains to think out some method of doing it, making himself more valuable to his employer. At the bottom of this defect is apparently lack of ambition on the part of the clerk. Many of the men who hold important positions possess no more brains than others lower down. But what they do possess is a much larger proportion of ambition.

Seek and Ye Shall Find.

Not many years ago a young man having outgrown the possibilities of his home town, a village of some 1,000 population, where he had been employed in a small grocery store, decided that he would go to a nearby town of some 4,000 inhabitants, where some relatives resided and where more scope would be presented for his pent up ambition. His ability to act on his own resources was demonstrated from the first. When he first struck the town instead of waiting for his relatives to offer suggestions for the delivery of his effects, as many others as young as he would have done, he at once made those arrangements himself. He did not wait around for something to turn up but went out after it himself and within 24 hours had secured a position as junior clerk in a grocery store.

From the first his ability to plan methods to help in the business was shown and it was not long before the proprietor began to recognize it. Instead of waiting for the boss to tell him to fix the shelves or change a counter display, he always kept them in first class shape. It was not necessary to be continually telling him to keep the counter, scales or floor clean, to keep the lids on tins and boxes closed, or the drawers or boxes filled with goods. He saw what should be done and did it without direction. He was for this reason more valuable to his employer and was accordingly rewarded by being given charge of one of the display windows.

A Productive Clerk.

Here the same spirit was shown. He did not dress the window and leave it until the boss had to tell him to dress it again, for he realized the importance of this medium in selling goods and kept it in first class shape all the time. Nor was he content with dressing the window in the same old manner as had been followed for years past. He continually was bringing forth some new method of showing goods, and his original and out-of-the-ordinary methods attracted public attention. In another way, he followed the example of James Hill. He recognized the importance of a good window trim of a new idea and promptly put these into effect.

Not alone in window dressing was his inventive ability shown. It was he who saw the possibility of securing orders through the telephone and accordingly next morning, many of the customers in the town found a method whereby they could order their morning's groceries without trouble. In one case, a large contractor having come to town to do some work, he recognized an opportunity and succeeded in supplying them with their groceries. He was the first to think of putting up sign boards throughout the country to attract the attention of the farmers while on their way to town. These he arranged himself in his spare time and had placed along the country roads.

Business became a little dull during the summer months. This clerk recognized the fact and at once thought out a plan for keeping sales up to the normal. No sooner thought of than it was acted upon. A few miles from the town was a small village which, however, was largely patronized during the summer months. To this village he went soliciting orders from the campers, taking orders one day and delivering them the next. In this way he was able to build up a nice little trade which paid handsomely for the effort expended. It was in this manner, always bringing out and acting on new ideas, that he forged his way upward, and made himself a better clerk and one more valuable to his employer.

Opportunities just as great or greater are presented to most clerks but not all take advantage of them. The clerk should remember that he who can conceive new ideas and carry them out is a much better and more valuable clerk than he who is content to drift along in the same manner as others.

TRAVELERS' HOLIDAYS.

Wholesalers Agree in Regard to Definite Period.

Wholesale grocery houses in Toronto, Hamilton, Berlin, Brantford, Collingwood, Guelph, Niagara Falls, London, Owen Sound, Sarnia, Windsor, Stratford and St. Catharines have agreed that their travellers in the western part of old Ontario shall take their holidays at the same time, namely from the 17th to 29th of July. The territory is that west of but not including Toronto, as far north as but not including North Bay and as far west and including Windsor.

Canada imported 1,747,259 bunches of bananas during the eleven months of the last fiscal year, the value being $1,676,-635. All but 46,000 bunches came from United States markets to Canadian merchants. The small direct imports were from the British West Indies. Bananas are used chiefly in the natural state but in smaller quantities in the form of banana flour made from the ripe fruit.

Chivers Pickles

can now be had in Canada

BRITISH MANUFACTURED pickles are always in strong demand, and we can assure you that you are making no mistake in stocking goods which have stood the test of three generations.

Chivers Gilt Label and Blue Label

are worth looking into.

Pure and Wholesome.

S. CHIVERS, Limited

CARDIFF, WALES

Canadian Branch

112 St. Francois Xavier St., MONTREAL

The Condensed Ads. in this Paper will bring good results.

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Flies Transmit Disease

In a recent number of one of Canada's leading Monthlies, Earl Grey warns Canadian people against the ravages of the house fly. Carefully compiled statistics show that this little pest "kills more than bullets," brought on through sickness of such dread diseases as typhoid and intestinal diseases.







SMITH'S GENUINE

FLY POISON

is the most powerful pad made. Kills flies instantly; they die at the pad; no dead flies around the room.

These goods have been sold continuously by the trade for the past twenty-three years, and we have yet to hear a complaint.

See that the brand you buy bears the name of Smith Bros., Beachville. Beware of unscrupulous imitations sold under our name. There is only one genuine fly poison—see that you get it; you will find it a good profit maker and a regular trade builder.

Made only by

SMITH BROS.

Beachville, Ont.

Selling the Goods that Lighten Labor

Suggestion to Clerks That Customers be Kept Informed as to the Goods on Shelves Appropriate to Summer Needs—Two or Three Examples of Salesmanship from Western Canada Prairie Town.

At this time of the year, the clerk has an excellent chance to display his salesmanship ability. It is the season of the year when appetites need coaxing and when the housewife finds herself in a quandary as to what to serve in order to please the palates of those for whom she supplies food. It is the time when suggestion on the part of the clerk will result in the boosting of sales. Besides, with the approach of the warm weather, the housewife begins to consider herself also and suggestions as to how she can prepare meals with quickness and the least trouble will be welcomed by her. On the shelves of many grocery stores, there are numerous appetite-coaxers and short cuts to summer meals, while many a weary housewife who visits the store unconsciously in search of just those things, has been told nothing about them. The clerk should be up and doing and ever putting forth an effort to get his customers using those goods.

Western Dealer's Methods.

Out in a small but growing town in the western prairies is one clerk who is doing this. He realizes the importance of suggestion and the power it has in the sale of foodstuffs and he shows that he has salesmanship ability which he is using. This clerk went westward from an Ontario town about a year ago with a determination to succeed and the manner in which he conducts his sales is plain evidence that he is headed in that direction. In the sale witnessed he sold his customer a nice bill of goods, containing several lines that in many stores would be considered in the list of fancy groceries.

The lady having ordered some sugar like many others at this season began relating her worries in regard to the daily meals "I don't know what to get for breakfast, these mornings. They seem to be tired of the porridge, we have it so often."

"Flakes are lighter and I believe better for the summer time," said the clerk.

"I believe I will try a package of —— flakes," said the customer.

"We have not ——— flakes. We handle Blank's. We find our customers like them best."

"I tried Blank's once and did not like them. They were soggy, not crisp as I prefer them."

"I venture to say," persisted the clerk, "that the package you tried was not fresh. We take particular care to keep our stock fresh and they retain their crispness."

"I will try a package then," returned the convinced customer.

"What about oranges, madam? They are easily prepared and also tasty and healthful for the morning meal."

"Have they any seeds in?" she asked.

"Yes, madam, these oranges contain an odd seed but not very many. They are a fine tasting orange."

The Summer Lines.

She ordered a half dozen of the oranges and inquired what they had in canned meats suitable for the evening meal.

"We have corned beef, smoked beef, veal loaf, ox tongue and potted ham," he said. "Here," he continued, "is the potted ham, which is very nice. I have been introducing it to our customers, and they like it fine."

"How much is it worth?" she asked.

"This tin is worth 30 cents."

"It is rather dear," she argued.

"Well, it is not dear when you come to consider it. It is compressed in the tin, while having no work in preparing it counts, too."

This part of the sale completed, he inquired regarding her further wants.

"I think that is all." she replied.

He was going to take advantage of every possible chance, however, and as he handed her back her change, he picked up a bottle from the counter.

"Here is a line we are featuring this week, Mrs. Customer. Blank's camp coffee. It is a nice flavored coffee, while another good point is that it is so easily prepared. The regular price is 30 cents, but we are selling it at 25 cents now in order to introduce it," and it was thus that he introduced another line and completed a most satisfactory sale.

Another Westerner.

In another Western town a clerk had some difficulty in raising the standard of goods, but nevertheless succeeded in selling the better article. The customer inquired for salmon. The clerk took two cans off the shelf, but especially recommended the one which was higher in price. Eighteen cents was the amount asked.

"My goodness," complained the customer, "I have been buying salmon at Jones' for 15 cents."

"That may be true, madam, but it cannot compare with this in quality. You will agree with me that it was broken up considerably. This is a good solid salmon, with a much better color, and I believe that if you try it, you will feel that it is worth the difference in price."

This clerk, but a few minutes later, succeeded in raising the standard of goods purchased by another customer. It was meat sauce that was asked for.

"What kind have you been using?" inquired the clerk.

"Blank's brand," said the customer, mentioning a line retailing at the low price of ten cents.

This clerk realized the importance of raising the standard gradually. They carried sauces worth up to 35 cents. He selected a 20 cent brand. "I can give you something that will please you much better. This one is worth 20 cents."

"But I have only been paying 10 cents for —— brand," she said.

"Yes, —— is only worth 10 cents, but this is a much better sauce. This is not merely an addition to the meat. It gives an added snap to the taste of the meat that you will appreciate. We have used both, and would not now think of using the one you mention, as this is so much better."

FIFTEENTH FIRST PRIZE.

Minto Bros.' thoroughbred horse, Fred, captured a first prize in the Dominion Day horse parade, making its fifteenth first prize.

TRADE NOTES.

E. D. St. Germain & Co., grocers, Montreal, have dissolved.

Joseph Matteau, general merchant, St. Flore, Que., demand of assignment.

Raymond St. Thomas, grocer, Grand Falls, N.B., assigned.

E. E. Irving, grocer, Hillsboro, N.B., has sold to C. S. Wood.

Shamess & Ansara, general merchants, Cobalt, Ont., have dissolved.

M. Cockerill, general merchant, Gunton., Man., assigned.

The estate of Kennedy & Anderson, general merchants, Maryfield, Sask., sold to W. F. Scarth.

W. W. McRae, grocer, Moose Jaw., Sask., sold to J. H. White.

W. J. Moffat, grocer, Moose Jaw, Sask., sold to C. C. Cronk.

Dure & Harper, general merchants, Phippen, Sask., dissolved, W. A. Harper continuing.

That which costs nothing is generally worth less.

No man can be permanently successful who is not truthful.

Delivering the Dozen!

When dealing with standard lines that are always in demand, a little persuasion will often sell twelve articles instead of one.

E D S

"E.D.S." Brand Jams and Jellies

THE STANDARD OF PURITY IN FRUIT PRESERVES

find a regular place on the grocery order of every family who has once tried them, and it costs you no more to deliver a dozen at a time than one. Get wise to this simple means of moving stock more rapidly. In the case of "E.D.S." goods, their purity and flavour are such as to guarantee the "repeats" and the acceptance of your suggestion will surely result in bigger sales. **TRY IT!**



Made only by **E. D. Smith, Winona, Ont.** at his own Fruit Farms

Agents:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.



Two of Our Food Products



that unite in upholding the quality of

Kitchener Brand CANNED GOODS

Besides possessing an alluring daintiness, delicacy and flavor not always to be had even in good things, they are nicely packed and labelled in a factory of cleanliness, and are a delight and temptation for every customer.

Kitchener Brand goods always keep sweet under all conditions of temperature.

They sell and pay to sell. Stock this popular line and watch your canned goods profits go up.

The Oshawa Canning Co., Limited

OSHAWA - - - - ONTARIO

Do You Have a Pleasant Smile When You Open Your Bank Book?

If not you should figure out where your losses are coming from. Perhaps you will find that you are paying too much for foreign goods when the Canadian are just as good.

MACARONI VERMICELLI SPAGHETTI

Manufactured under most hygienic conditions in Montreal by skilled men trained from their boyhood in France.

NO Customs Duty

Therefore CHEAPER GOODS, BUT SAME QUALITY, GOOD PROFITS.

L'ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony Street, Montreal.

California Fruits

Peaches, Plums, and Apricots

Cars arriving every few days, we guarantee the best fruit shipped from California.

LATE VALENCIA ORANGES

the best in the World.

Messina Lemons,

Cabbage, New Potatoes,

Grape Fruit, Bananas,

Tomatoes, Cucumbers, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO

are Largest Receivers

"St. Nicholas"

Lemons will sell in cool weather.

That'll Do!

says the Fancy Dealer when you show him a box of "St. Nicholas"

The Quality Sells Them

J. J. McCABE

AGENT

TORONTO, : : ONT.

Potatoes Advance Throughout Canada

Advances at Most Centres in Canada—Something Akin to a Famine in Manitoba—New Product Slightly Easier—Big Consumption of Lemons — Pineapples are Higher — Strawberry Crop Ends—Raspberries Commence—Fruit Trade is Good.

Dominion Day combined with the warm weather of the past week has brought a satisfactory demand for fruit covering the list in general, for it is at this time that the consumption of this class of food is large. This is truly lemon weather, esnecially the first part of the week, and well do dealers, both wholesalers and retailers, know it, for demand has been large. Stocks generally have again been reduced to a rather low basis and a continuance of this weather would soon firm prices up again.

Pineapples this week are higher, shipments have fallen off, while spot stocks are not large. A few Cuban and Florida pines have been arriving on Canadian markets lately, but under present weather conditions do not prove extra good shippers.

While some odd shipments of strawberries came forward this week, the finish of a none too satisfactory season is here. The first portion promised a large yield, but the drough cut the crop shorter than expected. Raspberries have come forward in small quantities and a moderate crop is expected, the rains having helped them, while having longer roots they are not so easily affected by hot weather as the strawberries, but the recent continued hot spell has proved bad for them in many sections. Canadian gooseberries have also made their appearance. Cherries steady and higher.

The situation in potatoes referred to a couple of weeks ago seems to have been well warranted. Since then advances have taken place at nearly all centres. Both Montreal and Toronto have ruled considerably higher, while something akin to a famine exists in Manitoba where sharp advances have taken place. Maritime prices are ruling firm while the same is true in the far west of the Dominion. As pointed out before, a certain amount of relief is obtainable from the new article, depending on how quickly prices on them become reasonable. While they are slightly easier this week, they are still far above the basis of old stock.

MONTREAL.

Green Fruits.—Canadian cherries have been in good demand during the past week. They are from the Niagara peninsula, are in good condition and are selling well. Strawberries are not quite done yet, but they are all but gone. New Raspberries were put on the market this week, they also being from the vicinity of St. Catharines. The demand for lemons has improved since the return of hot weather. There is only a fair demand for oranges, but taking all the fruits together business is good. Cantaloupes are attracting considerable attention and are going along nicely. The features of the market are really cherries and the incoming raspberries.

Apricots California, crate	2 50	2 75
Apples, Spies, extra fancy		9 00
Bananas, bunch	1 65	1 85
Bananas, crated	2 00	2 25
Cantaloupes, Cal	4 50	5 00
Cherries, Canadian	1 50	1 60
Cherries, California, crate	2 25	3 00
Cocoanuts, bags	4 25	4 75
Grape fruit, Flo.	3 75	4 50
Lemons	4 00	4 50
Limes, a box		1 50
Oranges—		
Valencia	3 50	4 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	2 00	2 25
Pineapples—		
Havanas, case	2 50	3 00
Plums, California crate	2 00	2 75
Raspberries, box		0 15
Strawberries, Canadian	0 09	0 12

Vegetables.—The weather of late has been too warm in the sense that it plays havoc with the fruit dealers' stocks. Old potatoes are scarce and are higher in price. Tomatoes are stationary but it is expected that Canadian tomatoes should soon be received. Cabbage are moving fairly well.

Beans, wax, hamper	2 00	
Beets, doz		1 25
Carrots, doz		1 25
Cabbage, crate	3 00	4 50
Cucumbers, bas.	2 50	3 25
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Canadian lettuce per doz		1 50
Onions—		
Egyptian, bag		3 00
Bermuda, crate		3 50
California potatoes new, per bbl	5 50	6 00
Potatoes, bag		1 50
Radishes, dozen bunches		0 30
Tomatoes, flats		1 50
Turnips, bag		1 50

TORONTO.

Green Fruits.—Under favorable weather the demand for fruits continues satisfactory on this market. The extremely warm weather has been responsible for a big demand for lemons and stocks are rapidly decreasing. A continuance of the warm weather would soon cut present stocks to a low basis and cause a firm market on this line. Pineapples are higher at $3.50 to $4.50 per crate but stocks are such as will not keep for any length of time. Strawberries, while drawing to a close, are still being offered in limited quantities and at changeable prices. Raspberries will be coming along now, some arrivals going out at 13 to 15 cents, while gooseberries are bringing 85c to $1.00 per basket. California apricots, peaches and plums are finding a satisfactory demand. A few Canadian tomatoes have made their appearance.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Grape Fruit—		
Florida, per case	4 50	5 00
Lemons—		
Verdelli	4 50	5 00
Limes, box		1 50
Oranges—		
Late valencias	4 00	4 25
Med. sweets	3 00	3 50
Pineapples crate	3 50	4 50
Strawberries—		
Canadian, qt	0 10	0 12½
Raspberries	0 13	0 15
Gooseberries, basket	0 85	1 00
Tomatoes, 4 box crate	1 50	1 75
Rhubarb, doz	0 25	0 40
Cherries, 10-lb. boxes		2 50
Peaches, 6-dozen boxes	2 00	2 25
Plums	2 75	3 00
Apricots, 6-doz. boxes	2 75	3 00
Cherries, Canadian, 11-q. bsk	0 85	1 00
Watermelons		0 50

Vegetables.—Potato prices seem to be maintained at the advance of last week and $1.75 straight is being quoted by most dealers, with stocks continuing low in compass. The new imported product from Virginia are slightly easier with $5.75 per barrel being asked this week. In regard to the future course of old stocks much depends on how quickly the new article cheapens, as it is upon this and the resulting consumption that the course of old potatoes depends. Wax and green beans are selling at a lower price this week.

Beets, Louisiana doz		0 75	Onions— Texas, case		1 75
Canadian beet, bag	0 60	0 75	Egyptian, sack		2 50
Cabbage, South Carolina		3 75	Potatoes, Ontario, bag		1 75
Carrots, new, box 3 to 4 doz.	1 75	2 00	Potatoes, new, barrels		5 75
Cucumbers, hamper		2 50	Parsley, per doz		0 75
Wax beans, hamper		1 50	New turnips, per 11-qt. basket		0 60
Green beans, hamper		1 25	Asparagus— Canadian, doz.	0 75	1 00
Lettuce, Canadian, head	0 25	0 30	Spinach— Hamper	0 35	0 50

WINNIPEG.

Fresh Fruit.—There is little new in the fresh fruit market this week, except that

Royal Crest Brand
Late Valencia Oranges

The finest Summer Oranges that come from California

Very heavy and juicy, and possessing that genuine orange flavor not found in other Brands.

The following sizes are especially fine:—96's, 112's, 126's, 150's.

Try Them

WHITE & CO., Limited, TORONTO.

Fancy Fruits

RASPBERRIES
ARE COMING FREELY NOW
CHERRIES
MONTMORENCY SOUR
RED CURRANTS
LARGE CHERRY
GOOSEBERRIES
LARGE ENGLISH
TOMATOES and CUCUMBERS
Canadian Field Grown
Wax Beans, Peas, Cabbages, New Carrots, Beets, &c.
Wire, phone, or mail your orders to
STEVENS & SOLOMAN
GROWERS AND SHIPPERS
HAMILTON, ONT.
PHONES 1990—2700—3200

Domestic Fruits

are now coming quite freely. We have fresh arrivals every day. Send along your orders.

California Fruits

Peaches Plums Apricots Cherries Canteloupes
Oranges Lemons Bananas Watermelons
Pineapples New Potatoes
New Cabbage

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

WEATHER

is favorable or more favorable according to the temperature. We cannot always have extreme hot weather, but we can always have Buster Brown Lemons on hand ready for the demand. Mention the brand when ordering.



W. B STRINGER, Sales Agent

FRATELLI FOLLINA, Packers
MESSINA, Palermo

Hood River strawberries appear to be in as great demand as ever, in spite of the fact that Bashon Island are being offered at 50 cents to $1 per 24 quarts cheaper.

Florida grape fruit, box		6 50
Bananas, bunch	3 50	4 75
Navel oranges	3 50	4 75
California lemons, crate	6 00	7 00
Messina lemons		5 00
Hood River strawberries, 24 qt	4 50	5 00
Tennessee strawberries, 24 qt		4 50
Florida pineapples, case		4 50
Cal. black cherries, 10 box	3 00	3 25
Cal. white cherries, 10 box	3 00	3 25

Green Vegetables.—An active trade has been taking place in green vegetables during the week, and the demand is reported to have increased considerably. Supplies of native grown lines are finding their way to the market and gradually the southern grown vegetables are giving place to native. Florida beans are off the market, but in their place Minnesota beans are being offered at $4.25 per basket. Southern green peas have also arrived and are quoted at $4 per bushel.

Native mint, per doz	0 30
Native green onions, doz	0 20
Native parsley, per doz	0 35
Native lettuce, per doz	0 25
Native watercress, doz	0 35
Minnesota cucumbers, doz	1 25
Texas cucumbers, doz	0 90
Mississippi tomatoes, crate	1 50 1 75
American head lettuce, doz	1 25
Native spinach, lb	0 03½
New cabbage, per lb	0 06
Florida celery, per crate	4 50
American peppers, basket	1 00
Native rhubarb, lb	0 02½
Minnesota beans, bushel basket	4 25
Southern green peas, per bushel	4 00
Mississippi carrots, per lb	0 07
Mississippi beets, per lb	0 07
Mississippi turnips, per box	2 50
Native mushrooms, per lb	0 50
Native asparagus, per doz	1 40
Native radishes, per doz	0 20
Native turnips, per doz	0 40

Potatoes.—A regular bull market has been prevailing in potatoes, the price of small lots having jumped 30 cents during the last week. Present quotations are now $1.50 a bushel in small lots and $1.25 for 10 and 20 bushel lots. Ontario potatoes in carloads have advanced 15 cents per bus., while Florida new potatoes have also gone up 1½ cents per pound. This last line is costing at present $2.40 per bushel in Minneapolis. Supplies are extremely small and the demand strong.

TRADE NOTES.

The annual picnic of the grocers' section of the Montreal branch of the R. M.A. will be held at King Edward Park on July 26. That this affair will be a big success is a foregone conclusion. It should be a case of history repeating itself and probably with a little more eclat than in previous years.

The wholesale grocery and provision business of J. H. Harris & Co., of Moncton, N.B., has been purchased by Baird & Peters, of St. John, N.B. The real estate was not included in the deal, it is said, but it is understood the buyers will be given a lease of the buildings.

It is rumored that a sugar factory with a thousand ton capacity will be erected in Chatham, Ont.



Fish - Oysters



Warm Weather Should be Fish Weather

People Prefer Fish Diet in Warm Weather—Should be Fair Demand if Handled Promptly and Properly—Business is Reported Fairly Good—Nova Scotia Mackerel Catch is Larger Than Last Year—Prices are Steady.

The warm weather should be fish weather if the fish is handled promptly and properly. People do not care much about meat when the weather is as warm as the thermometer lately recorded it. Business is reported fairly good this week with halibut, salmon, whitefish and several other lines in good demand.

The unsettled weather in Nova Scotia has interfered with the drying of the new cure bank and shore fish there. Dogfish are plentiful around the shores and are interfering with the fishermen. The catch of mackerel to date in that province has been considerably larger than last year. Newfoundland herring are coming along freely and easing off in price.

QUEBEC.

Montreal.—Halibut remains one of the most popular of present lines and is in good demand. Haddock and cod are also plentiful with the prices low. Gaspe salmon are in good supply with prices firm. Brook trout are now very scarce with few arriving. Fresh eels are coming forward nicely. Mackerel are not so plentiful but they are reported sufficiently plentiful for orders that are likely to be received. Lake trout and whitefish are arriving regularly but dore or pickerel are none too plentiful.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb	0 09	0 10
Bluefish, per lb	0 16		Salmon, B.C., lb		0 18
Dressed perch, per lb		0 10	Salmon, Gaspe	0 16	0 17
Dressed bullheads, per lb		0 10	Shad, buck, each		0 30
Eels, fresh, each		0 25	Shad, roe, each		0 60
Mackerel		0 10	Sea trout		0 10
Haddock, per lb	0 04½	0 05½	Sea bass, per lb		0 10
Steak cod headless, per lb	0 05	0 06	Trout, brook		0 25
			Lake trout, lb	0 11	0 12
			Pike, per lb		0 08
			Pickerel or dore		0 12
			Whitefish, lb	0 11	0 12

FROZEN

Haddock		0 08	Salmon, B.C., red	0 09	0 10
Halibut, per lb		0 09	Gaspe salmon, per lb		0 15
Pike, round lb		0 05	Qualla salmon		0 09
Pike, dressed & headless, cases 150 lbs., per lb		0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each		0 07
Bass pike		0 05	Whitefish, large, lb		0 07½ 0 08
Steak cod		0 04	Whitefish, small		0 06
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls		12 00	Salmon, B.C., red, bbl		14 00
			" " pink, bbl		12 00
Labrador sea trout, half bbls		6 50	" Labrador, bbl		16 00
			" " ½ bbls		8 50
No. 1 mackerel, pail		2 00	" " trcs., 200 lb		21 00
½ bbls		8 00	Salt eels, per lb		0 07
Scotia herrings, No. 2, bbl			Sea trout, ½ brl		6 50
Lake trout, half bbl		6 00	Sea trout, bbls		12 00
Choice mackerel half pail		2 00	Scotch herring		6 00
			" " keg		1 00
			Holland herring, ½ bbl		5 00
			" " keg		0 75

SMOKED

Sloaters, large, per box, 60s	1 10
Haddies	0 25
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, bbl., choice	12 00	13 00
XXX Shell Oysters		10 00
Lobsters, live, per lb		0 25
Oysters, choice, bulk, Imp. gal		1 40
" bulk, selects		1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto.—Extremely warm weather has been responsible for a marked slackness in the fish trade this week. A falling off in production has caused an upward move in prices of some lines. Most noticeable has been halibut which has advanced to 10 cents per pound, perch to 6, fresh trout to 11 and white fish to 12 cents. The favorite lines in demand at present are trout, white fish and halibut.

FRESH CAUGHT FISH

Steak cod		0 07½	Fresh caught white		0 12
Fresh halibut		0 10	Fresh caught herring		0 05
Perch		0 06	Haddock	0 06	0 07
Fresh trout		0 11	Pickerel		0 10

FROZEN FISH

Goldeyes		0 05	White fish, winter caught		0 08½
Pike		0 05	Yellow pickerel		0 08½
Pink sea salmon	0 08	0 09	Mullets		0 04
Round red "		0 09	Bluefish		0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia 3-lb. bxs per crate		5 40	Haddie, Finnan		0 08
Shredded cod		2 25	Pickled lake herring, 100 lb. kegs		2 80
Cod, Imperial, per lb		0 06	Quail on toast, per lb		0 07
Fillets, per lb		0 13	Shrimps, per gal		1 25

NOVA SCOTIA.

Halifax.—Unfavorable weather the past ten days has seriously impeded the drying of new cure bank and shore fish, and expected arrivals have not yet shown up. However, after a few fine days, four or five cargoes will be along, and in the meantime, exporters are able to fill their requirements ex a 3,000 quintals

cargo landed here this week from St. John's, Nfld.

Dogfish have made their appearance on these shores and are giving the fishermen much trouble. Spring bankers are now on their summer trips, and while bait in some sections is reported particularly scarce, some can be obtained on the Newfoundland coast. Everything points to a good all-round fishery. Present prices rule very high, and some dealers say that it would be a good thing for the trade generally of prices dropped $1 to $1.50 a quintal for cod.

The catch of mackerel to date is considerably better than last year, and as a result the price has eased off $2 per barrel. Newfoundland herring are coming along freely, and the price is also easing off. The catch of alewives is small, and the price is advancing. Quotations are $5.25 to $5.50 per barrel.

MANITOBA.

Winnipeg.—The catch so far this season on Lake Winnipeg has been exceptionally good, many of the wholesalers in town stating that they have never seen it as good before. Trade in fresh fish is fairly active, but it is expected to increase considerably as the summer advances, as at present there is still a lot of frozen fish being offered on the market. Large quantities of fresh fish are now being shipped to all parts of the prairie provinces.

FISH (FRESH)	
Salmon, per lb	0 16
Halibut, per lb	0 09½
Fresh lake trout, per lb	0 12
Lake Winnipeg white fish, per lb	0 08½ 0 09
SMOKED FISH	
Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring, per keg	0 68
Fillets of haddock	0 12
Smoked cod	0 12
Labrador herring, ½ barrels	4 25
Bloaters, per box	1 50
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08

HOLIDAYS OF MONTREAL FIRM.

Montreal, July 6.—The city travelers of Chaput Fils & Co., will receive their holidays beginning with the third week in July and the country travelers the 1st week in August. Their routes will be covered by other travelers during their holidays.

ORGANIZING CLERKS.

Wholesale and Retail Clerks in St. John are Active.

St. John, N.B., July 6.—What is expected to prove a strong organization in the Maritime Provinces is now in process of formation. The organization in question will comprise the wholesale and retail clerks of St. John, and their numbers are expected to be about 1,200 or 1,400. They will have as the objects of their association the betterment of the conditions of the clerks in the different branches of business, and their members will be drawn from all all lines of trade in which clerks are employed. They are expected to prove a strong factor in the business circles of the city if properly organized.

SARNIA HOLIDAYS.

The merchants in Sarnia, Ont., decided unanimously at their last meeting to have a half-holiday on all the Wednesdays in July and August. A co-operative delivery system was also discussed. A deputation from Port Huron, Michigan, challenged the Sarnia men to a baseball series.

DRIED APPLES

We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO
Would you like our Weekly Circular?

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer





When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited
Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros. Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Lines the Dealer Can Feature in July

Some Suggestions Calculated to Make of an Unusually Dull Month a Profitable Period—The Picnic Trade Possibilities—Selling Confectionery, Chocolates and Fancy Biscuits—The Place of Systematic Display in Developing Business.

While July is generally one of the warmest months of the year, and, for this reason, not particularly attractive for the shopper, the dealer can by exerting energy not only maintain sales at an average, but exceed it, because there are certain things, which, if taken advantage of, will work in his favor.

If this is to be done, an essential is that the store be made attractive for customers that they be put in a buying mood. Good displays, both in windows and on counters, and a clean and cool store will do much towards this object. A resting room, or even chairs, as well as cool drinking water, should also be features of the store during the summer months and especially during July.

The Picnic Business.

This is the season of picnics and this class and summer goods in general will be in good demand this month. So lines of foodstuffs that afford short cuts towards the preparation of meals might be featured to advantage. Do not wait for customers to ask, but keep them constantly before them, for the public is not as well informed as the merchant and so is not always acquainted with the many summer foods carried by the grocer. Soft drinks, lemonade, lemonade powders, lime juice, orangades and other summer drinks are now in full swing, and it might be well to have proper display, both interior and window, made of all these articles. They will by this medium be brought to the attention of every customer who passes or enters your store.

The preserving season is now well under way also and the dealer might urge fruits and other essentials as much as possible during the next month or so. Strawberries may be done, but there are raspberries, and several varieties of wild berries, as well as cherries to make their appearance this month. Each one should be featured in turn by display, advertising, and personal talks. When fruit of any kind is sold to the customers, sugar should be always mentioned, because this is the season of large consumption for that line.

Confectionery and Biscuits.

It should also pay to give particular attention to your confectionery and fancy biscuit trade this month. Candies and chocolates will be in excellent demand and the dealer with the attractive display will get the business. Keep your stock fresh by buying in small quantities and more often. The housewife does not do as much cooking as usual during July and therefore cakes will be in better demand.

Also the dealer could take some particular line each month and give it special prominence. Take tea, coffee, flour, or any other line carried which you wish, and during the month feature it in both advertising and display and it will probably be found to produce good results.

Thus with all the means and methods which the dealer has at hand, instead of being a quiet month, July could be made one of the most profitable for the grocer.

THE SEASON FOR THE SELLING OF FRUIT JARS

Some Reasons Advanced in Favor of the Dealer Urging the Sale of Quality Goods—How Jars Play Important Part in Preserving Season, and in Merchant's Hold on Customer, as Well

The season for the sale of fruit jars has commenced, and if the dealer is to make the most of the opportunities presented no time is to be lost. He can stock up all grades of goods, and can sell all grades but, generally speaking, it is advisable to urge the best quality because of the necessity for maintaining the confidence of his customers and also because it gives him a strong point for his advertising and selling talk. If he talks quality, he must deliver high quality fruit jars. If the housewife's fruit happens to spoil through some defect in the jar, he may be sure that the reaction on his trade will be large for she will probably not only withdraw her fruit jar trade, but she will not place the same confidence in him afterwards.

While most housewives have a supply of fruit jars left from the last year which suffices them for the early portion of the season, the grocer should not allow this to prevent his pushing his jar sales from the very first, for there are many just entering the business of housekeeping, while others are dissatisfied with last year's jars. By putting good arguments to these women in the proper manner, he may be able to sell them a whole new supply.

Advertising, window, display and personal salesmanship are the three methods at hand. As pointed out before the reliability of his jars can be made a feature of his advertising and, when selling fruit or sugar for preserving he possibly should not forget to mention the fruit receptacle. Catchy window display might also do much good.

Fruit jars may be either displayed in conjunction with fruit or alone. In showing, plate glass platforms might be utilized to build them one upon another. By having several pieces of plate glass, differenting in size from large to small, pyramids of the jars may be made making a good looking display. One show card for the window could be: "Penny wise and pound foolish is the housewife who buys unreliable jars because they cost a little less." Another card might read: "Let us show you the good points of fruit jars."

It might also be well to associate fruit, sugar and fruit jars. When one line is sold be sure to mention the other two for in a large number of cases, the customer who requires one needs the others.

FRUIT NOTES.

Bananas are enjoying a big trade at the present time.

California Cantaloupes are now offered in Canadian markets.

Apples are about a thing of the past on Canadian markets.

Before starting to seed raisins, pour boiling water over them and let them stand ten minutes.

Lamb, whether baked or roasted is improved by being sprinkled with lemon juice.

The superintendent of the New York Fruit Exchanges makes the visible supply of lemons 248,000 boxes, compared with 175,000 boxes at the same time last year, 174,550 boxes at the same date in 1909, and 214,000 in 1908.

One tea report from Ceylon says:—"The shipments for April to the United Kingdom were short of the estimate by about three quarters of a million pounds, while they were over one and one quarter behind the shipments for the corresponding month last year. Quality has been falling off but it is fully up to the average for this season of the year. The quantity of really good tea has been very limited, full prices being paid by Russian buyers for all the best orange pekoes and pekoes, while brokens have been in somewhat poor demand.

By Appointment to

His Majesty
KING GEORGE V

Established 1817

Macfarlane Lang & Co's

"Coronation Biscuits"

The Biscuit which should be in every Loyal Household throughout the Dominion.

Samples and full particulars from

SNOWDON & EBBITT, . . . 325 Coristine Building, Montreal.
NEWTON A. HILL, ... 25 Front Street, Toronto.
MASON & HICKEY, ... 287 Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852 & 864 Cambie Street, Vancouver, B.C.

The Grocer's Encyclopedia---Starch

Some Facts About the substance Used in Nearly Every Home in the Country—When it Was First Introduced in the Old Land, and How Its Manufacture has Been Reduced to a Science.

Starch is a white, soft, glistening but insipid vegetable substance, universally present in great or small proportions in all vegetable substances, but the chief commercial sources of supply are rice, maize, wheat and potatoes. In France commercial starch is made from horse chestnuts while in India and China, it is produced from sago. Starch was first introduced into England in 1564.

Rice contains about 84 per cent. of starch; maize, 81; wheat flours, 56 to 72; rye, 70; potatoes, 12 to 18. As found in commerce starches are fine, white, inodorous powders, or in masses of irregular shape which are readily reduced to powder.

It is composed of 43.48 per cent. of carbon, 49.45 of oxygen and 7.06 of hydrogen. Potato starch is easily broken up and is composed of much larger grains than wheat starch; it also forms a jelly with water at a lower temperature. There are of course, several methods of producing starches, the chief object being to remove the gluten.

Wheat and Barley Starch.

Wheat and barley starch used to be made by washing the crushed grain or flour with water until all the white color was removed. This was allowed to settle, the water being poured off, and the sediment dried. It was found, however, that it could be separated by diluted caustic potash, and this, acting equally well on rice and maize, these latter cereals superseded wheat in starch manufacture.

Starch Differences.

Chemically, all starches are alike, but while the microscope shows them to consist of small, round or oval grains, each description is readily distinguishable by its form, size and marking. The granules of the potato are over three times the size of wheat and ten times larger than the grains of rice starch.

Cold water starch is made by boiling the starch under high pressure during manufacture, which renders the starch afterwards soluble in cold water, and this with the heat applied during the process of ironing suffices to produce the stiffness required in ordinary linen.

Perhaps some of these facts have interested you, Mr. Grocer. Do not forget that your customers are also interested in information of goods which they use daily. To arouse their interest you might tell how this, one of their chief ironing essentials, is manufactured, and it might prove a means of improving the goods used.

THE WEEK'S TRADE CHANGES.

The Happenings of the Grocery Trade From Coast to Coast.

ONTARIO.—A. R. Calcott, grocer, London, has sold to George Porter.

J. E. Ferrier, beneral merchant, Porcupine, has assigned.

Fanny E. Sweet, Hamilton, has sold her grocery store.

J. G. Gibson, grocer, North Cobalt, has moved to Swastika.

QUEBEC.—The assets of J. O. Leger, general merchant, St. Telesphare, have been sold.

M. Dorion, general merchant, Ste. Scholastique, offering to compromise.

MARITIME PROVINCES. — G. N. Millet, general merchant, Chester, N.S., deceased.

WESTERN CANADA.—R. H. Pedlar, grocer, Winnipeg, Man., has sold to D. Price.

J. D. Score, grocer, Winnipeg, suffered loss by fire.

Geo. Gilmour, general merchant, Disley, Sask., sold to People's Supply Co.

Irving & Hutchinson, grocers, Kerrisdale, B.C., sold to Jardine & Dickinson.

McFadden & Hayes, general merchant, Carnduff, Sask., succeeded by R. E. A. Stinson.

A. Abramovich, general merchant, Bladworth, Sask., succeeded by Chiterman & Abramovich.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

TANGLEFOOT



THE ORIGINAL FLY PAPER

FOR 25 YEARS THE STANDARD IN QUALITY.

ALL OTHERS ARE IMITATIONS

When writing advertisers kindly mention having seen the advertisement in this paper.

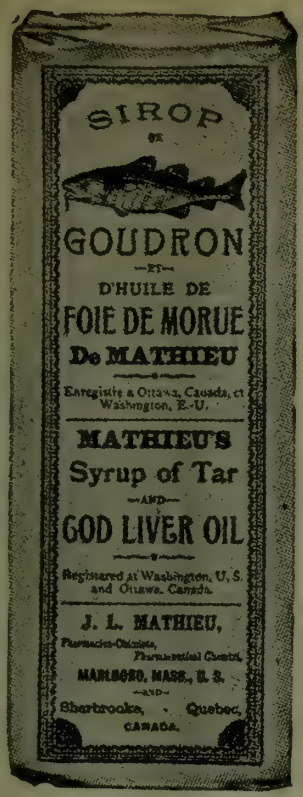
Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

STORE TO RENT in thriving town of Ingersoll, specially suited for grocery or hardware; best stand in town, building in first-class condition. To a desirable tenant will be let for term of years at reasonable rental. Apply J. C. NORSWORTHY, Ingersoll, Ont. (30)

FOR SALE.

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

REPRESENTATIVES WANTED.

SCOTCH MANUFACTURERS OF SAUCE AND Pickles desire first-class Commission Agent to represent them in Halifax, N.S. Only firms who can influence large business need apply. References. Box No. 70, CANADIAN GROCER, 88 Fleet St., London, England. (28)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices



Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
1 "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 3, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
	Per doz	Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 11½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Weight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90



Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½'s	0 32½
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-lb. ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

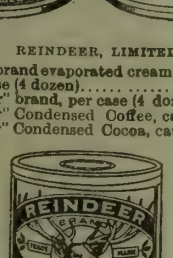
	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins	"		0 30
Demi-Tasse, 1 and 2 lb tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 28

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UNNUMBERED

Under 100 books	each 0
100 books and over	each 0
500 books to 1000 books	0

For numbering cover and each coupon extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
3½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

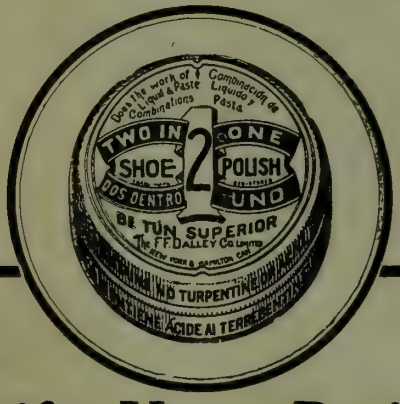
	Maplеine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1 50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof. "2 in 1" is a popular favorite and sells all the time.

See to Your Stocks

The F. F. Dalley Co., Ltd.
HAMILTON, ONT. and BUFFALO, N.Y.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

"Flies Kill More Than Bullets"



This is no flight of fancy but a sober statement of fact. In the Boer War 1,924 deaths out of 2,197 resulted from typhoid fever communicated by flies.

Help your customers to ward off every kind of infectious disease by selling them

WONDER FLY KILLER

The Most Effective Fly-Destroyer on the Market.

Dominion Agents:

Crystal Sealing Co.
204 Stair Building, Toronto - Phone Adelaide 199

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating; absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40	Bou. 10 50
" " tins	½ kilo	100	tins 16 00
Extra Fins "	½ "	100	" 15 50
Tres Fins "	½ "	100	" 15 00
Fins "	½ "	100	" 13 00
Mi-Fins "	½ "	100	" 12 00
Moyens No. 2 "	½ "	100	" 10 00
Moyens No. 3 "	½ "	100	" 8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	$3 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

RICH STARCH "REMY."

Case 50 lbs., 2 lbs.	per lb.	0 08
" 50 lbs., 1 lbs.	"	0 08
" 100 lbs., ½ lbs.	"	0 08
" 200 lbs., ¼ lbs.	"	0 08
Brl. 240 lbs.	"	0 07½
Keg 120 lbs.	"	0 07½

Japan Teas—

Victoria, half case, 90 lbs	0 27
Princess Louise, half case, 80 lbs	0 20

Ceylon Green Teas—Japan style—

Duchess, cases 60 lbs	0 24



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

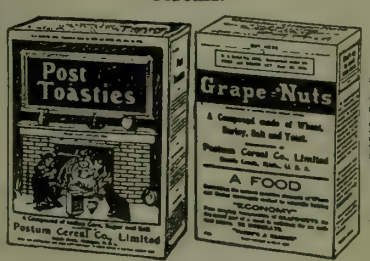
Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.

Jelly Powders



Assorted Case,	Contains 2 doz.. $1 80
Lemon (Straight)	Contains 2 doz.. 1 80
Orange (Straight)	Contains 2 doz.. 1 80
Raspberry (Straight)	Contains 2 doz.. 1 80
Strawberry (Straight)	Contains 2 doz.. 1 80
Chocolate (Straight)	Contains 2 doz.. 1 80
Cherry (Straight)	Contains 2 doz.. 1 80
Peach (Straight)	Contains 2 doz.. 1 80

Weight 8 lbs. to case. Freight rate, 2d class.

Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.. $2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 3l-b	0 11½
" 5-lb.	0 11⅛
" 10-lb.	0 11

F.O.B. Montreal.





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09¾
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10¼
5-lb. "	0 1 ¼
3-lb. "	0 10¼
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices

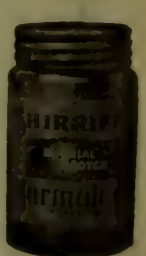
Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



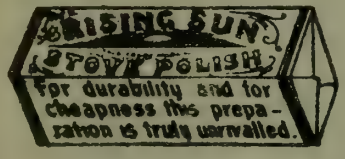
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages	1 case $2 85; 5 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 85; 5 " 2 75
No. 3, " 30 1-lb. " 60 ½-lb. "	1 case 2 85; 5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

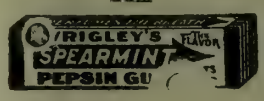
Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



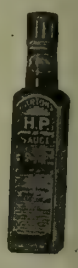
The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

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Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

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General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

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SOONER OR LATER

you will handle it. The other enterprising dealers are doing so, and say they would not be without it on their shelves.

And the public says there is no preparation like SNAP for the effective chasing from the hands of dirt, grease, paint and tar. Snap is antiseptic and beneficial to the skin. You want an article that sells.

Order "SNAP," the hand-cleanser, from your jobber to-day.

Snap Co., Limited, MONTREAL Canada

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

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The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

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JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE





F C Harkness (DH)
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**Behold the Smooth Talker with the Laurier-like pose---
Risking his Reputation for the sake of a Sale.**

For a *One-time Sale* losing a Customer's *influence.*
Think, Brother Grocer.
Flour is only her *Raw Material.*
It *isn't* food like Bread is.
It is Bread that *you* are selling *indirectly.*
So sell her flour to make the *Best* Bread she knows how.
Flour that saves her money—giving *more loaves* to each mixing.
Bread that is big and white.
That is light, porous, moist.
Bread that *feeds,* so that your trade may be *healthy.*
And you get the money the *doctor* otherwise gets.
Bread she is proud of, that she can *display* to the neighbors and tell them the name of her grocer.
FIVE ROSES can do it for YOU.

That and *more,* Brother Grocer.
Makes your customers *Quality Buyers.*
Weaning them away from the Price Cutter, destroyer of profits.
And all the FIVE ROSES advertising gives the housewife *your* selling advantages.
And the flour dispenses *Uniform* Satisfaction.
It has taken FIVE ROSES twenty-three years to become the *best liked* and *best sold* flour in Canada.
Its reputation is too *valuable* to risk for a few cents extra profit.
So your Quality is *secure.*
Why don't YOU insure your profits?
Why don't YOU make each patron a *permanent* asset?
Make her better pleased with herself—make her a better baker—make her demand *quality* in all things you sell.
Sell her FIVE ROSES.

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"The House of Character"

MONTREAL.

Five Roses Flour

Not Bleached — Not Blended

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VOL. XXV. PUBLICATION OFFICE: TORONTO JULY 14, 1911 No. 28

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Needs Little Pushing.
Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

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403 St. Paul Street, MONTREAL
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AGENTS FOR THE DOMINION OF CANADA

The Making of Ice Cream

requires the use of yolks of a number of eggs. Now while it is not generally known, the number of eggs required can be cut down by the use of

BENSON'S PREPARED CORN

and incidentally the flavor of the ice cream is materially improved at the same time. You probably know at the present time some customer of yours who has a freezer and who would be glad to know this.

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Starch Company, Limited
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



ALL YOUR CUSTOMERS KNOW AND APPRECIATE THE VALUE OF

MacLaren's Imperial Cheese

A GREAT MANY HAVE USED AND ARE CONVINCED ON THE NEVER VARYING QUALITY OF

MacLAREN'S IMPERIAL PRODUCTS







BUT TO THOSE FEW WHO HAVE NEVER TRIED

MacLaren's Imperial Products

YOU CAN SAY, BACKED UP BY OUR GUARANTEE, THAT THEY ARE PREPARED WITH THE SAME CARE AS TO QUALITY AS

MacLaren's Imperial Cheese

WATCH THE RESULTS



YOUR JOBBER HAS THEM



FOR FURTHER PARTICULARS WRITE DIRECT

MANUFACTURED AND GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES :—NEW YORK CHICAGO DETROIT MONTREAL TORONTO

FACTORIES :—WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH.

The Best—

Always the Best— Only the Best—

Raisin Perfection

Finest Flavor
Most Wholesome
Cleanest

Nothing superior is packed or grown—a flawless product.



What the consumer says:

"I find 'Griffin's' Seedless Raisins "the best I have ever used, I tell all m y friends how clean and nice they are."

We have hundreds of such letters.

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

But that is not all, because Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.
Agents



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



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FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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If you are interested in Irish Trade.

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Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

Currants

on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

W. H. Millman & Sons
Wholesale Grocery Brokers
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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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Trade Established 12 Years.
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Grocery Brokers and Agents.

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AT OUR EXPENSE

WE GUARANTEE QUICK SHIPMENT SAME DAY AS ORDER IS RECEIVED.

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EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857
Sales Offices and Agencies:—
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No. 3 Form "Canadian Grocer" series.

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" (Regd.) Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be supplied in all parts of the Dominion.

SAMPLES AND FULL PARTICULARS FROM

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NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

For nearly a quarter of a century

"Granola Digestive" Biscuits

have maintained the highest degree of excellence in point of quality and food value.

They will be found appropriate for every occasion on which biscuits may be served, and are admirably adapted for general family use.

Macfarlane Lang & Co. Ltd

Biscuit Manufacturers,

Glasgow and London.



Contain More—Cost Less

These four words are strong selling points for the brands that give your customer more quality and more quantity for their money.

"Simcoe" Brand Baked Beans

3's FAMILY SIZE, ALSO SUPPLIED IN FOLLOWING BRANDS :

Red Cross, Canada First and Quaker

are hand picked beans, prepared by a special process and packed solid, either Plain or with Chili Sauce; the sauces and spices used are chosen with exceeding care as to flavor and purity.

"Red Cross" beans are supplied also in 1's, 2's, 3's flats and 3's tall, making a size to suit large or small families and hotels. **The green label on the top of every can tells your customer that it contains more beans to the can than 3's flat sold at higher prices.**

Now that the season for canned goods is here, push and profit thereby by selling "Red Cross" brand Pork and Beans.



Dominion Canners, Limited
Hamilton, Canada



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CLARK'S



And Support the House that Advertises to the People

If there is one product that we take particular pride in advertising and selling to the people, it is CLARK'S PORK and BEANS, because our methods are so vastly superior to anything similar in Canada that it enables us to sell Pork and Beans that are so easy to digest and are such a perfectly wholesome food that even the weakest of people can eat and enjoy them.

CLARK'S BEANS are hand picked. That is, every bean is picked over by hand and selected before passing on its way through the maze of perfect cleansing and preparing machinery that makes Clark's Plant easily the first of its kind in Canada.

CLARK'S SAUCES are individual sauces. That is to say, each Sauce is made from Clark's own recipe and the perfect natural flavor that is in these sauces is made possible only by using the finest of selected materials and practical knowledge gained by experience.

Can You Wonder at their Popularity?

CLARK'S PORK AND BEANS

PLAIN SAUCE, 6 Sizes	-	The Pink Label
TOMATO SAUCE, 6 Sizes	-	" Blue "
CHILI SAUCE, 3 Sizes	- -	" Red and Gold Label

WM. CLARK

Montreal

Manufaoturer of "Chateau" Brand Soups
And a Hundred Other Food Delicacies

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's Strawberry Now Ready for Delivery.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

MEAKINS'

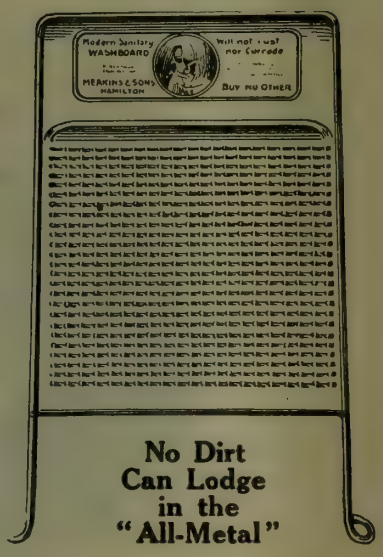
SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of **metal construction throughout** and have **no wood to warp and no nails to come loose or rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**

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Meakins & Sons, Hamilton, Ont.



No Dirt Can Lodge in the "All-Metal"



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One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.



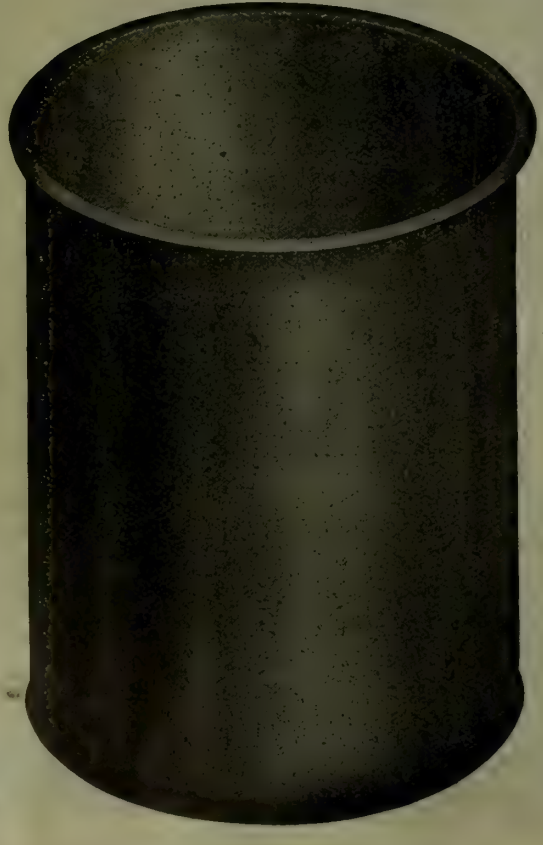
The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT

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SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,
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English Brewed Ale and Stout

The most healthful drink of Old England is KOPS ALE, brewed from finest Kentish hops. It is in enormous demand in all parts of the world, and our several breweries situated in London, Birmingham and elsewhere, are kept busy all the year round.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.



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KOPS BREWERIES, London, S.W., England

50c. PER GALLON TO BE SAVED

Vergine Brand ← Special JULY and AUG. Offer → Olive Oil

VERGINE BRAND OLIVE OIL will bring satisfaction and profit to every grocer handling it because it is of the highest quality, backed by this firm's recommendation and is extensively advertised throughout the Dominion. As a result the demand is increasing daily, especially as the salad season is now on.

HOW TO SECURE OUR SPECIAL PRICES

Drop us a card, ordering direct or stating that you are ordering from your wholesaler.

SPECIAL—Gallons, $2.25 per gal. Half gal., $2.30 per gal. Quarter gal., $2.35 per gal., F.O.B. Montreal and Toronto

REMEMBER Vergine Brand is the best quality of Olive Oil on the market to-day and you are therefore getting a rea bargain. Don't put it off till to-morrow but write now.

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Church & Colborne Sts.
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The Charles Ciceri Company LIMITED
SPECIALISTS IN ITALIAN PRODUCTS

BRANCH:
256 St. Paul Street
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COOK'S FRIEND

Baking Powder

The Powder with a pedigree. The powder that does not contain Alum.

ON DUTY FOR 50 YEARS

W. D. McLAREN, Limited
MONTREAL



ST. CHARLES MILK

St. Charles Evaporated Milk

as a quick seller has no peer. It assures you good profits. Now is the time to stock up with St. Charles Brand.

Every can is guaranteed

St. Charles Condensing Co.

INGERSOLL, ONT., CANADA



You show good judgment when you recommend

Shirriff's True Vanilla, for your customers would prefer to use Shirriff's if they realized its superiority over extracts that are Vanilla in name only. After they have flavored their sauces, puddings and cakes with Shirriff's True Vanilla they will feel very grateful towards you indeed.



Shirriff's True Vanilla is the REAL thing. It is made from the finest Mexican first-quality Vanilla beans. It is aged until its strength surpasses all others. Shirriff's has a wonderful delicacy of flavor and richness—a rare bouquet. Every bottle you sell of

Shirriff's TRUE VANILLA

brings you a good profit—the same holds true on each and every one of the more than ninety flavourings which comprise the line of Shirriff's Extracts. If you believe in supplying your customers with goods of the best quality—and we believe you do—you'll give Shirriff's Extracts good space in your store.

Imperial Extract Co.

TORONTO **CANADA**

"Every
Knock
a Boost"



Comfort Lye

"MAKES DIRT RUN"

KEEP ON KNOCKING

WE LIKE THE BOOSTING

PUGSLEY, DINGMAN & CO., Limited

TORONTO

THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers, and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books:
"NO BROKEN EGGS," and "SAMPLE ADS."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



ROWAT'S SUMMER DRINKS

Delicious — Refreshing

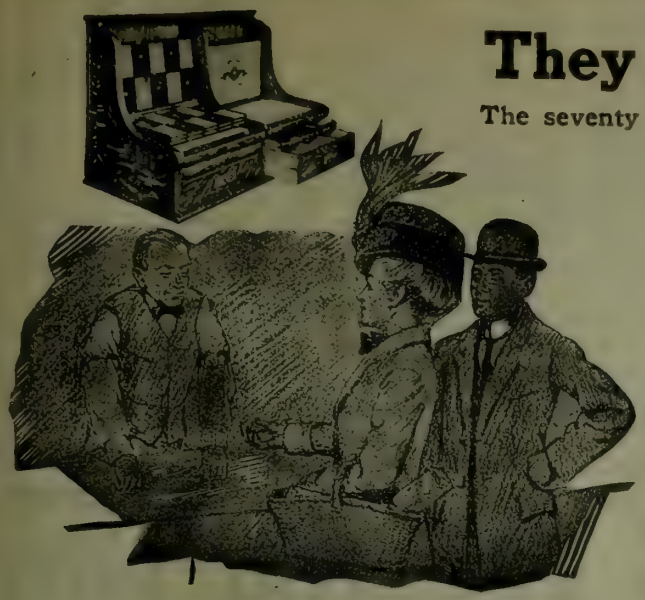
Our Lime Juice has been on the market for years. The **delightfulness of flavor** and the **highness of quality** are gaining thousands of new customers every year.

The BOTTLE which contains the Lime Juice is of standard decanter design and will prove very useful after the fluid is extracted.

Dealers' inquiries will receive prompt attention.

Rowat & Co. GLASGOW SCOTLAND

Canadian Agents: Quebec, Ontario, Manitoba, and the North-West, Snowdon & Ebbitt, Montreal; Halifax, F. K. Warren; St. John, F. H. Tippett & Co.; Vancouver, C. E. Jarvis & Son.



They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

find that their customers ask for their saleslips—the itemized accounts of their purchases---showing the total amount due. *They want to know what they owe*

¶ The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge, (*if he is to write the slip the customer asks for it.*)

¶ It is an automatic credit limit.

¶ The McCaskey System cuts out useless bookkeeping. It keeps every account posted and totaled to date. It is an automatic collector. It furnishes proof of loss in case of fire.

¶ It flags the merchant at every danger point.

¶ No merchant can afford to be without it---it is sold on easy payments if desired and pays for itself.
¶ Information is free Write for catalog to-day.

Dominion Register Co., Limited

90-98 Ontario Street, **Toronto, Canada**

Agencies in all Principal Cities.

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

Improve Your Store Interior!

Increase your store efficiency and augment your profit by installing a

HOBART
COFFEE GRINDER



It is a necessary adjunct to every up-to-date store, and is a handsome ornament to any business.

Provided with automatic release—an effective protection against accidental damage to motor.

Guaranteed to be the fastest and most efficient coffee grinder on the market.

All parts are of selected materials and perfectly made and fitted.

May we give you further information? It is free for the asking. ***Write us to-day.***

W. A. Freeman Co., Ltd.
Hamilton, Ont.







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.

NO GUESS WORK



It is not easy to cut cheese exactly to the ounce, oftentimes more than the order calls for is cut and it is left to dry up and waste. That will continue to be your loss if you cut cheese by guess work.

THE

Perfection Computing Cheese Cutter

can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

American Computing Co. of Canada
HAMILTON, ONT.

ARE YOU HOT

after the "picnic" trade or are you letting your competitors get it?

Meadowsweet Cheese

is suitably packed for picnic and holiday hampers and is a

Universal Favorite

A Rich and Delicious Nip.

Retails at 10c. per package and guarantees repeats.

We assure you that this is the best small cheese package on the market.

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

The one great summer breakfast—steadily popular for ten years. Different from all other breakfast foods—



"FORCE"

FORCE is all wheat. Wheat can't over-heat the blood.

It's malted to make it easily digested. Toasted crisp to make it delicious. Ask your customers to try it for breakfast.

THE H. O. COMPANY, Hamilton Ontario

The Grocer who studies the market and stocks only those goods which will meet with popular favor is bound to win trade. That's why so many Grocers sell

ASEPTO

SOAP POWDER

THE ENEMY OF DIRT

Destroys germs, economical in use and does its work well. It makes your customers' money go farther, and it will return a good profit for your time in selling.

Asepto Soaps Ltd.

St. John, N.B.

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of saleable goods; most of the losses result from "dead stock."

¶ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always saleable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London



THE DOMINION MATCH

Notice the name and bear in mind that they are making themselves an essential part in every household.

The kind that gives a light every time you strike, with a substantial stem and a head that does not fly off when struck—these qualities appeal to the customer, and moreover it makes an excellent display stock, and your profit is assured.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

or Canada Brokerage Company, Limited, Toronto

Tartan BRAND

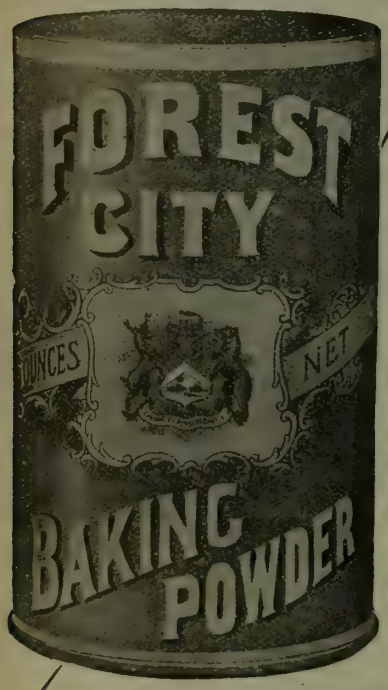
Travellers' Holidays July 17 to 29.

FREE TELEPHONE AND TELEGRAM

Good service, special prices and your orders appreciated

Phone 3595—Exchange to all Departments

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



INSURED PROFIT!

You can get insurance against losses but none to prevent loss of profit The best profit insurance is a stock of salable goods; most of the losses result from dead stock.

FOREST CITY Baking Powder

has been recognized as the standard of purity—a line you can honestly recommend. You take no chances stocking this reliable brand, and it is backed up by our reputation.

The Standard for 25 Years.

6 oz. tins.	-	75c. doz.
12 oz. "	-	$1.25 "
16 oz. "	-	1.75 "

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

JAPAN TEAS

are notable for their purity, being absolutely free from coloring matter and possessing healthful and invigorating properties.

FURUYA & NISHIMURA

MONTREAL, NEW YORK, CHICAGO and JAPAN

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

KO-KO-BUT

The Perfect Cooking Butter.

MORE ECONOMICAL
MORE DIGESTIBLE
MORE WHOLESOME
than butter.

100% Pure Vegetable Fat.

The Best Grocers sell KO-KO-BUT. Do You?

Write for Recipes

Dominion Cocoanut Butters Limited
46 University St., Montreal.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

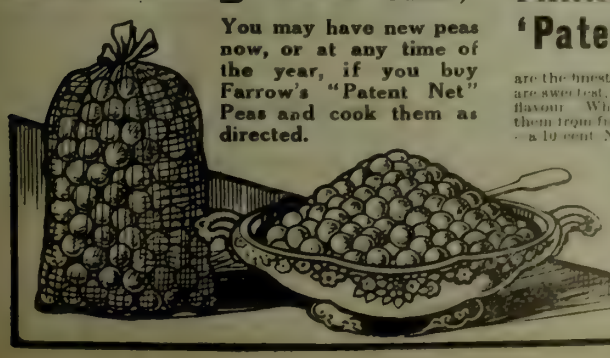
Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

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W. A. Simonds, 89 Union Street, St. John, N. B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
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C. E. Choate & Co., Pickford & Black's Wharf, Halifax



Trade Mark of Quality

PICKLING SEASON COMING

The best selection of spices obtainable cleaned by our new vacuum system; free from dust and dirt, our famous

Sweetheart Brand Pickling Spices

are the ones that satisfy your customers, leave good margin for yourself and ensure repeat orders—Order now.

I X L Spice & Coffee Co., Ltd.

LONDON, ONTARIO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS
"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

SELL
GINGERBREAD
BRAND
MOLASSES!
It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. It is a strong baker.
2. It has a good body.
3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins---2's, 3's, 5's, 10's and 20's, Pails---1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED

HALIFAX, NOVA SCOTIA



AN ALL-YEAR-ROUND SELLER

For steady profit and genuine satisfaction no line of canned milk can compare with

Canada First Evaporated Milk

It is guaranteed perfectly pure and very rich in cream and every can is perfectly sterilized before being filled.

A Line that is in constant demand. Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, Aylmer, Ont.

Head Offices, HAMILTON, ONT.

IMPURITIES

in Granulated will not always show until the housekeeper has made her Jams, then it is too late to rectify the damage.

St. Lawrence

is absolutely pure. Don't take chances. Give your customers the best.

THE ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL, QUE.



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber can supply you.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

The Favorite Pickle



BAIRD'S

SECOND-TO-NONE

PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavour and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING, - Hamilton, Ont.
(J. A. Henderson) Canadian Agents



By Special royal permission

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. DOWNEY,
MONTREAL



THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

MAKE AN END OF THE "BAD ACCOUNTS"

Give every credit customer an Allison Coupon Book, make collections easy, eliminate errors and disputes, stop the costly "leaks," and please the customer better than any other credit plan ever devised.

Allison Coupon Books

practically put credit business on a cash basis, to the general satisfaction of everyone concerned

HERE'S HOW THEY WORK



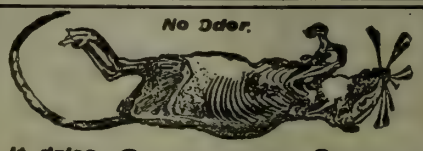
A man wants credit. You think he is good. Just give him a $10 Allison Coupon Book. Have him sign the receipt or note in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind., U.S.A.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

TRY A
Condensed Ad.
IN
Canadian Grocer



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Cold Spring
Lemonade Powder and Orangeade

For Picnic Parties, Travellers and Holiday Seekers.



Put up in artistic, attractive ½ lb. and ¼ lb. tins.

Guaranteed pure, and superior to any other liquid or powder lemonade on the market.

S. H. EWING & SONS
96-104 King St. Montreal — 20½ Front St. Toronto

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Without a Peer

For sweeping and cleaning purposes in the home you cannot sell your customer anything better than

SOCLEAN

THE DUSTLESS SWEEPING COMPOUND



You are absolutely safe in recommending it as the best dust absorber and carpet and rug cleaner on the market. It is also a thorough disinfectant and makes the home fresh and fragrant.

Particulars from your wholesaler or direct.

SOCLEAN LIMITED
444 King St. West - TORONTO
PHONE ADELAIDE 1584

Dried Fruit for Particular People

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Will Satisfy

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle

Are You A Good Salesman ?

If so, are you capable of creating a demand for all classes of worthy goods?

Castols! Castols!

The Candy-coated substitute for Castor Oil, in tablets, is a line you should certainly give a trial.

You CAN Sell it---Don't Say NO.

60% PROFIT

Put up in fancy half gross display tins.

An investment of $2.25 brings you $3.60.

Ask your wholesaler

SNOWDON & EBBITT
325 Coristine Building - - MONTREAL

Simple, But Oh How It Sold Dates!



Here's a simple little thing one grocer did that brought him three days of splendid date sales.

He cut our advertisement of DROMEDARY DATES from a monthly magazine —we advertise in nearly all the good ones—and pasted it on the front of his window. Over it was a brush sign, "We Sell These," and in the window a display of the cartons with one open. He says he never sold so many dates in his life.

DROMEDARY DATES are sure to sell if people see them, because they are the finest selected fruit, wrapped carefully in oiled paper and packed in cartons. They're clean, fresh, and indefinitely moist. All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR** brand package dates.

THE HILLS BROS. COMPANY
Beach and Washington Sts., NEW YORK

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO., Halifax, N.S.

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Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

HIGH GRADE OLIVES

Falcon Brand of Queen Olives absolutely disarms criticism. If *you* do not know its superiority, try a case on your customers. They'll demand "more."

Write for particulars to

A. F. MACLAGAN
409 St. Nicholas Building - Montreal

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.

Write for prices.

W. A. LEARD
SUMMERSIDE, P.E.I.

The Deadly House Fly

Scientists are agreed that flies are not only a fruitful source of discomfort and irritation but also disseminators of deadly disease, and on that account everything possible should be done to reduce the numbers of these pests.



SMITH'S GENUINE

FLY POISON

is the oldest and most effective fly killer, as is proved by the

Increase of 110% in its Sale

It is handsomely got up and makes very attractive stock.

It is sold as follows:—
Boxes 50 5c. Pkts. $1.10
Cases 100 5c Pkts. $2.00
3 cases for $5

Owing to the great popularity of Smith's Poison many worthless counterfeits have been placed on the market. Safeguard yourself by taking only packages bearing our full name and address

Made only by

SMITH BROS.

Beachville, Ont.



Brand's Rolled Ox Tongues

have attained their present wide sale because of their unsurpassed quality.

Only the finest tongues are used and the greatest care is exercised in every part of the process of preserving and packing them attractively in glass jars. They are splendid window and counter stock, their inviting appearance leading to steady sales.

BRAND & CO., LIMITED Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER, B.C.

How are your Soap Sales?

Down? Then we can put them up. Up? Then we can put them higher up still. How do we do it? It's quite simple. We sell you

"Canada's Best" SOAP

and the soap, in a very literal sense, "does the rest." It is the soap customers come back for, the popular favorite, which is always increasing in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

United Soap Company
OF CANADA, LIMITED
MONTREAL.

Quality is the Main Consideration

In the manufacture of Foodstuffs

"GLOBE"

Macaroni and Vermicelli

are made from hard wheat, no maze or rice flour mixed with them, and are absolutely free from any glutinous substance.

Manufactured in a modern scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

Stock now and be ready for the fall trade.

D. SPINELLI & CO.,
REGISTERED
MONTREAL, - - QUEBEC

GIVE YOUR ORDERS FOR

St. Lawrence Flour

The new flour made by the best experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"Regal," "National," "Laurentia" "Daily Bread"

WE GUARANTEE DELIVERIES

THE

St. Lawrence Flour Mills Company, Limited

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"

Malt Vinegar

The name CHIVERS should occur to you every time you think of MALT VINEGAR.

There's a Reason

Our Vinegar is of the highest quality and has the good-will of the most investigating housewives.

We do not Boast

when we say we are the largest bottlers and brewers of A1 Vinegar in Great Britain.

Write us.

S. Chivers & Co.

CARDIFF, WALES

Canadian Branch, 112 St. Francois Xavier St., Montreal

Contractors to the Admiralty

Steady and Profitable Sellers!



Keep on the safe side by handling lines of world-wide repute.

PURNELL'S

Sauces, Vinegars and Pickles

are purity personified. They never fail to satisfy the consumer and increase the profit of the retailer.

Sold by all Canadian Jobbers.



Here's a list of our agents:

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) **(24 full-page Illustrations)**

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO

The Package of Quality!

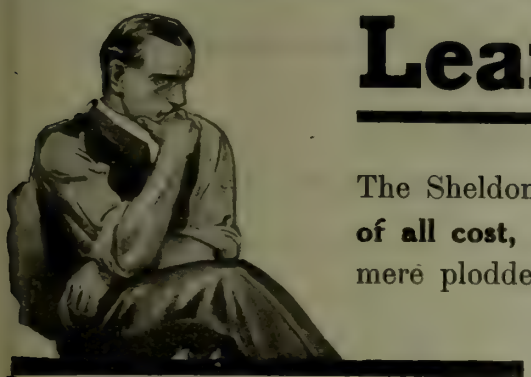
You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden brown squares of nourishment, and always reach you in a fresh and appetizing condition.

FEATURE THIS LINE—IT PAYS

Telfer Bros., Limited, Collingwood, Ont.

Branches:
TORONTO WINNIPEG HAMILTON FORT WILLIAM





Learn How To Think!

The Sheldon School wants an opportunity to explain to you, **free of all cost,** how it is making thinkers out of men who before were mere plodders. Are you ready to hear the story?

The big prizes in the world of business, the **big positions,** the **big salaries,** are going to the men who can think ahead. "How to develop thinking ability" is a matter of training---training that you can acquire in **your spare time at home.**

The Business Building and Salesmanship Courses of **The Sheldon School** will easily put you in harmony with the fundamental laws which develop thinking men.

48,000 Sheldon Men Have Learned How

The Sheldon Book is one of the most interesting pieces of business literature ever prepared. It outlines the **Sheldon Idea** and explains how **Sheldon** has applied all the laws of mind training to everyday business needs.

This book is mailed **Free** to ambitious men. It points out specific instances among more than **48,000 Sheldon** men who, without exception, have improved their ability to think through Sheldon teachings.

If you are seriously in earnest---write for **The Sheldon Book,** since you can do so without obligation or cost. This coupon brings it---mail it surely to-day.

The Sheldon School

1237 Republic Building, - - Chicago, Illinois

The Sheldon School, Republic Bldg., Chicago
Please send me FREE copy of THE SHELDON BOOK and full information regarding Sheldon Methods.

Name .....
Street .....
City ..... State .....



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk. This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628) which contains 25.20 per cent. of fat IS ENTITLED TO BE CALLED CREAM.
This one sample was prepared by FUSSELL & CO., Ltd., LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND **CREAM**

is REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-cal'ed "Evaporated Creams" contain about 8 per cent. only.

Samples and particulars of:—Alexander Marshall, 144 Water St., Vancouver, B.C.; W. H. Escott, 137 Bannantyne Avenue, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John St., Montreal, for Quebec; McCarthy, Holloway & Reid, P.O. Box 1656, Edmonton, Alberta, for Alberta; The Harry Horne Co., 309 King St. West, Toronto, for Ontario; R. B. Colwell, 265 Barrington St., Halifax, for Nova Scotia, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

Seasonable Goods at Profitable Prices

—FOR—

Prompt Purchasers

WE HAVE JUST RECEIVED

362 cases Sardines "Tevillec," the well-known brand, of ¼s., which we offer at $7.00 a case

200 " " "Victoria," the standard brand, ¼s., - - - at $8.50 "

95 " " "Romain," a good and profitable seller - - at $8.00 "

Special prices for 25 case lots, assorted or not.

SALMON

The catch of Salmon is reported to have been small; stiffer prices will surely rule. Place your orders with us at once. We recommend specially our "Victoria Brand," of superior quality at advantageous prices

Imported Canned Goods of the "Soleil Brand"

Prices for select imported canned goods are very much higher. Higher prices will prevail on account of short crops. We have bought 3,000 cases before the advance in prices. Send us your orders and stock at once for:

French Peas, Beans, Asparagus, Medleys of Vegetables, Flageolets, Spinach, Carrots, Brussels Cabbage Sprouts.

SOUPS:—"Julienne," "Printaniere," "Cherfil," "Peas," "Tomatoe Pease."

VICHY WATER

We have received a large consignment of the best mineral water from the VICHY BASIN, Spring "La Capitale," which we can offer at $5.00 per case of 50 quart bottles.

RUSH YOUR ORDER AT THESE FIGURES

TEAS.—Try our special brands "Victoria" or "Princess Louise." Ask for prices.

WRITE, PHONE OR WIRE AT OUR EXPENSE.

LAPORTE, MARTIN & CO., LIMITED

568 ST. PAUL STREET, MONTREAL Telephone Main 3766.

Quality Talks! Quality Tells!

Quality Makes and Keeps Customers!



No serious-minded grocer can afford to give second place to **"Salada"** in his business, because there is no such tea in flavor and quality to be had outside our well-known Lead Packet. Then **"Salada"** actually pays him **a larger net profit** than any bulk teas.

THE "SALADA" TEA CO., Toronto or Montreal

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Progressive Position Taken by Guild

Ontario Wholesalers Agree to Principle of a Credit Association, But One Only in Affiliation With Western Organization—Manufacturers Speak of Rights To Sell Goods to Whom They Please at Whatever Prices They Desire—Endorse The Idea of Manufacturers' Declaration System — Retailers Present Claims.

(Staff Correspondence.)

Toronto, July 13.—A glimmer of triumph shone for a moment on the face of ex-President F. T. Smye when he gave the word which brought to a close the annual convention of the Ontario Wholesale Grocers' Guild, on Thursday last. And there were more faces than his reflecting contentment within. The reason was that the sessions over which Mr. Smye had been presiding as executive head for 1910-11 had been prolific of results. Things had been accomplished even beyond the dreams of those who had looked for happenings, and it is probable that this 1911 gathering will go down in Guild history as its most important. The members in the ranks, not always united, had been organized by clever generalship so that a solid front is to be presented to the manufacturers of many lines. There was action as well as talk, and if the incoming executives but carry out the spirit and letter of the resolutions on the minutes book, the wholesalers as a body, and the retailers of the province as well will have a lot of adjusting to do.

There were many kind words addressed to Mr. Smye before the meeting closed, and H. C. Beckett, also from the Ambitious City, was roundly praised for his tireless Guild spirit. Also the thanks of the convention were tendered to Hugh Blain, the president of the Dominion Guild, who read an interesting and instructive paper and gave of his experience and wisdom freely to the meetings

The two outstanding features of the convention were the lining up of the members for the "Declaration System for Manufacturers," and the adoption of the principle of a credit association. In regard to the latter, largely as a result of the illuminating explanations of Henry Detchon, of Winnipeg, an organization will be effected in this city for Ontario, and it will work in affiliation with the body now active in Winnipeg and the West. This was done, not out of any spirit of antagonism of the western concern, but solely that the Ontario body would have for itself a certain measure of independence of action. The declaration system for manufacturers, it was said, would be the means of saving for the wholesalers hundreds of thousands of dollars in profits, while it would also work for a certain uniformity of prices among retail grocers. Practically all of the wholesalers in Ontario to whom the petition regarding the system had been presented had affixed their signatures as falling in line, and the movement will be continued unril practically all the members have been lined up.

The settlement of a uniform system of invoicing was another feature, and this one applies more particularly to the relations of the wholesale house and its retail customers. It was practically decided that in future all the discounts to be given the dealer will be clearly shown on the individual items on the invoice on a thirty-day basis. This was calculated to remove the discount responsibility from the traveler and to place it upon the selling house. It was pointed out that this would mean a little more bookkeeping for the wholesaler, but it was felt that the benefits accruing would more than counterbalance that handicap.

The spirit shown throughout the discussions was excellent, and it is possible that as a result of the work done, manufacturers, wholesalers and retailers will work more in harmony than ever before. The only disappointment of the gathering lay in the fact that E. F. B. Johnston, K.C., found it impossible to address the meeting on the relations existing between the trade and the laws of the land. In making the announcement Mr. Smye said that the lawyer had set his heart upon talking to the members but that he had been ordered abroad by his physician on account of his health.

Retailer and Wholesaler.

When the afternoon session began on Wednesday, a number of retailers from different parts of the province were present. President Smye welcomed them, and pointed out that the wholesaler and retailers had mutual interests and that he wished them to air any grievances they might have in regard to the trade. It was explained to the retailers that the wholesalers were making efforts to eliminate dishonorable methods on the trade, such as secret discounts and other practices. H. C. Becket pointed out that the Secret Commission Act made it unlawful for the retailer to take any secret rebates at all. There was, he said, no endeavor to do anything unfair to the retail trade. "We want you to be perfectly satisfied that we are doing nothing against your interests. If you have any grievances we want you to let us know as we are doing everything in good faith."

He alluded to one case in which the wholesalers had lost a certain amount on one manufactured line in their effort to protect the retail trade.

M. Moyer, of the Retail Merchants' Association, introduced the retailers. He pointed out that the retail association had greater obstacles to contend with than the wholesaler, first, because there were so many in the business and also because there was the large consuming public to deal with. The consumer, he said, was in great strength, and had to be served right. There was a great deal of misunderstanding on the part of the consuming public that the merchants were taking too much profit, and yet the consumer wished the merchant to get a fair profit.

What is Retailer?

Mr. Pike, retail grocer, of Cobalt, was introduced, he said that the retail grocers at their convention had decided on matters that they would like discussed. One of these was the practice of certain wholesale houses in selling over the heads of the retailers to large consumers such as hotels, restaurants, mining and lumbering camps, etc. The resolution, which had been adopted by the retail grocers and which was presented to the convention read as follows:

> "That it is the opinion of this convention that whereas our Association has secured since our last meeting, at considerable expense, the legal right under a special Act of the Dominion Parliament to notify our members of those wholesalers or manufacturers who sell direct to our customers, to proceed and formulate some plan whereby we can take action thereon, and that the wholesalers be asked how far they will go in assisting to remedy this unfair practice, and it is suggested that retailers be defined as those that carry stocks in retail stores for sale to the public."

It was a point which the retailers wished a straight reply as the question was an important one. Chairman Smye said he thought that it was more of a problem to be dealt with by the Dominion Guild, but urged its discussion, as it was one that had been prominent in all parts of the country.

In answer to a question Mr. Pike said that a baker who used the goods in manufacturing his products would not be called a consumer. Mr. Smye pointed out that in Hamilton the retailers had agreed that as hotels sold the goods bought to their patrons, that there would be no objection to wholesalers selling to them, and while he also pointed out an instance in the United States, where on a similar case, this ruling had been made.

E. M. Trowern argued that on manufactured lines, if the manufacturer took orders from the retailer and delivered the goods direct, that the wholesaler got a percentage on the sale anyway. He wanted to know why the wholesaler should be able to take orders from an hotel and the retailer not secure any commission. The retailer kept the stock and supplied their odd wants, and should get a commission on all their trade. He pointed out that their association now had the privilege to notify their members of those wholesalers or manufacturers who were not playing fair with the trade in this or any other matter.

Mr. Pike thought that in contending that hotels, because they sold to their patrons, were included as retailers, was splitting hairs for if the principle was carried out, it could be brought down to the ordinary boarding house.

Line Drawn Somewhere.

Mr. Blain said that the line must be drawn somewhere. But whatever was done in this line, it would be necessary to make it general all over Canada, for if a wholesale house in Ontario refused to sell goods, they could go to a wholesale house in some other province.

Mr. Trowern contended that the same principle that allowed the wholesalers to get a commission on the goods sold by the manufacturer should not be disturbed in the retail trade. He thought that this matter could be thorthrashed out if there was a committee meeting between wholesalers and retailers so the question was referred to a meeting of the retailers and the manufacturers' committee of the wholesalers' Guild for discussion.

Contract Selling.

Mr. Trowern then introduced the following resolution dealing with the enforcing of the contract selling plan:

"Whereas our Association has been advocating for some years the advisability and necessity of having all staple lines sold on the contract selling plan, and as we are now in a legal position to take dp some definite action and endeavor as far as possible to have our desires carried out, we recommend that this meeting consider the advisability of having a joint official appointed by the retailers,

A QUEBEC CITY STORE INTERIOR.



Glimpse into the establishment of A. Grenier, in the Ancient Capital. The Store is situated at 94-96 Rue St. Jean. The shaggy appearing dog is not real, but has created somewhat of a sensation during the past years— Note also the neat attractive arrangement of the goods. The ceiling is also worthy of notice.

wholesalers and manufacturers, whose exclusive duty it will be to interview the trade to promote the same, and to investigate all charges that are made by any member of the trade of the violation of any contract so given."

Mr. Beckett said that this should also be referred to a conference of retailers and wholesalers as it required a great deal of thought and discussion before any action could be taken.

Mr. Blain thought that it looked like a reasonable resolution, but should be thoroughly discussed and it was referred to the joint committee to come up at the Dominion Guild.

Through the Wholesaler.

The meeting was then opened to the manufacturers, a number of whom were present and Mr. Rowley, of the E. B. Eddy Co., Ottawa, was the first to address the meeting. Mr. Rowley said in part:

"The policy of the Eddy Company for over half a century has been, is now and will be, as long as I am in charge, to cater largely to, and to sell through the medium of, our friends among the wholesale grocery and jobbing trades of Canada. By this means, the labor and the cost of distributing the wares we make, among the retail trade and the large number of smaller purchasers is minimized, in fact, almost entirely avoided.

"Although we have more than a score of branches, agencies and depots placed advantageously in all the largest and the most important cities throughout Canada, these establishments are used chiefly as delivery distributing points to, for, and in the interests of the wholesale trades. By this means, we avoid the employment of an army of commercial representatives and travelers which we would otherwise have to employ, and who when so employed, would go over the same ground, perform the same work, and come into unnecessary contact with the travelers and the representatives of our wholesale friends.

"Wherefore, since by this means we do not have to employ travelers, and pay a large number of traveling representatives, it is but right and fair, that a reasonable profit should go to the wholesale grocery and jobbing trades who undertake the care, the cost, and the trouble of this part of the process of the final disposition and distribution of our wares to the retailer, and to the consumer.

How it is Done.

"In carrying out this policy and plan, we say to the wholesalers:—We will sell you our product at our list prices, subject to a certain discount, on certain terms for a minimum stated quantity, with well understood conditions as to delivery and payment, on the understanding that in re-selling our goods, you adhere rigidly to our list prices and handle our goods exclusively, and certify to us periodically that you have done so; then we will allow you an extra loyalty quantity discount.

"I have been doing this for more than 20 years, because it is an advantage to us (as it is an advantage to any manufacturer), that the price of the wares we make shall be as fixed, as stable and as uniform as possible. Also so that our regular customers may thus feel that all such customers are treated alike.

"We consider we are entitled to fix prices for our own wares, and to stipulate, when we sell them, that the purchaser in re-selling them, shall not do so at a cut price, or at lower than the price fixed by us from time to time in our list.

No Restraint of Trade.

"Now gentlemen, pray listen carefully to what I am now to say. There is no restriction of trade at all in our way of conducting business, and there need be no 'restraint of trade" in any of you carrying on your various businesses in the same way.

"With this preliminary statement of fact, may I now say that having a long experience in this matter, and having given the subject most careful consideration and assiduous attention for many years, I am fully convinced that our plan is a fair and square, simple way of protecting the honest wholesaler, the honest traveler, the honest retailer and the honest manufacturer, against the losses, ills or evils that have been and are still prevalent in the sale of some other lines of manufacture.

"No self-respecting manufacturer will allow the price of any of his wares to be cut, or allow his business to be disturbed, and the joy of living made a burden to him by some ill-advised effort to unfairly secure the trade of, or to get the better of some other manufacturer, or trader, by cutting prices when all the manufacturers and all the wholesale trade who are straightforward in the matter, and are willing to, can secure a proper, profitable margin on the goods we make or you handle.

Profit to Each.

There is always rivalry among, and opposition from other manufacturers. To get the best results, a fair price must be made by the manufacturer and a fair profit must be made by the manufacturer. Out of that price, and out of that profit, I am willing there should be a fair profit to the wholesale grocery and jobbing trades to repay them for their trouble in the distribution of our wares throughout Canada, through this medium of the wholesalers.

"We realize that to get the undivided services of any reliable wholesale firm, that firm have to be given a good profit, because their undivided services are worth more to us than the services of a firm who divides its time in selling lines of goods in opposition to those we make, and at cut prices that are intended to and sometimes do interfere largely with the profits of the wholesale trade and with the returns received by the manufacturers for their wares, so let me make it plain to you all, that notwithstanding the way we strive to get the undivided support of the wholesaler, that it is not all that is necessary.

The Successful Producer.

"A guaranteed quality, is a prime essential—the very first—but the successful manufacturer has also to make a large assortment, has to have it well distributed, has to make prompt delivery; all these are essential, and then, his prices must be right.

"The successful manufacturer must also have ample facilities and must get next the good will, the hearty support and the best selling power of the wholesaler.

"If a manufacturer has all this, he ought to be able to supply through the medium of the wholesale trade—to the retailer, user and consumer, a better article at a lower cost to the user than it is possible for any manufacturer to sell, distribute and deliver satisfactorily to the retail trade direct.

"Many years experience in distributing has taught me that it is worth a lot to us to have the good will, and the selling power of wholesale grocery and jobbing trades that employ a legion of traveling salesmen, and who, so far as the Ontario branch is concerned, have an office and staff devoting their energies solely to the sale and distribution of the manufacturers' wares; anyhow, to be quite frank about it and without in any way wishing to flatter the Guild members, or the wholesalers, and not because I am a guest here to-day and am talking to you by special invitation; I have no hesitation in saying that we regard the wholesalers as the best connecting link between the manufacturers, and the retailers, and the consumer.

Contract Selling Plan.

"'The Contract Selling Arrangement' is now becoming more general in use with manufacturers, so let me tell you our plan.

"It is to make arrangement with each wholesale house separately on the understanding that the arrangement shall be carried out in perfect good faith; we depending on the honesty of the wholesale firms as distributors, as much as we depend on the honesty and integrity of our resident managers and agents. The arrangement being made, both parties have a right to see that it is car-

ried out in good faith and in its entirety, that is, has the right to rely absolutely on the rigid carrying out of the arrangement. It is not a new thing and it is not an unlawful thing for a manufacturer to control the sale of the goods he makes, and it is no new thing for the wholesaler and the jobber to join in order to control the sale of any special or proprietary goods, or any line of manufacture.

"This is merely a matter of a fair arrangement and a good understanding, but it is essential that there should be absolute honesty, integrity and loyalty on both sides.

"There is no doubt, whatever, about the right of any manufacturer to sell the wares he makes, to whom he chooses, at whatever price and on whatever terms he choses.

A Celebrated Case.

"I have had a long and extended experience in this and have looked into these matters, for many years, from all the different points of view and without wishing to take too strong a position, or to give advice that ordinarily should come in a different way, still, I would like anyone who may be timid or uncertain about this, to refer to the well known case of Elliman vs. Carrington, a report of which will be found in the English Chancery Court Reports of 1901, vol. 2 Ch. 275. This shows how safe and sure any manufacturer may feel in making a selling arrangement with members of the trade such as I have spoken of, and how safe and sure the wholesaler may be in joining in such arrangement; let me tell you what happened about the sale of the Elliman's goods. Elliman's were manufacturers of a line, which they sold to wholesale traders, under a contract whereby the purchasers bound themselves not to sell Elliman's goods at less than a certain specified price, and further bound themselves, that if they re-sold the goods to the trade, they would procure a similar signed agreement from their retailer whom they supplied.

A purchaser, Carrington by name, sold some of Elliman's goods to a retail trader without procuring such an agreement as was provided for by the contract, and Elliman sued them for breach of contract. It was held, that this contract was not in restraint of trade, and that the vendors could maintain an action in respect of the breach of the contract.

The Judgment.

"The late Judge Kekewick, one of the judges of the High Court of Justice in England, in delivering the judgment said :—

"The defendants' point is that they cannot be sued upon this written contract into which they have entered because it is in restraint of trade. In one sense no doubt it is so, because one of the contracting parties is not at liberty under the contract to do what he pleases with the goods which he purchases. But it is necessary to see what the contract really is. The plaintiffs are the manufacturers of Elliman's Royal Embrocation for horses and cattle, and Elliman's Universal Embrocation for human beings. They are not bound to sell the embrocation at all; they are not bound to manufacture it. They are at liberty to do as they please and when they have manufactured it they are at liberty to sell it at whatever price they choose to fix—it may be a prohibitive one, or it may be such a small price that they cannot make any profit out of it. That is entirely for their consideration. Carrington & Son are minded to buy Elliman's goods with a view to selling it again, that is, to buy wholesale in order to sell to others retail, and Elliman's make a bargain with them that they shall not sell it below certain prices—that part of the bargain has not been broken—and that when when they sell to others they will procure from those others an agreement that they will not sell it below certain prices. Why should not Messrs. Elliman be at liberty to fix the price in that way? Nobody has argued, and it could not possibly be argued, that they are not at liberty to fix the price on the first sale to Carrington & Son. Why should they not be at liberty to make the further bargain with Carrington & Son that they should not sell it below a cerain price. It is said that it is in restraint of trade. In one sense it is, but it is just as much and no more in restraint of trade for Elliman's to say that they will not sell at all. It seems to me that what is restraint of trade as regards Carrington & Son is really the liberty of trade as regards Elliman's.

"The cases which have been cited are well known authorities expounding a great principle and showing what exceptions there are to that principle. But this case seems to me not to fall within any principle or exception. I do not think it is touched by the authorities at all. It is merely a question whether a man is entitled when he is selling his own goods to make a bargain as to the use to be made of them by the purchaser. It is said that the contract is against public policy; but that phase merely embodies, for the present purpose, the great principle of restraint of trade, and to say that it is to prevent Elliman from exercising their own discretion seems to me to be applying a well-settled principle of law to facts to which it cannot have any possible application. On the question, therefore, as to the validity of the contract, I am entirely against the defendants."

Appeals to Common Sense.

"Now, gentlemen, what can be more clear, more applicable, or more satisfying to us all? Where can be found a wiser judgment as affecting the matter under discussion here, than this judgment of Judge Kekewick in this celebrated case of 'Elliman's vs. Carrington,' a judgment of one of the greatest judges of one of the highest courts of England, and a judgment that will appeal to the common sense of every man here. It therefore follows, that to whatever extend we as manufacturers, and you as sellers, are able to make our trade relations with one another perfectly honest in the eyes of the law, and perfectly fair in the observance of contracts, we are not only benefiting you as wholesale dealers, but we are benefiting the retailer, the user and the consumer.

Protection to Firm.

"The object of what is known as a 'Contract Selling Plan' with its accompanying declarations, is intended to bring about honest dealing, is approved by the highest courts of the land, and is a form of contract that we adopted many years ago, and have carried into straight forward and honest and successful operation for over a quarter of a century, and is a plan I heartily recommend to every wholesaler as a protection to his firm and to every manufacturer as an aid to a better understanding between all parties, as it is a plan which will, result in profit and advantage to all concerned.

"Don't forget, no manufacturer is bound to sell to every man who wants to handle his goods.

"Every manufacturer has a right to ascertain the character of a man he is dealing with, and has a right to say, we do not care to sell goods, or to have dealings with a man who breaks his contracts.

"Everyone has a right to see that arrangements with selling agents, upon which he shapes and moulds his business and distributes his wares, are honestly and straightforwardly kept and maintained.

"When a contract of this sort is broken, it not only affects one's business, trade and reputation, but it affects one's temper, and one's health, so I for one do not intend to carry on business, or to make contracts with, or to sell to people who break their agreements. This is the position the Eddy Co. took years ago, holds now and intends to hold to, so I say to you wholesalers, that as you are loyal to us, we will be loyal to you; that as you endeavor to help us carry on our business by the best me-

thods and as honest traders, you have the right to expect and we have a right to give you, our assistance, and so we expect your assistance because we intend to continue to merit your constant, hearty and loyal support."

To the Retailer.

To the retailers, Mr. Rowley said that the reason he did not sell direct to the retailers was that he could sell, more advantageously to himself and retailers, through the channel of the wholesaler. He recommended all branches of the trade joining for discussion and hoped that at future conventions there would be a larger numbers of manufacturers present.

A vote of thanks to Mr. Rowley was moved by A. Allard, Ottawa, and seconded by Mr. Blain, Toronto, for the clear manner in which he had put the problem before the wholesalers, and also for the forward movement which his company had made in taking hold of the present selling plan.

Mr. Innis Speaks.

R. L. Innis, secretary-treasurer of the Dominion Canners, was the next manufacturer called upon, and he said in part:

"We feel that our close connection with the wholesale trade has given us a keener sense of appreciation of the difficulties with which you have to contend, and that this knowledge can only come to any manufacturer by taking a deep interest in the welfare of a selling organization, the value of which is not always recognized by manufacturers.

"While all manufacturers have their difficulties to contend with, I do not hesitate to say that to any who have been in close touch with the wholesale grocery trade, there can be no question about the value of the wholesaler as a distributing medium for the manufacturer, and there can be no question about the wholesaler being the cheapest, most effective, most convenient and most economical medium of distribution. We have our dealings with wholesalers and recognize that the natural channel of trade is from the manufacturer to the wholesaler, and from the wholesaler to the retailer. The economy of this link in commerce needs no argument from me. It has already been declared by the highest court in the province and by some of the highest courts in England to be the best and cheapest method of connecting the manufacturers with the consumer.

"Without wishing to offend, I am inclined to believe that the trade sometimes give their support to manufacturers who are not altogether entitled to it, and the loyalty to the manufacturer who is loyal to you is not always forthcoming. Herein comes the point that I believe you fail in—you do not always unanimously stand true to the manufacturer who supports you.

Favors Declaration System.

"Through your committee we have heard much of the Declaration System in connection with manufacturers' selling contracts on proprietory lines. I desire to say that we have given this matter much thought and are convinced that it is the one system that will protect you against violation of contracts and against the secret rebater. In our opinion the declaration system is a simple way of detecting a violation and it does not put the onus on the manufacturer of examining customers' books and going into unpleasant investigations. We naturally take it that if a wholesale house requests us to get a declaration from another wholesale house or a traveler for same, that the wholesale house making the request is in possession of reliable information that leads them to believe the accused has not been living up to our selling contract. If the house is guilty they deserve to be punished, and if not guilty why should they not clear themselves of suspicion?

"I do not believe that any traveler or any wholesale house will give the declaration if they are guilty, and thus we arrive at a settlement without the necessity and delay of investigation. If the house refuses they admit their guilt and we must do our part by exacting the penalty the selling contract provides for.

"I trust your deliberation and discussion on the commercial questions affecting your business will result in much benefit and you have our continued good wishes in this respect."

A vote of thanks was tendered Mr. Innis, having been moved by Mr. Craig, of Kingston, and seconded by Mr. Becket, of Hamilton.

The Salmon Situation.

Mr. Smye called upon Robt. Henry, of the B. C. Packers' Association, and one of the oldest members of the Guild, to enlighten those present on matters relative to salmon. Mr. Henry said in part:

"The salmon industry is great and mighty in Canada, and all parts of America, and it still continues to expand. From this country salmon is exported to all parts of the world. The salmon trade in Canada is growing immensely, there being a big increase in the population, which has helped considerably. The important part of the salmon trade is to have the canneries well situated and to have the fish well packed," he said, "and at present the packing is on a high standard."

"In regard to contract selling price much has been done, although it had not been possible to enforce it as well in western Canada as in the eastern portion. It looks, if the dealers in western Canada do not live up to the regulations, that the packers will have to refuse to sell them. Common sense is better than law, and in regard to complaints, a simple talk will do a great deal in getting dealers to observe the regulations. All complaints have to be well founded and proved because a man cannot be punished unless he is proven guilty. We want the advice and cooperation of the wholesalers, but think that it is most satisfactory for the packer or manufacturer to set the price themselves. I wish to be in the salmon business long enough to establish a set price on not only one grade, but all grades of our goods. I wish to thank you for asking me to be present on behalf of the British Columbia Packers' Association."

A resolution of thanks was moved by Mr. Ince, of Toronto, and seconded by Mr. Foster, of North Bay.

Mr. Hutchinson Speaks.

A. Hutchinson, of the St. Lawrence Starch Co., said that the distribution of goods through the medium of the wholesaler had proved the best manner. Some complaints of not living up to the selling agreements, when investigated, were found to be more in the methods of invoicing and bookkeeping than in attempts to evade the agreements. Individual dealers should not forget that when they agree to handle a manufacturer's goods that they should do so to the best advantage to the trade.

Mr. Shannon, of the Genesee Pure Food Company, Genesee, N.Y., was another manufacturer who was present and gave a short address.

Mr. Henderson, of the Canadian Salt Co., reminded those present that Canada was a big country and, conditions being different in different parts of the country, lead to differences of opinion. A start should be made at the bottom and that to improve conditions the retailer must be taken into consideration. "A man who cuts prices is a fool. I am very strong on this point, and retailers should stop to consider it. A man who cuts prices is cutting his own business throat, for, once he starts it, he must continue it, and in all directions."

A resolution of thanks to those manufacturers who were present was moved by Mr. Blain, and seconded by Mr. Paffard.

A resolution recommending the postponement of the meeting of the Dominion Guild until September and cooler weather, was passed.

THURSDAY MORNING.

There were some minor matters to come up for attention at the opening hour, but these were soon disposed of. P. Screaton, London, Ont., then read an address on "The Secret Commissions Act." It follows:

"Owing to the apparent lack of knowledge on the part of some of the trade and some travelers as to the meaning of the Secret Commissions Act, it has been suggested by many members of the trade that steps should be taken to better inform the merchants and salesmen as to its real meaning and that more publicity should be given to this recent addition to the Criminal Code.

"As you already know, the Act was passed in 1909 and was the outcome of a great deal of trouble in regard to many commercial matters between agents and contracting parties. The Federal Government, therefore, passed an Act dealing with this subject of such importance to the trade.

What an Agent is.

"Under this Act, an agent means any person employed by another (such as a traveler) and being an agent he knowingly with intent to deceive, sells goods at a price and then secretly rebates a portion of the purchase price, is guilty and liable on conviction to two years' imprisonment, or to a fine not exceeding $2,500, or both. The transaction is intended to mislead and deceive, and the transaction is unlawful. The object of the Act is manifest, viz., to keep agents and all persons dealing with them honest. The object of the Act is to prevent the rules, contracts and regulations of the employer from being broken, otherwise without this check a traveler could break all rules and regulations that might be put in force by the manufacturer, and there would be no legal remedy against such a thing.

Act Prevents Collusion.

"The Act also prevents collusion between the traveler and the person he is dealing with, and this is one of the most important elements in it. A traveler doing these things and the man with whom he deals being a party to same, both come under the law and it is felt by many that all do not realize this and for that reason the following resolution is deemed in the interests of the trade generally:

The following resolution was then passed:

"That it is the opinion of this convention that greater publicity should be given to the Secret Commissions Act, and so that merchants and salesmen should thoroughly understand its meaning and the penalties for a violation, this convention therefore authorizes arrangements being effected for the distribution by The Canadian Grocer of a copy of the Act to the retail trade of Ontario, and an explanation of the same as sent out by them about a year ago."

The committee concerned with the carrying out of the terms of this resolution will arrange with The Canadian Grocer to send out copies to every retail merchant in Ontario.

Before Henry Detchan, who followed, presented his address on the Credit Men's Association, Chairman Smye mentioned the fact that several men of recognized judgment in the trade had endorsed this movement. The address follows:

The Credit System.

"The conditions under which credit is to-day extended need improving. The information obtainable is inadequate. The protection afforded by our laws is not ample for our requirements. The methods adopted by ourselves are not sufficiently comprehensive nor uniform. As a matter of fact, we are all too busy to take time to formulate systems.

"How many different collection schemes are adopted, each varying in its methods? How many varying systems of bookkeeping are in vogue? How many systems of credit records are represented?

"Recognizing these evils, as we all do, why is it that in such an important matter some universal action has not been taken to correct them? I suppose the answer is "Too busy." And yet, in almost every other department of a business man's affairs co-operation has succeeded in improving business conditions.

"Now that is just exactly what our association is doing—improving conditions under which credit is being extended. And I will now explain to you in detail, how.

"The first step in regard to the credit system is the giving of it. In order to extend credit intelligently it is necessary to eliminate as far as possible the chances of making mistakes. This can only be done by securing the very best and most up-to-date information.

"Up to the time of the inception of our association we were dependent upon the reports received through our travelers from the customers themselves, through the banks, and finally through the mercantile agencies. These sources of information are very desirable, but we are going one better. We are operating what we call a clearing house. Members desiring a report on a customer send in an enquiry slip with the name of such customer. Every day at a specified hour the names of all customers enquired of by all members are placed upon a sheet, and this sheet bearing such names is in turn forwarded to all members using the clearing house service.

"This sheet provides spaces opposite each name enquired of, and in accordance with the membership contract, each member fills in opposite the name of each customer with whom he may be doing business the "total amount owing," "total amount overdue," "highest credit given," "how long sold" and "manner of paying," whether the customer takes his discount or is "good," "fair" or "slow."

"These sheets are collected next day and tabulated in a report form under each customer's name so as to show the information given. In addition to the report thus obtained being sent to the member making the enquiry, each member commenting, showing liabilities, receives a copy of this report, so that should twenty-five houses respond, each of these twenty-five houses interested would be sent a copy of the report and so receive information from 24 ledgers in exchange for the information given.

"On this report also is incorporated a synopsis of the previous clearings made.

"Generally speaking, accounts are cleared once every 60 days, no new clearings being put through should a recent report be on file.

Obtained Without Disturbance.

"You will readily see that the information so obtained is authentic, accurate and up-to-date, is constantly being revised and by the process outlined above the credit man is continually having brought before his notice the position of every account with whom he is doing business, because if he is not seeking a report the chances are that some other member is. And, gentlemen, this information is being obtained without disturbing the customer. Nor does the customer know. The name of the reporting member is not shown on the report, only the office knowing this, but the trade is shown. It may happen that a member is in some particular account, not desirous of disclosing the information usually supplied. In such cases, members are at liberty to report account as "confidential," and any member after receiving such report may obtain at the discretion of such member the necessary information. This, however, is seldom resorted to.

The Turn-down List.

"In addition, supposing some special information has come to the notice of one of you gentlemen, by notifying the office, attention will be called to such

customer with a request for those interested to call up clearing house.

"Then a "turn-down list" is in operation, run as follows: Each member is supplied with a card each week upon which he inserts the name of any customer whose order has been refused, with the reason for such refusal. These reasons are outlined in a "key." From the information thus obtained, a weekly "turn-down list" is published, showing the number of the member reporting the "turn-down" and the reason for same. This list is only supplied to those members agreeing to contribute such information.

"We feel by the methods thus explained that we are gathering and distributing the most reliable and up-to-date information obtainable. In fact, we in the west, and, I believe, our members in the east, are basing largely their faith or otherwise, in an account upon these reports.

Up to the East.

"Up to the present we have only been supplying information west of the Great Lakes. It is for you to say whether you want this information east of there. We are also carrying on an educational campaign tending towards better business habits amongst retail men. We have distributed thousands of pamphlets urging retailers to keep proper books of account, to take stock annually, to carry proper and adequate insurance, to attend promptly to correspondence, to look after his paper as it falls due, to pay stricter attention to the collection of his book accounts, to supply signed financial statements to his wholesaler and mercantile agencies. In a word, gentlemen, to run his business as I have no doubt you are running yours. We are also using our funds for bettering conditions under which business has to be done. We are in touch with the various Provincial Governments seeking redress for certain evils at present existing in the legislation of the provinces. We have also submitted certain suggested reforms to the Federal Government at Ottawa.

"We are not doing this to the sound of the trumpet, but by the common sense method of showing the various departments in control the justice and necessity of our requests and allowing them to take to themselves whatever credit there may be in putting through reasonable legislation in the interests of all concerned, wholesaler or retailer alike.

Protecting Honest Retailer.

"We are making the cause of the retailer our own in many ways, protecting the honest from the dishonest, because we recognize the fact that if the retailer is prosperous and working under good conditions that the wholesaler is benefited thereby. In this connection, we have appointed a competent man to represent the retailer, in case of fire losses where any difficulty may arise respecting adjustment. We have also had a form of financial statement prepared, embracing the very best features of the numerous forms in existence, both in Canada and the United States. This form is gradually replacing the multiplicity of forms with which the retail man in the past has been inundated.

"I may say we are taking a very strong stand with the retailer on this point of supplying his creditor with a signed financial statement. We are insisting that this shall be done. In addition, when the statement is received, members are verifying the correctness of same by comparing the amount of liability shown with the clearing house reports. With a general adoption of this principle, retailers in the west are waking up to the fact that it has become a necessity to supply such a statement before large credits can be obtained. This is inducing better methods all round.

Stamping Fraud Out.

"Then we are taking up all cases of fraud, perpetrated upon our members. We have a guaranteed fund of between $9,000 and $10,000 for this purpose, and have succeeded in several cases, but more particularly by extensive advertising the fact that we have such a fund. Through the kindness of the daily press and trade journals we have taught the crook that the laxity of the houses obtaining in the past has given place to a determination to stamp our fraudulent practices. Through the cases already investigated, the weakness of the law has unfortunately been only too well demonstrated, and this is receiving our attention.

"We have likewise approached with fairly satisfactory results the mercantile agencies, with a view to obtaining from them a better service. The agencies are a necessary factor in credit-giving, and while working with them harmoniously, we have not lost sight of the fact that it is necessary that their service shall be adequate to the requirements of our members. In the matter of fire insurance, we have already worked wonders. By reporting every case of under-insurance we have succeeded in a large number of cases in inducing the retailer to protect himself, his family and his creditors by carrying larger and a better class of insurance.

Handling Insolvent Estates.

In order to eliminate the personal liability of members we are securing a Dominion charter. So soon as that is obtained we intend to open a department for the handling of insolvent estates, the investigation of weak accounts, the placing in charge of decrepit businesses, where deemed advisable, men who will assist in pulling such businesses out of the mire. We are at present considering the advisability or otherwise of adding a collection department, but this has not yet been voted on by the members.

"The main objection that I have heard on my travels is that members may not give accurate information. There may be some weak-kneed or unscrupulous persons who, erroneously thinking to gain some desired personal end, may depart from the spirit of the association. Such persons in their own interests should not join the association, as their defaulting would soon come to the front, and I am sure they would not care to be branded as such.

"But this has not proved to be the case. There has been engendered a feeling of confidence among all members through the medium of the association.

"We hold a general meeting once a month to discuss credit problems, and members thus meet one another who otherwise would remain strangers. You can understand the change this has brought about in Winnipeg. It will be just the same in your district. It cannot help it.

"My object in coming East is part of a scheme to extend the influence of the association from the Atlantic to the Pacific. If we have accomplished so much good in a small way, you can, no doubt, imagine what the result will be of a large body of men from East to West working towards a common good. Present members of our association will tell you that their losses have been largely curtailed through our instrumentality. We cannot help but show results.

Looking to East.

"The establishment of offices in Toronto and Montreal, under competent men, having the confidence of the wholesale houses, is the first step sought. The smaller centres would clear from these two places. Local secretaries would be appointed in centres where the membership warranted same, under the direction of a local committee. The membership fee of $100 per annum has been found more than ample to cover all expenses, and a considerable surplus is in view for the current year. The association is mutually co-operative, non-profit-making, and stands for the general improvement of credit conditions, the prevention of fraud, the prosecution of fraud, the gathering of reliable information, the improvement of the laws, and the improvement in the handling of weak and insolvent debtors.

"All tending to that one ideal state, the elimination of losses from poor accounts."

Mr. Blain said that he was thoroughly in sympathy with co-operation, but that it should always be so that it will benefit all concerned. The matter of insolvent estates was one that needed some betterment of conditions, as bankrupt stocks were being sold in different parts of the country and were a temptation for dealers to purchase goods which they should never touch. "There is nothing like keeping trade healthy and if this slaughtering and throwing of cheap stocks on the market could be prevented, it would be a good thing for trade," he said. He thought the grocery trade was under great obligation to Mr. Detchon for his explanation of the credit exchange.

Douglas Eby and Mr. Logan, also of Toronto, expressed themselves heartily in accord with the views of Mr. Detchon.

On motion of Mr. Becket and S. Allard, a resolution was passed by the convention recommending the principle of the system as set down by Mr. Detchon, as one that should be of interest to all branches of business.

Thanks to President.

A vote of thanks to the past president, Mr. Smye, was moved by Mr. Craig, of Kingston. It was as follows:

"The hearty and enthusiastic thanks of this Guild are due and hereby tendered to F. T. Smye, for the able, energetic, and loyal manner in which he has filled the office of president during the past year, and from which he is now retiring. It is much to be regretted that the enthusiasm with which Mr. Smye is imbued could not be transmitted to all the members of the trade."

Mr. Becket in seconding this, said that Mr. Smye was one of the best and most energetic presidents that the Guild had ever had.

Mr. Smye in responding, pointed out that although the work during his tenure of office had been somewhat strenuous, the knowledge that good was being done for the trade caused him to give his services freely. "It should be," he said, "the pride of every wholesaler, this association with the Guild. There are some members of the trade who do not fully appreciate the importance of association in furthering the conditions of trade." Mr. Smye alluded to the honor of holding the position of its president and said that it should fit a man for greater work in the future for the good of the association. He hoped that the honor would be passed along to all those members. Closing, he said, he wished to thank the Guild for the honor they had conferred upon him and he hoped that those following in his footsteps would realize the importance of the position and the many things that it was possible to accomplish for the good of the wholesalers and trade at large.

Vancouver Grocers Hold Annual Picnic

Event Was Marred by Rain, But Retailers and Wholesalers Turned Out for Big Parade—Novel Floats Included Auto Delivery Decorated With Garlands — Program of Races and Novelty Contests Run Off at Exhibition Park.

Vancouver, July 13.—Rain on July 1st marred the grocers' picnic held under the auspices of the Vancouver Retail Grocers' Association. The event took place at Exhibition Park, after a procession from the heart of the city. Probably no single trade in Vancouver ever presented a more creditable appearance than the grocers did in their parade, which was led by the city band and the pipers' band.

The rigs of the wholesalers followed the band, and there were some novel floats. The big auto delivery of F. R. Stewart & Co., was decorated with garlands of rosettes, while that of Kelly, Douglas & Co., was draped in bunting. The Vancouver Poultry Supply Company had an exhibit in the shape of a big live turkey in a cage at the top of their rig. T. F. McDowell had another novelty in the way of a gasoline engine driving a large coffee grinder on one of his rigs. Following the wholesalers came the pipers' band leading the retailers. Altogether there were over 50 rigs in the procession and the display was watched by throngs of spectators.

At the grounds a programme was provided, consisting of horse races, bicycle races, foot races, tugs-of-war, and some novelty contests. Every man and woman going into the grounds received a coupon for a drawing, which entitled the winners to a suit of clothes valued at $50, and a $50 dress respectively.

The grocers showed their strength in the tugs-of-war. One, among the employes of the retail grocers, five a side, was won by W. H. Walsh's men, while the team from F.R. Stewart & Co.'s carried off the honors among the wholesalers. The married men, seven on a side, won from the single, all being grocers.

The parade prizes were awarded as follows:

Best decorated wholesale wagon.—1, Parkinson & Archibald; 2. F. R. Stewart & Co.

Best retail delivery wagon.—1, E. & A. Grocery; 2, Vancouver Poultry Supply Co.

Best decorated delivery automobile.—F. R. Stewart & Co.

Best grocer's delivery, single horse.—1, T. F. McDowell; 2, and 3, London Grocery.

Retail grocer's delivery, double horse.—1, W. H. Walsh; 2, J. A. Dickie; 3, W. H. Walsh.

Slow race for delivery horse attached to delivery wagon, last horse home to win.—1, London Grocery; 2, W. H. Walsh.

Foot races and smaller events aroused interest in the younger people, much amusement being caused by the biscuit eating contest. Each competitor had to swallow two pilot bread biscuits, and there was some rapid work. The contest was a hurried one, and in the grab for prizes the names of the winners were unrecorded.

To the committee who had the event in charge much credit is due, for despite the drizzle nearly all afternoon, the large number attending were given a good time. The officers who had the arrangements in hand were:—Wm. Clark president; James Foran, vice-president; R. D. Dinning, secretary; T. Duke, A. G. Main, Frank McDowell, W. H. Walsh, F. W. Welsh, and Frank Wright, directors.

GUELPH SIDEWALK LAWS.

Guelph, Ont., July 13.—The police enforced the by-law prohibiting the exposure of goods on the sidewalks of the city on Monday last, and already the fruit men are protesting, claiming that the prohibition was aimed directly at them. A movement is on foot to have a by-law prepared, amending the law so that the dealers may have the use of about 18 inches of the sidewalk. A meeting of those interested will be held soon.

TO BUILD ON BALL GROUNDS.

Toronto, July 6.—It was definitely decided at a special meeting of Board of Directors of E. W. Gillett Co., which was held here on June 27th, that their new plant consisting of five or six structures will be erected in this city on the property known as the old baseball grounds in Parkdale. Until this meeting it was uncertain whether this industry would remain in Toronto or elsewhere.

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THE REASON FOR SUGAR ADVANCE.

In the memory of the most experienced trader there probably never was a time when the situation in raw sugar products paralelled that obtaining to-day, and, although it is never safe to predict for the future in that staple, likely to hold for some time to come.

On Tuesday last, following upon a small increase of the week before, refined sugar in Canada advanced ten cents per hundred, and the comment was freely bandied about that the end had not been reached. The superficial observer credited the rise to the keen demand of the preserving season, and darkly surmised that the manufacturer was simply skimming off the cream, but that was not the real reason. One had to go deeper than that for the cause was bound up in the raw markets.

In the first place, the beet market in London England, had done an unprecedented thing—it had advanced a shilling in a week, and no reasons to be regarded as explanatory were given. On the last day of June the beet market stood at eleven shillings; within a few days it ascended about sixteen cents, and at the end of a week had risen a full shilling. It was a highly-excited, speculative market. Investors on the American side, seeking the cause for the situation, were turned away with indefinite answers. None, apparently, could say just what the cause was to be traced to. The trade is hinting that reports have leaked out about damage to the growing beet crop on the continent of Europe, but this could not be confirmed or refuted.

Of course, the New York market became sympathetic at once, for there was a difference of twenty-three points between the two centres. Cuba's yield of cane had been given as two hundred thousand tons short, and there was no prospect of getting that amount of raw product, either from Europe or Java or somewhere else in time for the fall meltings. The report from London was like an explosion, and the price of refined was simply bound to shoot up, which it did, and now has done again.

There is, at present, a keen demand for sugar, and it is probable, unless retailers throughout the country have taken the precaution to be warned beforehand, that there will be a great scramble for supplies. As to the future, again speaking with qualifications, it is just possible that the London and New York markets will hold somewhere close to the existing level until accurate estimates of the yield of sugar beets on the continent have been received and transmitted to an anxious army of speculators.

THE NIAGARA FRUIT CROP.

The situation in the Niagara fruit district is still exceedingly serious, and clergymen have been praying for rain. According to reports, it would seem that the welcome rain storms which have been sweeping over Ontario generally have avoided the big fruit belt, a district where moisture is absolutely a necessity.

At a meeting of the St. Catharines, Ont., city council on Wednesday night, several of the aldermen, who also happen to be fruit men, discussing the conditions, said that the statement that berries were being literally cooked on the bushes was no myth. The fruit not only looked withered and cooked, but tasted like it. Ald. R. F. Robinson said that the cherry crop had suffered to a considerable extent for the reason that the heat had ripened them before they were quite ready for picking.

So far the growers are consoling themselves with the knoweldge that so far the plum and peach yield has not suffered to any extent. If the heat moderates or rain comes soon it is probable that these will be saved. Still there is many an anxious man in the "peninsula" and many a cry of thanksgiving would go up to the cruel-smiling heavens, if the anxiously-awaited rain storm materializes.

CROP SITUATION.

Never in the history of the west have the conditions for a good general crop been so promising. The earliness of the season has in many cases eliminated entirely the danger of frost, although a few parts of Saskatchewan report a slight damage by frost It has been estimated by experts that one hundred and sixty thousand men will be needed to harvest the crop of the west this year. Of these men, between forty and fifty thousand will be needed from the east, for a period extending from three to five weeks. Arrangements are already being made by the railroads to secure this help.

Rains have been general throughout the west, although in some parts of southern Manitoba and southern Saskatchewan reports of suffering through drought are being received. It is, nevertheless, expected that in the worst stricken area at least half to three-quarters of a crop will be reaped. In comparison with last year a crop more than twice the size will be reaped, not on account of such an increase in the yield per acre, but on account of the increased acreage.

MILLIONAIRE SHUTS UP SHOP.

"Why such a shop could not be made a paying proposition seems a mystery. What with growing their own vegetables, churning their own butter, raising their own chickens, and, in fact, producing nearly everything that such a store handles, and then again getting not only the wholesaler's, but the retailer's profit, one would think that such a business would yield a profit equal to the dividends of a radium deposit, but such did not prove to be the case and would seem to indicate that even with the high prices obtaining for any kind of farm or garden produce, re-

tailers are not making the profits that they are accused of exacting from the pockets of Toronto citizens.''—Toronto Daily Star.

The Star is referring to a store on Yonge Street which had been operated by W. G. Trethewey, the millionaire, who runs a model farm at Weston, Ont. The business establishment, however, was closed some days ago, with the announcement that it was a losing proposition, and so the Star says, ''That retailers are not making the profits that they are accused of exacting from the pockets of Toronto citizens.''

The retail grocers of Toronto and of the country owe a debt of gratitude to W. G. Trethewey. He, evidently, was possessed of the idea that the dealers were making money hand over fist, even if they had to buy their goods through the wholesaler, and so he thought he would grow and make most of his own produce and make more money. But he didn't do it; the business went behind at the rate of nearly two hundred dollars a day, and even the millionaire could not see that going on. So he closed up shop. The public should be convinced after this, that the retail grocer isn't operating a branch of the royal mint.

Mr. Trethewey said he found his greatest trouble was in obtaining an efficient service. He lamented that the clerks would take orders to deliver half a pint of milk or cream, and then send it out in an auto, costing three thousand dollars. Now he has transferred all the business done at that store to his farm at Weston, and there he intends to stay.

THE FUTURE OF HONEY.

Conditions reported so far are none too favorable for the production of honey in Ontario, and the ''busy buzzers'' do not seem to have wintered as well as usual. Indeed the depreciation appears to have been almost three times that of the preceding winter although no definite cause for the increase in mortality has been given.

In the fall of 1910, the number of colonies, registered was 23,730, quite a formidable army. In May of this year, however, the figures had dwindled to 20,414. The difference represents a loss of fourteen per cent. while that of the corresponding period last year was but five per cent.

Accordingly the remaining colonies will be less fit than last year for the task of gathering in the sweet drops from the clover fields. Besides this the weather must be taken into consideration, for any sudden change in temperature, or at least a sudden chill, has a tendency to reduce the possibilities of a bountiful collection. The secretion of nectar in the flowers is hindered.

From this it would appear that honey seems to be in a fair way toward higher prices. One redeeming feature, however, lies in the fact that so far the condition of clover is reported as almost uniformly good.

LEMONS ARE STRONGER.

It was pointed out in The Grocer last week that if the warm weather continued, an upward movement in lemon prices could be expected. Such has been the case, and higher prices are now being asked. The torrid weather throughout the country during the week brought a tremendous demand for this fruit, and as a result dealers were again caught with short stocks. In Toronto, where a little over a week ago, they could be bought at $5, now as high as $6 is being asked.

While there have been some recent arrivals of stocks, they were badly wanted and no overplus of supplies exists at any point. While the heat, and accordingly, the demand, has somewhat abated, a steady trade can be expected for some time. With the primary market steady and the gap caused by the hot weather to be filled, a certain amount, at least, of the recent advances can be expected to be maintained. Future weather will exert a certain amount of influence on prices.

THE MAN WHO WOULD NOT READ.

A case came to light recently, which shows more clearly than anything else could why a great many many men do not succeed in this busy world.

A representative of this paper called upon a certain Ontario dealer and urged upon him the necessity of having his clerks read the paper in order that they might keep closely in touch with all the new developments of the trade. The employer merely smiled and remarked: ''If you can get the clerks to say they really want the paper and will read it, I will pay for it for them.'' The traveler tried and tried hard to impress upon the clerks the need of their reading a trade paper, but one and all affirmed that they had no time to read, and were not paid for that anyway. Evidently the employer in question knew his men.

Both employer and clerks were to blame in this—the proprietor for neglecting to inculcate in the help the desire to read, and the clerks because they would not seek to advance themselves by reading, and finding out what other clerks were doing at the moment to better their own condition. It is inconceivable that in this, the age of reading any one would venture to put forward the excuse that he did not have time to read, and especially where the reading bore a direct relation to his own bread and butter and the earning of it.

It is such employers whose trade never seems to increase, but generally appears to be on the wane; it is such clerks who, after a few years, find themselves out of employment and worse still, completely out of touch with the conditions of this work they have been doing for so many years.

EDITORIAL NOTE.

Lemons are being squeezed up again.

• • •

Niagara district fruit men are really alarmed about the crop. There apparently was no exaggeration in the report that berries were withering on the bushes and fruit on the trees, from the heat.

• • •

Ontario's crops seems to be far enough advanced to fight off the attack of the drought demon. That is good news, because agriculture is still the chief industry of that province.

• • •

A Toronto wholesaler made an effort to secure some beans the other day and found that there wasn't a man in the city able to let him have any. Construction camps must be increasing faster than the acreage being set aside for this food product.

Buying Public Demand Better Service

Not Cheap Selling That Draws Trade But Good Treatment—United Effort Will Help the Retail Grocer on to Better Things—Clerk Should Never Cease to Learn His Business—Persistence Absolutely Necessary.

By M. Moyer, Treasurer Retail Merchants' Association of Canada.

The fact becomes more apparent every day that it is not cheap selling that draws trade, but up-to-date service, and if the consuming public have to send away from their own towns to get the service they approve of, then there is something wrong with the methods of store keeping. There is perhaps nothing we have in the country which is so slow to move out of its old rut as store keeping, and in consequence of this, the country is losing one of its best assets. The men who distribute the products and bring within easy reach things the people need and desire to have, are an important factor in all communities, and if these fail to do the work in the best possible manner then the people have reason to complain, and if they are forced to seek other places to do their buying the merchants are largely to blame. The old time idea still prevails in the minds of a good many merchants that they cannot be on friendly terms with others who are in the same line of trade and instead of working together to improve the commercial machinery they are trying to throw obstacles in the way of each other, and while they are doing this their customers are deserting them.

Bitter Rivalry Results in Poorer Service.

The time was, when customers thought such a state of affairs was necessary, that bitter rivalry was their opportunity to get things cheaper, but they have grown out of that fallacy, and are demanding a more dignified service.

Some of the merchants are realizing this, and are improving their methods, but others are not, and until they all agree to conform with popular, up-to-date business ideas, their services, as distributors, are inadequate and not satisfactory. While all other lines of activities have found great help and advantage in united effort, there are still a great many so called merchants, who are hanging on what they have got, and are opposed to anything and everything which is in advance of their own old stick-in-the-mud notions.

Knocking Merchants' Organizations.

There are even cases where some of the merchants in a town organized a retail merchants' association in order to improve conditions, and those who did not join, led their customers to believe that it was a combine to raise the prices of goods, and for that reason they did not join them. Tactics of this kind are common among merchants and as long as they don't rise to a higher level, or weed out the old fossils the country will suffer for want of up-to-date business men.

Manufacturers and producers of all kinds are constantly on the alert for improved machinery at any cost, in order to produce, more, better and cheaper goods, but the merchants are not following this rule and for that reason they are not getting the trade that rightfully belongs to them, and they are not rendering the service the people are entitled to.

While this machinery consists principally of men, they require the best, but like machinery, in order to get satisfactory results they must be properly oiled and have careful attention. In this respect the clerk does not get the same chance as a machine. If a machine does not work perfectly, it is helped and adjusted until it does perfect work. A clerk would be more than human if he could give the best that is in him without the oil of encouragement and appreciation. In some places, where the employers understand how to treat their clerks, they do their work so perfectly that people take a real pleasure in buying from them, and consequently will get their trade.

Clerks and Increased Knowledge.

As soon as a clerk thinks he knows it all, then he has to start to learn how little he knows. What he knows to-day is not enough for him to know to-morrow. Salesmanship like music requires constant intelligent practice. A word, a look, or a simple act, may make or lose a customer which may mean hundreds of dollars to the store. Many a manufacturer throws out a machine which has cost him thousands of dollars and replaces it with a better one, and he finds that it pays to do it.

Would it not be equally wise on the part of the merchant to demand a higher type of a machine in the shape of better clerks. Improved machines are invented and manufactured, because it is a known fact that there is a constant demand for better machines, for which the manufacturing world is willing to pay. If the commercial world were willing to pay for better clerks, surely the service could be so much improved that it would meet the demands of the people, and business would follow its natural channel. Better clerks and business improvements can only result from united effort which will be my next subject.

CARTOON TALKS ON SERVICE



Sweeping crumbs from the counter to the floor does not work for any improvement of the opinion which the customer has of the dealer. A floor littered by odds and ends presents an appearance far from attractive.

The Markets—Sugar Advances 10 Cents

Further Advance on Tuesday—Market Strong—Heavier Purchases of Sugar by Retailers—Interest in Prospects for Growing Crops—Prices on Strawberries and Peas Expected Soon—Some New Crop Peas Arrive on Market—French Pea Crop Reported Damaged—Summer Drinks and Prepared Foods in Good Demand.

See also Provisions, Cereals and Fruit Pages Following.

ONTARIO MARKETS

Pointers.

Sugar.—Up 10 cents.

Currants.—Bought at shade higher price than last year.

Jams.—Some manufacturers have withdrawn prices.

Canned Pineapple.—Advance of 40c in past 6 months.

Toronto, July 13.—Sugar again supplied the feature of the week, advancing 10 cents to $4.85 on Tuesday of this week. The market is decidedly strong, even at the advance and a further upward movement is seemingly in order.

Business in general is reported quite good with collections fair. The country travelers will holiday from the 17th to 29th and the city travelers from the 20th to the 31st and are now making strenuous attempts to swell the amount of sales before taking their annual holiday. Some dealers are considering how the fires in Northern Ontario are going to affect trade in that section of the country. One wholesale house received an order for shipment by express to that section this week on which the express charges amounted to over $100.

One wholesaler spoke particularly of the unsettled situation in jams. "Some of the manufacturers," he said, "have withdrawn their prices on jams until something more definite regarding the outlook is ascertained. There seems to be no question but that there will be a shortage. Producers of compounds have already advanced prices on their product."

Packers of pineapple have been advancing prices in order to put them on a paying basis and a total advance of 40 cents per dozen within the past six months has taken place. Prices on new pack strawberries and peas have not been made but are expected soon. A shipment of new peas was received in Toronto this week.

Summer drinks of various kinds are in good demand and with Old Sol dispensing his most fiery brand of sunshine, no difficulty should be found in selling these lines.

Sugar.—A further advance, as suggested last week, has taken place in the sugar market, 10 cents being added on Tuesday bringing quotations on the Toronto market up to $4.85. The market is decidedly firm at the advance, and it seems quite probable under conditions now existing that a further upward movement will be in order. The facts of the case are these. Cuban raws have practically all been contracted for. American refiners will require, it is estimated, 200,000 tons of raws before Jan. 1st. The demand for refined in New York is extra heavy, thus forcing refiners to make purchases. Dealers in Europe being acquainted with these facts and on this and the strength of damage to growing beet crops in Germany and Bohemia have forced prices up fully 25 points above quotations ruling for beets two weeks ago. At present European beets landed in New York equal $4.57 while the last sales of Cuban raws were made at $4.23. Thus on the surface, the situation exhibits considerable strength, although just what European beets will do is somewhat uncertain. The course of the market depends largely upon future supply and demand. Local demand from the retailer shows improvement, although it has been somewhat affected by the scarcity of fruits for preserving.

Extra granulated, bags	4 85
" " 20 lb. bags	4 95
Imperial granulated	4 65
Beaver granulated	4 65
Yellow, bags	4 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 35
" " 50-lb. boxes	5 45
" " 25-lb. boxes	5 55
Powdered, brls	5 05
" 50-lb. boxes	5 05
" 25-lb. boxes	5 45
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 75
" in 50-lb. "	5 85
" in 25-lb. "	6 05

Dried Fruits.—It seems like repetition to say that stocks of prunes, peaches and kindred lines are practically cleaned up because such has been the case for some little time past. The market is bare of nearly all lines. Raisins and currants are the only exception and these are limited. Interest in the growing California fruit crop is still lacking. More attention has been given to currants and considerable buying of this year's crop is reported at prices a shade higher than last year's opening prices, but the market is rather unsettled as yet. The first shipments of new stock will not arrive until the early part of October. From Spain come reports of good prospects for the raisin crop, both as regards quality and quantity, but no prices have as yet been named.

Syrup and Molasses.—"Nothing special" is the report in regard to both these lines. Syrup trade is moderate for the season of the year with molasses quietly inclined. Prices are repeated at previous quotations, with no features to the situation.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter "	0 03½
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

CANNED GOODS

Toronto.—Wholesalers are wondering to what extent their orders for canned goods will be filled. They are closely following crop conditions and the torrid weather of the past two weeks, combined with last year's experience regarding the shortness in delivery, has brought this thought more prominently before them.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 30
" " 3's		1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal		4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's		1 50
" Sweet Wrinkle, size 2, 2's		1 50
" Extra fine sifted, size 1, 2's	1 77½	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's		1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red, pitted, heavy syrup, 2's	2 17½	2 27½
" not white, pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 00
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's		1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Pineapple, 1½ sliced		1 75
" 1½ whole		1 70
" 1½ grated		1 75
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25	2 27½	
½-lb. flats, dozen	1 42½	1 45	
1-lb. flats, dozen	2 45	2 47½	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Northern River Sockeye			2 20 2 25
Chicken			4 00
Turkey			4 00
Ducks			4 00
Cohoes, per doz.			1 77
Red Spring, doz.			2 10 2 15
Lobsters, halves, per dozen			2 50 2 65
Lobsters, quarters, per dozen			1 60
Soup, 2's			1 9
Soup, 1's			1 40

Prunes—		
30 to 40, in 25-lb. boxes		0 17
40 to 50 " "		0 16½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Choice, 25 lb boxes	0 20	0 21
Fancy, " "	0 20	0 22
Candied Peels—		
Lemon	0 09	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs—		
Elemes, per lb.	0 11½	0 12½
1½ inches	0 08	0 10
2 "	0 08½	0 10½
2½ "	0 09½	0 12
2½ "	0 11½	0 13½
Umbrella boxes	0 12	0 14
Tapnets, "	0 04	0 04½
Bag figs	0 04½	0 06
Dried peaches		0 13½
Dried apples	0 09	0 09½
Evaporated apples		0 16
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Uncleaned ½c less		
Vostizzas	0 10	0 12
Raisins—		
Sultana	0 10	0 12
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencias selected	0 08½	0 09
Seeded, 1 lb packets, fancy		0 10
" 16 oz. packets, choice	0 09½	0 09½
Sairs		0 05
Dates—	Package dates,	
Hallowees—	per 1 lb	0 06½ 0 06½
Full boxes	0 05½ 0 06	
Fards choicest	0 10	0 10½

Tea.—"Moderate steadiness with a slight easing off in prices" was the way one broker described the Ceylon tea situation. Apparently, prices have eased somewhat but to no great extent as yet. One report on Ceylon tea says, "There was a good demand ruling, but with quality generally showing a distinct falling off, a great deal of irregularity was apparent, and a lower range of prices was often established. This was most noticeable amongst common and lower medium sorts. Common kinds of leaf tea were obtainable in fair quantity, the quotations for this class making a decline of ¼c per lb. Better mediums showed no material alteration."

Coffee.—Prices are unchanged and so is the general situation. New York reports both speculative and spot coffees steady, and that, while the situation statistically is strong, the improvement in business has not come up to expectations. Considering the trade to the retail trade, local dealers contend that the demand for coffee is well maintained as well as the standard of quality.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—Nothing new has developed in nuts. Prices are unchanged with a moderate trade being transacted, with peanuts and shelled varieties the most prominent.

Almonds, Formigetta	0 15	0 16
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 16½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Spices.—Retailers have not as yet commenced purchasing in anticipation of their wants for the pickling season, but this trade is expected to develop in the near future. "It generally comes on with a rush," said one dealer, "and is liable to start at any time." Prices are steady.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 00	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—The trade in these lines is of a routine character, with nothing special bearing on prices in evidence, other than spoken of previously.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

	Per lb.			
Rice, stand B	0 03	0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double	
Japan	0 04½	0 06	goat	0 08
Java	0 06	0 07	Medium pearl.	0 06 0 06½
Carolina	0 10	0 11	Flake	0 08
			Seed	0 06 0 06½

Beans.—Some dealers report the supply of beans none too plentiful, considering that new crop will not be available before October. Others express a different opinion regarding the amount available, although it is allowed that many are of inferior quality. The acreage in Ontario this year is slightly in excess of last year. A crop of 1,000,000 bushels is predicted by one authority if weather conditions prove favorable.

Prime beans, per bushel	1 90 2 10
Hand picked beans, per bushel	2 10 2 25

MANITOBA MARKETS

POINTERS—

Sugar.—Firm.

Syrup.—Advanced ten cents.

Beans.—Firm and high.

Winnipeg, Man., July 15th.—Trade in all lines of the grocery business continues to be extremely active for this period of the year. Prices are holding firm and the condition of the growing crop is certainly reflected on the condition of the market. Orders have been heavier than usual during the week as the majority of the travelers are coming in some time this week for the Canada Industrial Exhibition which is held from the 13th to the 22nd of July. Owing to the expected holiday they have been hurrying over their territory and as a result, orders have been coming in large quantities. One wholesaler when asked if the arrival of the traveler in the city would ease the rush at all on his house, replied with a grim smile that they had enough orders on hand to keep them busy for a month and that they were unable to give the attention that should be given to each order at the present time. This will in a way help to give an idea of conditions prevailing.

All lines during the week have been strengthening considerably. The feature of the week, however, was the advance of ten cents per case in syrup and fifteen cents per gallon in barrels. Beans are also attracting attention by their firmness and Ontario Maws are quoted now at 12½ cents.

Sugar.—While no change has taken place in the price of sugar the market continues to hold firm. There is a strong demand at present and stocks are of fair size.

Montreal and B.C. granulated, in bbls	5 15
" " in sacks	5 10
" yellow, in bbls	4 75
" " in sacks	4 70
Icing sugar, in bbls	5 50
" " in boxes (25 lbs.)	5 75
Powdered sugar, in bbls	5 30
" " in boxes	5 30
" " in small quantities	6 05
Lump, hard, in bbls	6 00
" " in ½-bbls	6 10
" " in 100-lb. cases	6 00

Syrup and Molasses.—The strength of the syrup market can be understood when it advanced 10 cents a case and 15 cents per gallon in barrels. While an advance was expected it was not anticipated at anything as high as this would take place and consequently many have been considerably surprised.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 88
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Fruits.—The situation in dried fruits remains unchanged in the last week and while several lines are reported to be going higher, no change in prices has yet been quoted.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 08
" " choice seeded, in 1-lb. packages per package	0 09
" " fancy seeded, in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
Raisins, 4 crown muscatels, per lb	0 08½

Prunes—		Prunes, 50-60, lb	0 14
25-lb bx, 90-100, lb	0 11	Prunes, 40-50, lb	0 14½
" 80-90 "	0 13½	Silver prunes, ac.	
" 70-80 "	0 14	to quality	0 11½ 0 14½
" 60-70 "	0 14½		

Currants, uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg., dry, cleaned, lb			0 09½
Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 10½	Dates, Hallows, per lb., bulk	0 05½
Peaches, choice	0 11½	Dates, pac ages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lemon, lb	0 10
Apricots, choice per lb	0 17½	Peel, orange, lb	0 10½
Plums, pitted, lb	0 12	Peel, citron, lb	0 14½

Coffee.—This line is also considerably stronger and is expected to advance on the local market during the week to correspond with the advance of the Southern market. Stocks or fair sizes are held in the city at the present time but the demand during the last few weeks has been only normal.

Coffee, standard Rio	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Beans and Peas.—The bean market is strong and expected to be considerably

higher before long. Ontario Maws are quoted at 12½ cents per pound in Ontario. It is expected that local prices will advance from five to ten cents a bushel during the week. Peas are also on the move and a similar advance is expected.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

Flour.—There has been a fairly good domestic movement of flour during the last week at steady prices. Export acquired also showed some improvements but business in this respect was not active.

Much interest is being taken at the present time in the endeavor to develop trade with the Orient. Local millers cannot compete with the Washington producers of low grade flour and consequently the export trade of Canadian flour to Japan and China which started so well a few years ago fell off short after that and there has been but little done in that direction since. It is thought, however, that there is a market in Japan for the best Canadian grade and the result of recent shipments are being watched with much interest.

First patents are steady at $2.65 per 98 lbs, sack; seconds $2.45; clears $2.35; 1st clears $2.00 and common grade $1.50.

Cereals.—The demand for feed has fallen off considerably during the last week and a small surplus stock is reported to be in millers' hands. While no reductions have been announced in price on the Winnipeg market, it is understod that millers are willing to shade present figures and it is likely lower prices will be in existence before long. Farmers are now delivering loads of new hay on the market which has had an effect on the local demand for feed, and business in the country is quiet.

There is no new feature in rolled oats and oatmeal. Business expected that some of the mills in different parts of the West are beginning to grind again. Rolled oats is quoted at $1.90 per sack of 80 pounds and standard and guaranteed oatmeal at $2.40 per sack of 98 pounds.

BRITISH COLUMBIA MARKETS.

Vancouver, July 13.—Despite the advance of summer, butter remains firm in price and poor in quality on the average. Creameries which never before turned out poor butter, have under their label an article that is being returned. A grocer this week sent back a 60-pound crate which had blue mould on it. He is always doing his best to get the highest quality. The wonder is expressed if creameries are not selling their raw cream and putting up other butter in a label that has won a reputation.

Growers in the Ladner district at the mouth of the Fraser River, have started early shipments of potatoes. Two tons and a half were sold this week, the price being $100 a ton. It looks as if potatoes are going to be more expensive than usual during next winter. In former years potatoes at the outset have commanded from $60 to $70 a ton at the opening of the season, and only once has $100 been paid and that for only a shipment or two at the very first. The late season is the principal cause of the scarcity and the high price, and a late frost, which nipped the tops, necessitating a second planting in some cases. Dry weather in the spring also had its effect.

With the advance of the season, local strawberries have been coming into the city at about a carload a day, with the price down to $2 a crate. It is not expected that they will be any cheaper.

There is still a scarcity in beef, and supplies are being brought in from Omaha and other points. Some relief is expected now that grass-fed cattle will be available shortly from the prairie.

NEW BRUNSWICK MARKETS.

St. John, N. B., July 13.—The most notable feature of the local market is the strength of sugar. An advance of 5 cents was noted last week, and all New York refiners this week made an additional advance of ten cents. Prospects are that the price will go higher.

Although the flour market is strong, experienced local dealers are of the opinion that there is too much difference between Manitoba and Ontario patents, but do not anticipate much of a change in the immediate future.

Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	2 40	2 45
Cheese, new, lb.	0 12½	0 12¾
Currants, 1's, lb.	0 08¾	0 09
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 27½
" No. 2		1 32½
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	1 85	1 90
Tomatoes	1 45	1 50
Strawberries	1 85	1 90
Flour, Manitoba	6 15	6 20
" Ontario	5 20	5 25
Fish—		
Cod, dry	5 00	5 10
Cornmeal, gran		4 75
Cornmeal, bags		1 60
" bbls		3 35
Oatmeal, bbls	5 25	5 30
Std. oatmeal		5 75
Rolled oatmeal		5 25
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10¼	0 10½
Molasses, fcy. Barbados, gl	0 28	0 29
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham		0 16
Rice, lb	0 03¾	0 03¾
Lard, compound lb	0 11	0 11½
Lard, pure, lb	0 11½	C 12
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	19 25	21 50
Salmon, case—		
Red spring	7 00	7 50
Cohoes	6 50	6 75
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	4 80	4 90
Austrian "	4 70	4 80
Bright yellow	4 60	4 70
No. 1 yellow	4 30	4 40
Paris lumps	5 60	5 75

Just at press time, a wire arrived from our correspondent in St. John, N. B., reading that sugar had advanced ten cents per hundredweight in that province. Ontario, Quebec and Nova Scotia were also affected in this increase.

NOVA SCOTIA MARKETS.

Halifax, July 13.—An advance of ten cents per hundred pounds in the price of all grades of refined sugar is the principal change in the local grocery markets this week. Wholesale dealers say that the sugar market is strong, and that there is every probability of another advance in the near future. Extra standard granulated is now quoted at $4.85 per hundred pounds.

More potatoes are coming on the market now from Prince Edward Island, than for some weeks. They are all old stock. They are now quoted at 80 cents per bushel, and the quality of the stock is excellent for so late in the season. New American potatoes are on the market, and they are quoted at $3 per bushel.

Heavy receipts of butter are coming along, but the price continues unchanged. The egg trade is quiet as the receipts are light, particularly of Nova Scotia stock. The crop of strawberries is proving very disappointing, the drought of the past ten days having shortened the crop materially. The price has jumped to 12 cents per box for Nova Scotia berries. Some New Brunswick berries arrived to-day and they are selling at 15 cents per box.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

F. Chivets & Co., of Bath, England, are now placing their "Six Good Lines" on the Canadian market, and find that the dealers are showing great interest in their carpet soaps, furniture polish and floor polish, etc. The dealers' margin of profit is very reasonable. They are represented by Harrison & Son, St. Nicholas Building, Montreal.

The Dominion Cocoanut Butters, Ltd., beg to announce to the trade that they will be pleased to forward on request a series of recipes for use in cooking with Ko-Ko-But, a butter substitute advertised in this paper.

Laporte, Martin & Co., Limited, have been fortunate enough to secure 3,000 cases of the celebrated imported canned vegetables and soups of the "Soleil" brand just before the advance in prices. Orders should be placed at once. A special offer is also made by this firm for the "La Capitale" Vichy Water, one of the best water of the Vichy Basin. A consignment of sardines is also to be had at bargain figures. Read their advertisement in this issue.

Owing to the large increase in business in British Columbia, W. G. Patrick & Co., have found it necessary to open a branch in Vancouver in charge of Jno. Hutchison. The new office will be located in room 416, Holden Block, 16 Hastings St. East, Vancouver, B.C.

CAMPBELL BROS. and WILSON, Limited

WINNIPEG



WHOLESALE GROCERS AND PACKERS OF
ROYAL SHIELD BRAND OF TEAS,
COFFEES, EXTRACTS, JELLY POWDERS, ETC.

Guaranteed absolutely pure and of high quality.

Order now your requirements of Canned Fruits and Vegetables and ensure full delivery. We offer you choice of all the standard well-known brands.

Your Correspondence and Orders Solicited

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

SIX POINTERS
FOR THE RETAILER

Appeals to Young and Old!

Quick Seller!



Clean and Wholesome!

No. Waste!

Attractive Sealed Packages!

Over 25% Profit!

O-Pee-Chee Gum Co.
LIMITED
LONDON CANADA

Why Department Cutter Came Into Fold

Methods by Which Grocers in Minneapolis Forced Big Competitor to Admit Himself Beaten—Selling by Dealers Just at Advertised Prices Caused Big Store's Trade to Fall Away—The Value of Co-operation.

By Henry Johnson, Jr.

Another Grocers' Convention question was: If the Other Fellow Sells at Less than Cost how shall we Meet the Competition?

I am inclined to the opinion that the questioner has solved that problem for himself; but it is a good point for discussion, and the answer is various and the solution largely dependent on local conditions. It is solved in my own town by our simply ignoring that kind of competition, and selling at our own scale of prices. In Minneapolis, where there is a strong, well organized, up-to-date association which really does things, the solution was unique and exceedingly effective. In a Western City with which I am familiar, up to the time of my last advices, they had not solved the difficulty, though they have at hand the same remedy used in Minneapolis and an up-to-date local secretary; and it has always been a puzzle to me why they have not yet found the way out.

* * *

I have covered this thing two or three times already so far as telling about my own store goes; but the story will bear repeating for what good there may be in it.

Do Not Meet Price.

Our town happens to be peculiar in that it is what may be called a final market—things come in and are consumed there. Very little goes through or out of it. It is not what may be called a manufacturing centre, although many things are made there, including tools and farm machinery; but the great body of the people are salaried workers, who do a good deal in the social line, trade where it is fashionable to trade, live according to certain accepted standards, and, while often complaining of the high cost of living, are willing to pay the cost of exacting service and the expense of carrying a wide variety of fine goods. Hence, one peculiarity is that the fact that one or two may be selling notably cheaper than the average merchant does not greatly affect the rest of us; in fact, it sometimes takes us a long time to find out that there is any cutting going on. Obviously, there is little of the problem for us to contend with. Occasionally we learn that some department store man, who runs a quasi-grocery end to his business, is selling baking soda for 7 cents where our price is ten cents—but we do not meet that price—rather let the customer go to him for that item. For to meet his price would be to lose 3 cents not only on that package, but on all our sales of soda; while to let him sell this one customer does little damage in comparison. So we simply handle the difficulty that way.

Right Goods for Trade.

On other items, where there is sometimes a tendency to close price-competition, we rely on better service; bigger assortment; the fact of always having the right line of goods for the particular trade; emphasizing something other than price—and this last is one proper recourse which is always within the reach of every merchant who would grow and prosper in spite of what might otherwise be disastrous competition. I know of one well-to-do grocer who has "gone it alone" in one town where price seems to be all that is generally thought of, and has made a big success. He worked on having the goods, the attractive fixtures, the carefully organized and efficient delivery service. His store was the wonder and amazement, also the subject of humorous comment to begin with; but nobody smiles at him now, though many smile with him.

* * *

Story of Minneapolis.

The story of Minneapolis is unique so far as I know. The association was formed and perfected really as a desperate means of self-preservation, as there was one department man who was cutting things wide-open regularly. Soemthing had to be done to bring this man to reason; and somebody had a brilliant idea. The department man advertised low prices on a certain assortment of goods, as was his regular habit, when one day he noted that his list failed to draw the accustomed crowds He cut deeper—and less impression was made. His "shoppers" were put to work and they reported that the reason why his leaders failed to draw was that, on the days when he advertised them, every store in the town sold those goods at precisely his prices for just as long as he sold them at the reduced figures. There was no ostentation about it. The grocers did not cut under his figures. They did not specially display that cut-price line. It simply happened that customers who asked prices at grocery stores, for comparison, found they could buy at the same figures of their regular grocers; and, naturally, they preferred to buy of the regular man rather than go away down town to get the same figures and pay cash to the department store. The point was that, as every grocer sold at the reduced prices, there was little burden on any one of them and they could stand it even longer than the department store man could do. He thought it over for a while; could see no way out; and finally came right to the secretary and acknowledged himself beaten. Moreover, he joined the association; has been a strong member ever since, and that association is to-day a model of efficiency and strength. All of which shows that, if the trouble is met boldly and in a spirit of honest, hearty, good-faith co-operation, it can be cured.

A Difficult Case.

In one other town an altogether mistaken policy was adopted. The association was strong enough to make the jobbers feel that they could not profitably sell to a newly organized grocery department in a department store and the attempt was made to deny supplies to that department. The effect was to send the department's orders to another city, at some considerable cost, of course; but that store was then able to advertise that the "grocer's trust" was working to keep up prices to the poor, and the department man posed as the champion of the laboring classes, etc., all to its own great gain in its other departments, so that it really made a very good thing out of the mistaken move of the grocers, while the grocers themselves were suffering from the same old cut prices. This went on for a year or more, until one of the stronger jobbers saw the weakness of the position in which the association had placed itself and decided that it would sell that department all the goods it wanted. That broke the combination and rendered ineffective such advertising as had been so profitable to the department store; stole its thunder, so to speak, and put it much more nearly on the same basis as other stores. It took some little time for the local association to see that the jobber was right, but I believe it is understood now. If that association will now follow the lead of Minneapolis, the entire trouble may be cured.

* * *

All of which shows, I think, that association work, properly directed can accomplish wonders and do incalculable good; also that any plan which savors of coercion will get nowhere no matter how great may be its apparent strength.

It also simmers down to the answer that the way to meet the other fellow in his folly is not to meet him at all, but to devise means, according to the local conditions, to beat him at his own game and trim his claws.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of "Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

The Condensed Ads. in this Paper will bring good results

I AM NOW OPEN

for appointment for one or two good agencies. My travellers are now calling in every town of importance in Alberta and British Columbia.

20 YEARS' EXPERIENCE

By placing your business with me you will secure the benefit of a strong and reliable connection.

Write Box Z, Canadian Grocer, Montreal

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

When writing advertisers kindly mention having seen the advertisement in this paper

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



Investigate THE MERITS OF COLES COFFEE MILLS

which we make in all sizes and styles for all purposes. We manufacture a complete line of hand mills---mills for coffee roasters and electrically driven mills, at reasonable prices.

All Prices are F.O.B. Phila., Pa.

Coles Mfg. Co.

1624 N. 23rd St.
PHILADELPHIA, PA.

For Direct Current, $65 For Alternating Current, $75

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Dore Bros., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B. C.; L. T. Mewburne & Co, Calgary, Alta.

There's Money in Summer Drinks

Sterling BRAND

ORANGEADE and LEMONADE

The first thought of the thirsty public on these hot days is to have a drink that will please the taste, and quench the thirst.

The grocer who has for sale a line of summer drinks of such individual merit as "Sterling Brand" will corner the trade of these goods in his locality. Their excellent quality and genuineness make them sure favorites wherever used and guarantee repeat orders.

SEE TO YOUR STOCKS TO-DAY

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

Well-Earned Holidays

Red Rose Tea travellers will be on holidays from July 17th to the 29th, and I am sure you wish them all two weeks of solid enjoyment. In the meantime your stock of **Red Rose Tea** may get low in some grades, and your order by mail, or by wire at my expense, will receive prompt attention.

It Pays to Recommend

Red Rose Tea

Because it "is good tea"

7 Front Street East, Toronto, Ont.
315 William Ave. Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

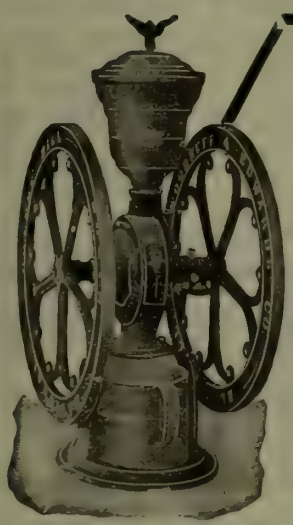
Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Bean Harvest of One Million Bushels

This Yield Predicted by N. H. Stevens, of Western Ontario—This, Provided That Weather Conditions are Favorable for Balance of Season—Acreage Larger Than Last Year—Drought Has Been Having Effect.

Chatham, Ont., July 13.—A bean crop in Ontario of close upon 1,000,000 bushels is hopefully predicted by N. H. Stevens, one of the leading authorities upon this branch of agriculture. Mr. Stevens is president of the Canada Flour Mills Co., Limited, of Chatham and Blenheim, and one of the most extensive dealers, and as such keeps closely in touch with the progress of the crop.

Mr. Stevens' estimate is based upon one very important proviso — that weather conditions for the balance of the season are favorable. And this, in turn requires that, after a considerable spell of drought, the bean growing districts of Essex, Kent and Elgin be visited by rain during the coming week.

In conversation this morning, Mr. Stevens stated that the bean acreage this year was slightly in excess of that for 1910, though the increase is hardly sufficient to merit emphasis. The seed went in under quite favorable conditions. A few days of damp weather, most suitable for sprouting plants, followed closely on the seeding, and the plants in most cases came up well.

Since the seeding, early in June, the beans continued to do exceptionally well, until a few days ago, when the lack of moisture began to make its effects apparent in a certain stunting of the growth of the plants and the withering of the leaves. Mr. Stevens, however, is inclined to minimize the bad effects of these conditions. Even now, the young plants are in good condition, and rain within the next two or three days will not merely save a heavy loss, but will also ensure a bumper crop.

Mr. Stevens added that there are at present sufficient beans in the hands of buyers and farmers to supply even a heavy demand until the new crop is ready for the market, though, should a shortage occur as a result of the unfavorable weather so far this month, the available supply might prove inadequate to meet the demand. With approximately 50,000 acres under cultivation, principally throughout Western Ontario, Mr. Stevens considers that there is slight cause to fear such a condition.

Wheat crops in this vicinity are excellent, the harvesting being pretty well completed. The oat crop promises to be short, but barley and corn are looking well. They, too, require moisture, however.

MARITIME BOARD OF TRADE.

The Maritime Board of Trade will meet this year in Moncton, N.B., and the date of the convention has been fixed for August 17th.

Thomas Williams, of Moncton, is the secretary of the Board and is making elaborate preparations so that the gathering this year will probably be one of the most important in the history of the organization. Many matters of interest to merchants in the provinces down by the sea will be taken up and the discussions should prove to be interesting. The Canadian Grocer has arranged to have a member of its staff present and a full report will be given in this paper, as in past years.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

Everything about a **Successful** grocery store is usually bright, attractive and reliable.

And these are the prominent qualities of

FELS-NAPTHA SOAP

plus right quality, of course.

No question which laundry soap to make YOUR leader!



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

TEA LEAD

(*Best Inocrrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London, LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

BONELESS SKINNED BACKS

THICK,
LEAN,
MILD CURED

Particularly suitable for slicing machines.

—

SPECIAL PRICE FOR TEN DAYS

—

GUNNS LIMITED
PORK AND BEEF PACKERS
TORONTO

Fearman's English Breakfast Bacon

Unsurpassed for quality, a little higher in price, but well worth the money.

F. W. Fearman Co. LIMITED
HAMILTON



Reindeer Milk

The safest food for Infants, similar to human milk in fat proteids and sugar, will not curdle and is free from all germs. You will always get repeat orders when you sell goods bearing the REINDEER BRAND. Prices will never be lower. Have you a good stock on hand?

REINDEER
LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED
Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Country Produce Affected by the Heat

Warm Weather Affects Butter and Eggs — Complaints of Heated Cheese and Tainted Poultry — Torrid Weather Depresses Customers' Appetites and Sale of Meats—Live Hogs Are Steadier Under Firmer English Bacon Market.

The pulse of the domestic provision trade is beating somewhat slower this week, appetites having been affected by the torrid weather and the meat trade suffering in consequence. The redeeming feature is the excellent demand for cooked meats which under the heavy demand continue to firm up. Export trade is, however, quite satisfactory according to the various reports.

Canadian live hog markets are steady on a firmer English bacon market. The London market eased off a little and dealers were beginning to lower live hog prices, but a steady tendency has now set in. The offerings of hogs are none too liberal while the demand is fairly keen.

All country products have been affected to a greater or less extent by the warm weather. Eggs are one of the big items, all centres reporting a large shrinkage in this article. The quality of butter arriving has dropped off and at some points, really good dairy butter is scarce, although there is plenty of the inferior grade. From other centres come a few complaints of a few lots of heated cheese arriving, while dressed poultry when shipped during the warm weather was tainted in some cases.

At the time of the last report, cheese was none too steady but since then the market has firmed up and sharp advances were recorded at some country boards. Competition among hose anxious to fill their contracts is given as an explanation.

TORONTO.

Provisions. — The torrid weather of the past two weeks has apparently played havoc with the consumer's appetite for meats, a slackness in sales being reported by a number of dealers. Cooked hams are, however, enjoying a healthy demand, and prices have expanded another cent, now ruling at 24 to 25 cents. Lard is moving none too freely, and some dealers are quoting ¼ cent under present quotations. Other lines of provisions appear steady in price. Live hogs are unchanged but steady, under a somewhat steadier English bacon market.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11½ 0 12
Light hams, per lb	0 16 0 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 13 0 14
Cooked hams	0 24 0 25
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Heavy mess pork, per bbl	18 00 20 00
Short cut, per bbl	20 00 22 00
Lard, tierces, per lb	0 10 0 10½
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10½
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	6 75
Live hogs, local	7 10
Dressed hogs	9 25 10 25

Butter.—The warm weather is held accountable for a dropping off in the quality of butter arriving. Really good quality dairy butter is scarce, but there is plenty of the inferior stock. When shipments arrive from country points, prints are out of shape, and their selling quality generally impaired. Prices show no change this week.

	Per lb.
Fresh creamery print	0 21 0 24
Creamery solids	0 20 0 22
Farmers' separator butter	0 18 0 19
Dairy prints, choice	0 16 0 18
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—Prices are unchanged, as well as the general situation. A big shrinkage is still in evidence. Quite a large quantity are arriving.

New laid eggs	0 18 0 20

Cheese—After exhibiting an easier tendency at the beginning of last week, the market took an upward move at country points, sharp advances occurring at some boards. As a result, quotations are marked up ¼ cent this week.

New cheese—			
Large	0 12½ 0 12½	New twins	0 12½ 0 12½
Old cheese	0 14½ 0 15	Old Stiltons	0 15 0 16

Poultry.—One large dealer in poultry advises all shippers to send their poultry alive, as the dressed product are liable to taint. For the same reason, another dealer says that he is making no quotations at all on dressed poultry. There is practically nothing doing in geese or turkeys. Fowl and broilers are the favorites, with a good demand for all supplies that are coming forward.

Fowl, live	0 13 0 14	Duckling, live	0 14 0 15
Broilers, live	0 16 0 18		

WINNIPEG.

Butter.—The demand for creamery butter has been so strong during the week that an increase of 1 cent per pound has taken place, for Manitoba fresh made creamery rich. In boxes this is quoted at 2 cents per pound higher than last week. This increase in demand is reported to have taken place on account of the lowering of the supplies of the dairy butter in the country. At present, stocks of dairy butter in the city are good, and for No. 1 quality there is a firm demand. Only about fifty per cent. of the supplies of dairy butter being received, however, can be termed No. 1 grade and all remaining 50 per cent. inferior butter which dealers would rather not handle at all.

Creamery butter—	
Manitoba fresh-made creamery bricks	0 22
Manitoba fresh-made, boxes	0 21½
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 15
No. 2, delivered Winnipeg	0 10 0 12
No. 3, delivered Winnipeg	0 07 0 09

Provisions.—Steadiness prevails in the provision market this week, a fairly good amount of trade being transacted. Smoked and cured meats have been active, while breakfast bacon is reported to be considerably firmer. Live hogs are in good demand and the price is holding steady.

Eggs.—There is a good supply of eggs coming in, but owing to the fact that the quality is decidedly poor, due no doubt to the hot weather and the fact that they were not gathered soon enough, has brought about a decline of about 1 cent per dozen in price. Prices quoted now are 17 cents per dozen for ordinary fresh eggs. While for strictly fresh, or what is termed "Brookfield" eggs, wholesalers are asking 25 cents per dozen.

Cheese.—Prices of cheese coming in the city show some improvement during the week. Prices, however, hold firm at 10½ cents per pound for Maw new cheese and no advance is expected at present.

Grocer Letter Box

Editor Canadian Grocer. — Can you tell me who is the manufacturer of "Norub" and the address?

BROCKVILLE.

Editorial Note.—Norub is manufactured by Macks Norub Laundry Tablet Co., Almonte, Ont.

Editor Canadian Grocer.—I notice an article in The Canadian Grocer advising merchants to purchase cherry pitters for loaning to their customers. Would you kindly answer in next week's Grocer where I would be able to purchase one and onlige.

L. H. WARE.

Huntsville, June, 1911.

Editorial Note.—The pitters in question intended for loaning to customers who purchase cherries should be obtained at one of the local hardware stores. If those merchants do not happen to have them in stock they should be in a position to get them. The pitters come in several sizes.

W. A. Wagonhauser, general merchant, Winnott, B. C., has sold to J. W. Robson.

Fleming & Ramsden, general merchants, Nelson, B. C., dissolved, Ross Fleming continuing.

Winnipeg Caterers at Winnipeg Beach

Twenty-fifth Annual Celebrated by Dealers at the "Peg"—Rain Fell Soon After Train Reached the Lake—More Than Three Thousand Enjoyed a Pleasant Day—Grocers Win Ball Game.

(Staff Correspondence.)

Winnipeg, July 13.—On Wednesday, July 5, the Winnipeg caterers held their 25th annual picnic, at Winnipeg Beach, a favored resort, about 50 miles north of the city. Three heavily-laden trains, each carrying thirteen coaches, were necessary to convey three thousand excursionists from the city. Great preparation had been made for several weeks previous, and the program covering the transportation and sports was carried out very systematically, and without any inconvenience.

The morning was beautiful, and to all appearances presented very favorable prospects for the day's excursion, but two train loads were landed at the grounds only about one hour before a heavy rain came on, which marred the sports program somewhat. The sun came out hot afterwards, and in about an hour the schedule was resumed.

Particularly noticeable was the number of women and children, and only on an occasion of this kind does it become evident that such a great number are dependent on the caterers of the city.

The whole day was practically given over to sports, and there were about twenty-nine events in all run off on the grounds. The fun, however, began on the train, when a watermelon was passed through the train for the passengers to guess the number of seeds it contained. This created quite a sensation, and when opened at the grounds it was found to contain 274 seeds, and a prize of $5.00 was awarded Russell Thomson, whose guess was 273.

To the officers who were especially delegated with the work of the excursion great credit is due for the success of the entire affair. Secretary H. S. McKay was very busy all day in his endeavor to give everyone a good time. Captain Harper Wilson of the Finance and Transportation Committee, with his associates, W. A. Bartram and B. H. Holman had responsible work to perform in arranging with the railway for transportation and for prizes for sports. Mr. Clark, the "fat man," had charge of the Sports Committee, and superintended the sports and individual events in a very creditable manner.

Shortly after 11 o'clock a baseball match was brought on between the grocers and butchers versus travelers and bakers. The game proved to be an exceptionally exciting one, but as the grocers and butchers stated afterwards, it was too one-sided. The score stood 8-3 in their favor.

J. H. Vancise, grocer, Collingwood, has sold out.

Booth & Stern, Cobble Hill, B. C., have succeeded to the general store of N. Lacroix.

Wiggins & Harrison, grocers, New Westminster, B. C., have registered as the West End Grocery.

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer



The Every-Day Demand

Nothing is plainer than this proposition: The nearer an article approaches the point of every-day demand the greater becomes its importance as a business asset of the producer or seller.

Housewives, housekeepers, cooks—all who keep house—are learning that

JELL-O

can be used in a hundred different ways for desserts and for table jellies.

It is all so free from trouble and work that it is becoming an every-day habit. Here is a subject that vitally interests every grocer.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

Grocers: Well known and well advertised goods are always to be found on the shelves of the leading groc ry stores. Experience has taught dealers that the public have more confidence in such goods than in bulk goods that do not bear the name of the manufacturer. No wise manufacturer will spend large sums of money in advertising inferior goods that will not meet the requirements of discriminating consumers.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

Winn peg

Montreal





"Swat the Fly"

Now that the campaign is raging so strong against the household pest and menace to good health—the fly, are you prepared to meet your customers' demands for a weapon to "Swat the Fly?"

WONDER FLY KILLER

will last the entire season, and do its work effectively. Put up in a neat tray, and when moistened with water, spells death to the fly who sips of the deadly poison.

You can do a big business in this line—stock up now and just see your profits rise.

Dominion Agents:

Crystal Sealing Co.

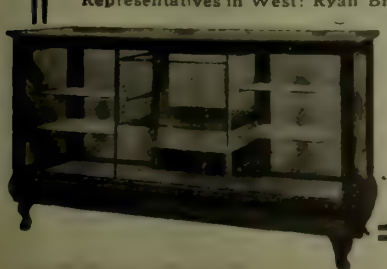
204 Stair Building, Toronto - - Phone Adelaide 199

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details

John Hillock & Co.
Limited

Toronto, Ontario

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA:
No better
Country

MOTT'S
DIAMOND
CHOCOLATE

MOTT'S:
No better
Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal
R S. McIndoe Toronto
Jos E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this m ans to you.

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Grocers Know

That

Grape-Nuts, Postum and Post Toasties

are Good Sellers

"There's a Reason"

Pure Products—Steady Demand—
Satisfied Customers—Splendid Profit

No Risk—Sale of Every Pkg. Guaranteed!

Canadian Postum Cereal Company, Ltd., Windsor, Ont.

A Grocer Writes:

"As a merchant of nineteen years' experience, I feel that I should write you a word of appreciation of the value of your products—Grape-Nuts, Postum Cereal and Post Toasties—to the merchant and to the consumer.

"In justice to himself and to his customers, no merchant can afford to be without these goods, as the demand is steady and regular and not spasmodic and irregular, as is the case with some products which sell well during an extensive coupon or other wide advertising campaign and then fail to repeat.

"Especially appreciative are those who, troubled by indigestion, have quit coffee and use Postum Cereal instead.

"I am convinced that your products would make profitable sellers for any merchant, even if you never advertised them again.

"Yours truly,

"GEO. M. COOPER."

Cornmeal Advances, Rolled Oats Steady

In Sympathy With Raw Material. Cornmeal Advances 15c Per Cwt.—Oat Market is Firm—Flour is Unchanged, But Steady —Wheat Strong Under Bullish Crop Report From United States Government—Moderate Flour Trade.

Cornmeal supplied the feature of the breadstuffs and cereal markets this week, a general advance of 15 cents per hundredweight being recorded. This is due to the higher market on corn, which made itself especially felt last week, with the resulting advance. Other lines of cereals as well as flour are unchanged, with a firm undertone.

Trade seems to be well maintained for the season of the year, domestic demand being steady, with some improvement in export enquiry reported.

There are many interested ones who would indeed like to know how wheat and flour will stand when something definite for the year has become known. Even those who spend all their time in selling this product are almost as uncertain as the small dealer who handles only a few sacks. The fact of the matter is that nobody is able to say with any degree of certainty just what to expect of the flour market. It is almost entirely in the hands of the "weather man."

"I don't look for any cheaper flour for a while," said one dealer, "as the late drought has brought somewhat of a cloud upon the horizon. The fact is that conditions have been extremely favorable for some time, and with the continued torrid spell, the country is ripe for crop scare news."

The United States crop report issued at the beginning of the week was extremely bullish, and had its effect upon the wheat markets. According to it the condition of winter wheat on July 1st was 76.8, as compared with 80.4 June 1, 85.5 for 1910, and a ten year average of 81.4. Condition of spring wheat was 73.8, as compared with 94.6 June 1, 61.6 for 1910 and 87.8 the ten year average.

The oat market is strong, with rolled oats accordingly firm. Montreal reports an active demand for oats from European sources, there being orders in the market for fully 500,000 bushels on Monday, but bids were a little out of line.

MONTREAL.

Flour.—The demand for flour is good and the market is at least temporarily firm, although it is difficult to tell what the future will bring. Prices remain unchanged.

Winter wheat patents, bbl.	4 80
Straight rollers, bbl.	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents bbl.	4 80
" strong bakers.	4 60
" second "	4 20

Cereals.—There is no change to this market. The price remains steady demand is fair, but otherwise nothing specially new is reported.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated "	2 35
Rolled cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 15
" barrels	4 60

TORONTO.

Flour.—No change has taken place in flour as far as prices are concerned, while the only difference in the situation is a stronger feeling in the wheat market, which continues to fluctuate as usual.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—The strength of the cornmeal market was spoken of particularly last week. Since then an advance of 15 cents per bag has taken place on this market, bringing quotations up to $1.90 The oat market is quite strong, and rolled oats is accordingly steady. Trade continues normal for the season of the year.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Standard and granulated oatmeal, 98 lb. sacks	2 45
Rolled wheat, small lots, 100 lb. brls.	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 90

NEW ST. JOHN STORE.

St. John, N. B., July 13.—A new store has been opened in Charlotte street by Pidgeon & Co., which presents a very creditable appearance. The fixtures are all new, and the modern appliances in the store are very attractive. A complete line of all modern groceries with a good display of cases, fixtures, etc., is in evidence in the store, the fixtures aiding materially in the display of the goods.

Limes are reported by wholesale fruit men as selling much better of late. Prices are maintained as stocks are not large.

P. W. Hodgetts, of the Ontario Agriculture Department, said this week, "The crop of berries in many sections is almost a complete failure, with the fruit all shrivelled up. Harder fruits, like apples, pears and plums are not doing so poorly."



Have you noticed the difference in the taste of a Perfection Cracker which distinguishes it from every other soda biscuit?

The difference, we attribute, to the better mixing of the choicest materials and by the better baking of the biscuit in modern, sanitary ovens.

It is these differences over other makes that commend Perfection Crackers to the housewife. They are immensely popular with your best paying trade (your dependable customers). The quality is protected and preserved from the factory to your customer's table by excellent packing.

See to your stocks to-day.

The
MOONEY BISCUIT & CANDY CO., LTD.
Stratford and Winnipeg

PROGRESSIVE GROCERS
PUSH
MAPLEINE
(A FLAVORING)
GOOD PROFIT, STRONG DEMAND
EXTENSIVELY ADVERTISED



ITS USES. Mapleine makes better Syrup than real maple at half the cost and is delicious for flavoring pastries, ice cream and confections
Order from your jobber to-day or
Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.

The Institute of Certificated Grocers

Movement in Great Britain Which is Said to Have Been Most Effective in Raising Standard of Grocers and Assistants—How Institute Began with Generous Gifts—The Troubles.

By John Williams, England.

It is our belief that the Institute of Certificated Grocers which came into existence two years ago is destined to play a great part, as, indeed, it is already doing, in the improvement of the health of the people. Upon the food of the people, so the scientist tells us, depends the health and ultimately the life of the people.

As the direct result of fifty years' experience as a grocer in one of our Midland cities, I, in conjunction with others, put into practice a scheme for the technical education of the grocers' assistant ten years ago. Out first venture was so successful, and was the object of so many encouraging letters, that a Conference was held in February, 1909, presided over by Sir William Anson, our present president. At this conference delegates from all parts of the country attended, nearly $10,000 was subscribed on the spot, including $2,500 from Sir William Tate, Bart., and it was unanimously decided to found the present organization. From that moment the trade took up the movement enthusiastically. Recently the Worshipful Company of Grocers has signified its approval of the aims of the Institute by a substantial donation to its funds.

For every aspirant to a grocer's shop 200 years ago it was necessary for him to join his Livery Company and learn "the art and mystery of grocery." Joining the company has declined today, but the mystery of the trade remains. That explains our position. How to raise the status of the trade was the problem we set out to solve. It was made possible to begin to do this on a more worthy scale than had been at first anticipated by the generosity of a large firm, who set aside $5,000, to cover a period of ten years, to be devoted to a prize of $500 annually to form the first prize at the national examination.

The Highest Skill.

We have founded the Institute because modern developments in the trade, the decay of apprenticeship, the enormous number of articles dealt with, the application of chemical science to the production of commodities, the wide field from which these are drawn, the increasing intelligence of the consumer, and the growing complexity of the laws which affect the grocer, make it imperative that the grocer and the men who assist him should possess the highest skill and efficiency. Only thus can the position of the grocer be established and maintained, whilst the confidence of the consuming public is strengthened and increased. For these reasons, the Institute has set out to promote and secure the greater efficiency of the trade.

Our first business is to make the young assistant of more service to his employer by encouraging him to learn certain things about the commodities that he handles, which will make his services more intelligent. For instance, in this year's examination paper, the candidate was asked, among other questions: "Which of the following evaporated fruits, when properly cooked, is most profitable to the consumer—dried plums, evaporated apples, peaches, or apricots, at the prices which follow?" In "law," as it affects the grocer, he was asked to state briefly: "How the law endeavors to provide for the accuracy of weights and measures." The Council of the Institute grants certificates and diplomas to the successful students. These alone we regard as a good reference for capability to a young man in passing from one situation to another.

The work of the Institute was incorporated in November, 1909, and since that time the progress has been almost phenomenal. Winter evening technical classes have been held in connection with, and generally under the supervision of, the Higher Education Authority. In this direction we desire to develop a system of apprenticeship, necessarily a new one, which will enable students to attend special classes during the day. That's the greatest difficulty which we have to face and overcome. At the same time, we believe that the operations of the Institute in promoting technical education will do much to remove the reproach which has attached to the trade in view of its hitherto undesirably frequent appearances in the Bankruptcy Court. We are losing no opportunity of bringing before the notice of the members of the trade, particularly the younger members, the desirability of attending these classes, so as to secure that thorough knowledge which their calling demands.

Day Classes Proposed.

Already proposals have been made to the Education Authority for such classes to be held during the day, which would have been accepted if only we could obtain a sufficient number of pupils. Thus our work in London would have been more successful but for the late hours so many assistants are compelled to work. Therefore, we want to secure those better conditions which we believe the trade generally is ready to grant. Our goal is the creation of a staff in every grocer's shop in the land who may be relied upon to act always in the interests of the customer, and the purity of the articles of food which he sells.

Technically-equipped students are already being selected for positions of importance and responsibility in the trade in preference to their less accomplished brothers. The status of the trade is being raised without a doubt, and nothing but good can ensue to trader and public alike from the acquisition of knowledge appertaining to the business on which their existence depends. My personal opinion may be expressed thus: "I hope the membership of the Institute will be the hall-mark of honor in the grocery world, while, as regards finance, I feel pretty well assured that the members of the trade will rise to the occasion, and enable the work to be carried on in an able and efficient manner."

TO DISCUSS EARLY CLOSING.

St. John, N. B., July 13.—The early closing enactment in St. John is still unsettled, and there promises to be a lively discussion at the common council when the question is brought up at a meeting to be held next week. A petition bearing the names of 400 citizens, a great number of them merchants, has been prepared, and will be presented at the meeting in protest of the by-law, and asking that it be repealed. What action will be taken, of course, is a matter of much conjecture, but it is said that the aldermen are about evenly divided upon the matter.

Quite a number of grocers are interested in the outcome of the meeting, and were on hand this week at another meeting, when it was expected they would be given a chance to air their views. This was not done, however, postponement having been made until next week. Meanwhile a number of dealers have been reported by the police, but no judgment has been given until the holding of the meeting referred to.

R. R. Rankin, grocer and provision dealer, as well as ex-mayor of North Bay, Ont., left last week on a holiday trip to Scotland, England and Ireland. He sailed from Montreal on the Granpan with the Scots of America and expects to be away two months. His friends here are anticipating a bunch of heather on his return.

The Popularity of Your Preserves

is assured if you stock the best, and you cannot do better than stock

"E.D.S." Brand Jams and Jellies



Guaranteed 100% Pure

There can be no stronger "talking point" than their absolute purity, for that is what commends them to everyone. Once you have got a customer to try "E.D.S." Jams and Jellies you have made a regular customer for them—one who will come back again and again. It repays the trying.

Made only by E. D. SMITH, at his own Fruit Farms, Winona, Ont.

NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton, Agents.

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53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

A. C. LANDRY

JOBBER

STE. FLAVIE STATION

Making specialty of wholesale in

Groceries, Flour, Grain, Provisions, Etc.

Every packet of

WILSON'S FLY PADS

Is capable of killing a bushel of flies



We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

Successful Grocer Tells Fruit Secrets

Considers This One of the Most Profitable Departments in His Store—The Great Growth in Demand—How He has Conducted Buying Operations—The Shipping Home at a Saving in Cost—Would Keep Away from Auctions.

By C. H. Crysdale, Oshawa, Ont.

Probably the reason may lie in the fact that my first start in business was made in that line but fruit has always been considered by me one of the most vital parts of the business. When I gave up the fruit and ice cream establishment to enter the grocer field I carried with me most of the people who were good enough to patronize me in the former store. Since then I have been bolstering it up and endeavoring to widen its scope by every means in my power and now I am satisfied to mention that the business in this department amounts to between seven and eight thousand dollars a year.

This is worth considering because there is, generally speaking, a good margin in fruit. There are losses it is true, but if a man is reasonably careful and uses good judgment in buying he can usually close out the season with a fairly good surplus. Fruit is a great drawing card and when folks become accustomed to patronize one store they very rarely change so long as the goods sold them are up to the standard. One must be careful to see that this is maintained. Thus you see if a dealer buys right and acts fairly and honestly with his customers he is in a pretty fair way of coming out considerably ahead at the end of the year.

Business is Changing.

There was a time not so many years ago, either, when even in the big cities very little fruit was sold other than the domestic lines. No one ever imagined then of importing goods, probably taking the view that people would not know what it was when it did arrive and would not pay for it anyway. Now all this has been changed. Fruit is selling all the year round, and the domestic side of the turnover while important, of course, is not by any means the whole trade. Imported goods are coming from all parts of the world. Demand has been developed for them and people now-a-days think no more of asking for currants from Greece or prunes from Oregon or California than they do of requesting the clerk to do up a quarter's worth of sugar. The business has been created by evolution.

It takes perseverance to build up a fruit business and it requires judgment if the business built up is to be maintained in a flourishing state. And yet it is the greatest side-line in my opinion for any grocer to handle. It is a food product, and, because of that, is his legitimate stock. You take a man who buys seven or eight cases of pineapples. He takes considerable chances because that particular fruit is just a little treacherous. Some of them are liable to spoil on him. Probably before the lot is sold out there would be quite a few gone bad. That is where judgment comes in and perseverance also, and I just mention it here to illustrate the point I have been trying to make.

The Biggest Problem.

But I consider the biggest problem of the fruit business is to be found in the buying side of it. There is subject matter for profound thought for every merchant in this. I gave a great deal of meditation to this particular line trying to work out the best possible method of purchasing supplies. Oshawa being reasonably close to Toronto, the market which in my opinion controls the fruit situation at least as far east as Belleville, has probably helped me considerably, in working this out.

My plan is to go to the city market twice a week during the strawberry and peach season. During the rest of the year I always visit Toronto at least once a week. Now I consider I have saved often from fifteen to twenty dollars on purchasing my fruit from the market direct rather than prove the traveler of any one house. I believe also that it would pay the average grocer who transacts a good fruit business to visit the Toronto fruit market as I have done.

Then as to shipping. The express medium is all right but I have used freight mostly and the boats often. This latter is a splendid method of setting goods down at a water-front point. They keep nice and cool all the way down. Sometimes a carter meets the boat or train and at other times again we send out our own wagon to bring up the light goods and save time. The freight train is also just as good in my estimation as a means of shipping as the express train. Usually the fruit bought in the afternoon is shipped out that night and is set down in any reasonably nearby point early the next morning. A good deal of expense is saved by this method.

Growing Central Market.

I have been told that men from as far east as Belleville have made it a point to visit the Toronto market at least once a week to purchase supplies. Of course, I do not know how they have succeeded but considering their actions in the light of my own success, I think I would be safe in saying that they have found it a profitable method of buying goods. I believe too that before many years have passed that merchnats from practically every town will do their buying for themselves on the floor of the fruit exchange. A man sees what he is getting and knows whether it will suit his trade or not. If there is any fault to be found it must be laid at his own door.

Now as to selling. I have always found that as a rule people want good stuff rather than the cheap lines. Generally speaking if you give anyone weak pithy stuff they will not come back. On the other hand had they been served with good whole fruit they would have been back for the next order. That is why I always made it a point to buy the best possible stuff I could. But there are times when one cannot help himself. He sometimes arrives on the market after the weeding out process has been entirely finished, and there is nothing left for him but the culls.

It has been my experience that a retail dealer should have nothing to do with the auction sale. True I have at various times secured good bargains there but generally speaking the losses more than absorb all the profit from a few good buys. There have been times when I have bought a few lots of oranges and bananas at excellent terms to myself. But I consider the method as not conducive to the development of good judgment and as opposed to the best business methods and for that reason would advise against its patronage by the average retail grocer.

FRUIT COMMISSION APPOINTED.

Ottawa, July 13.—The Minister of Agriculture, Hon. Sydney Fisher, has appointed J. A. Ruddick, dairy and cold storage commissioner, and W. H. Bunting, a fruit grower of St. Catharines, Ont., a committee to inquire into the fruit industry. It is expected their report will be available for the meeting of the Dominion conference of Fruit Growers to be held in this city during next winter. The investigation is to be held with a view to securing reliable data respecting the area and extent of land adapted to fruit growing in the various provinces and the varieties of fruit that can be grown with profit.

GUELPH MERCHANTS PROTEST.

Guelph grocers are indignant over the passing there, by the Board of Health, of a by-law prohibiting the exposure of fruit in front of the stores.

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.

"NACRISSUS," fine FILIATRA currants

"ELEKTRA," fine FILIATRA cleaned currants.

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
McKELVIE & CARDELL, LTD., Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

Do You Have a Pleasant Smile

When You Open Your Bank Book?

If not you should figure out where your losses are coming from. Perhaps you will find that you are paying too much for foreign goods when the Canadian are just as good.

MACARONI VERMICELLI SPAGHETTI

Manufactured under most hygienic conditions in Montreal by skilled men trained from their boyhood in France.

NO Customs Duty

Therefore CHEAPER GOODS, BUT SAME QUALITY, GOOD PROFITS.

L'ETOILE

("Cie Francaise de Pates Alimentaires.")

6-9 Harmony Street, Montreal.

LEMONS

This weather you are looking for good stock at right price, send us your orders. Have also full lines of

Oranges, Bananas, Water Melons, California Peaches, Plums and Apricots, Tomatoes,

in fact, anything wanted in our line.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO

are Largest Receivers

"St. Nicholas"

Lemons will sell in cool weather.

That'll Do!

says the Fancy Dealer when you show him a box of "St. Nicholas"

The Quality Sells Them

J. J. McCABE

AGENT

TORONTO, : : ONT.

Hot Wave Boosts Lemon Prices Again

Dealers Caught Short Again—Advance is Greater at Some Places Than Others—Good Sale for Fruits—California and Canadian Fresh Fruits Receiving Attention—Canadian Tomatoes on Market—Old Stock Potatoes Maintain Their Firmness.

The 12th of July and the Orange celebration have been responsible for a good movement of fruit during the past week, while the warm weather which has been general has naturally resulted in a better sale of fruit.

One of the lines which have been affected most by the recent continued warm wave is lemons. Dealers at many centres have again been caught short and prices have taken another upward movement. In Toronto, dealers are purchasing from one another to supply their customers, for while some have shipments in New York, difficulty is being experienced in getting them to their destination. Facilities for unloading the steamers in New York seem none too good, and resident dealers apparently get the best service. Toronto also reported slowness in shipments of oranges and at the beginning of the week some Toronto dealers were without supplies.

Trade is turning more from the general lines to those fresh fruits which receive attention at this time. California peaches, plums and apricots are being taken up well, while Canadian respberries, currants, cherries and gooseberries are in good demand, and more liberal arrivals could easily be handled. Strawberries are as good as done, while the big days for raspberries are practically over, although they will continue to come along for a little while yet.

Watermelons are plentiful and prices are inclined downward. Pines are drawing to a close, although some stocks are still available. What grapefruit that is left is extra heavy and very fancy stock.

Supplies of imported tomatoes are more liberal and the tendency in price easier. Niagara district is sending out the Canadian product, while peas and beans are also being offered, the latter however, showing the effect of the hot weather. Old potatoes maintain their firmness while new stock is rather slow in becoming anyways reasonable in price.

MONTREAL.

Green Fruits.—The hot weather has been, on the whole, good for trade. Lemons are on the job and other fruits have been going well. Raspberries, strawberries and cherries, with currants are in good demand. The question is rather as to the supply. The demand is good and prices might be a little lower. Cantaloupes are being asked for extensively. California goods find quite a ready sale although, naturally, the new Canadian fruits are selling well.

Apricots, California, box	2 00	2 50
Apples, Spies, extra fancy	9 00	9 50
Bananas, bunch	1 50	2 00
Bananas, crated	2 00	2 50
Cantaloupes, Cal	5 00	6 00
Cherries, Canadian	1 50	1 60
Cherries, California, box		2 75
Cocoanuts, bags	4 50	4 75
Currants, red, basket	1 00	1 25
Currants, black, basket	1 25	1 75
Grape fruit, Flo.	3 75	4 50
Lemons	4 0	5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 00	4 25
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	2 50	3 00
Pineapples—		
Havanas, case	3 50	4 00
Plums, California box	2 00	2 75
Raspberries, box		0 15
Strawberries, Canadian	0 14	0 16
Watermelons, each	0 50	0 60

Vegetables.—Onions are scarce, Egyptians being reported worth 5c a lb. Tomatoes are in good demand. New potatoes are considerably easier.

Beans, wax, hamper	2 00	
Beets, doz		1 25
Carrots, doz		1 25
Cabbage, crate	3 00	4 50
Cucumbers, bas.	2 50	3 25
Garlic, 2 bunches		0 25
Green Peppers, small basket		1 25
Leeks, doz	1 75	2 00
Lettuce—		
Canadian lettuce per doz		1 45
Onions—		
Egyptian, bag		3 00
Bermuda, crate		3 50
California potatoes new, per bbl	4 50	5 00
Potatoes, bag		1 45
Radishes, dozen bunches		0 30
Tomatoes, flats		1 40
Tomatoes, bus.	2 60	3 00
Turnips, bag		1 50

TORONTO.

Green Fruits.—It was pointed out in our last issue that if the warm weather continued, dealers would probably be caught short on lemons again. Such has been the case and from $4.50 to $5.00 last week, prices have advanced to $5.00 and $6.00. Spot stocks are extra low with the big demand for the past week or so and some difficulty is being experienced in getting shipments even after the cargoes have arrived in New York. "There are at present on board ship in New York, 5 or 6 cars for Ontario, but New York dealers, being on the spot, apparently get first service in unloading," said one dealer. "With the present shortness of supply, the higher market in general and the big demand, I expect to see prices continue strong at least until the end of July."

Shipments of oranges were also slow in getting in this week, and several dealers were cleaned out at the beginning of the week and are anxiously awaiting supplies. Imported tomatoes are coming along freely and are cheaper at $1.00 to $1.25 per crate. Quite a few Canadian tomatoes of good quality are being offered at $1.50 to $1.85 per 11 qt. basket. Supplies are coming chiefly from Leamington, with small shipments from Queenston and Aldershot. Strawberries are about done with a few odd lots offered, while Canadian red and black

raspberries, black and red currants and gooseberries are on the market.

Bananas	1 00	1 75	Red currants, basket	0 90	1 00
Cocoanuts, sack		4 75	Gooseberries, basket	0 85	1 00
Grape Fruit—			Tomatoes, 4 box crate	1 00	1 25
Florida, per case	4 50	5 00	Can. tomatoes, 11-qt. baskets	1 50	1 85
Lemons—			Rhubarb, doz	0 25	0 40
Verdelli	5 00	6 00	Peaches, 6-dozen boxes	1 75	2 25
Limes, box		1 50	Plums	2 50	2 75
Oranges—			Apricots, 6-doz. boxes	1 75	2 00
Late valencias	4 00	4 25	Cherries, Canadian, 11-q. bsk	0 85	1 50
Pineapples crate	3 50	4 50	Watermelons	0 40	0 60
Strawberries—					
Canadian, qt	0 11	0 12½			
Raspberries	0 13	0 15			
Blk. raspberries	0 13	0 15			
Black currants, basket	1 60	1 75			

Vegetables.—Canadian beans and peas are on the market this week, the former at 40 to 60 cents per 11 qt. basket and the latter at 50 to 60 cents. Peas have felt the effects of the past warm weather and shipments are somewhat dried up. Canadian asparagus and spinach are on the wane, while old stock potatoes are decidedly small in compass even for this time of the year and prices are steady at $1.75. New stock potatoes, with suppiles coming mostly from the east shore of Virginia, after a slight reces-

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Late Valencia Oranges

The finest Summer Oranges that come from California

Very heavy and juicy, and possessing that genuine orange flavor not found in other Brands.

The following sizes are especially fine:—96's, 112's, 126's, 150's.

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Fancy Fruits

RASPBERRIES

ARE COMING FREELY NOW

CHERRIES

MONTMORENCY SOUR

RED CURRANTS

LARGE CHERRY

GOOSEBERRIES

LARGE ENGLISH

TOMATOES and CUCUMBERS

Canadian Field Grown

Wax Beans, Peas, Cabbages, New Carrots, Beets, &c.

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GROWERS AND SHIPPERS

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are now coming quite freely. We have fresh arrivals every day. Send along your orders.

California Fruits

Peaches Plums Apricots Cherries Canteloupes

Oranges Lemons Bananas Watermelons

Pineapples New Potatoes

New Cabbage

HUGH WALKER & SON

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BUSTER BROWN

LEMONS

It is taking over

6,000,000

of our Lemons to fill the demand this summer. Are you selling your share? Whether price is low or high, Follina packs always represent the highest value.



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W. B. STRINGER, Sales Agent **FOLLINA, BROS. Packers**

sion, are steady again at present quotations. Some odd lots of new potatoes should begin to make their appearance in the country districts in the near future, but it will probably be the end of the month before supplies become anyways general.

Beets, Louisiana doz		0 75	Canadian beans, 11 qt. basket	0 40	0 60
Canadian beet, bag	0 60	0 75	Canadian peas, 11 qt. basket	0 50	0 60
Cabbage, South Carolina		3 75	Onions—		
Carrots, new, box 3 to 4 doz.	1 75	2 00	Texas, case		1 50
Cucumbers, hamper		2 50	Egyptian, sack		2 50
Wax beans, hamper	1 00	1 25	Potatoes, Ontario, bag		1 75
Green beans, hamper		1 25	Potatoes, new, barrels		5 50
Lettuce, Canadian, head	0 25	0 30	Parsley, per doz		0 75
			New turnips, per 11-qt. basket	0 25	0 35

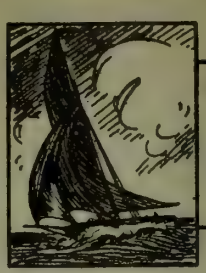
WINNIPEG.

Fruit.—On account of the excessive warm weather, trade has been extremely firm and several lines have arrived on the market in poor condition, especially cherries, gooseberries, red currants and wax beans from Ontario. Other fresh fruit have arrived in the market. California apricots, peaches and plums. Hood River strawberries are on the market.

Florida grape fruit, box		7 00
Bananas, bunch	3 50	4 75
Navel oranges	3 50	5 00
California lemons, crate	6 00	7 00
Messina lemons		5 00
Florida pineapples, case		4 50
Cal. black cherries, 10 box	2 50	3 00
Cal. white cherries, 10 box	2 50	3 00
Cal. Apricots, box		2 25
Cal. Peaches, box		2 25
Cal. Plums, box	2 50	3 00

Green Vegetables.—Potatoes continue their upward march, an advance of 25 cents per bushel having taken place during the past week. In the prices quoted below it will be noticed that potatoes in car loads are now worth $1.40 per bushel. These high prices are due to the scarcity that is existing out here at the present time. Several new lines of green vegetables have arrived on the market, such as native peas, carrots, beets and cabbage. The demand for all greens is strong and a large trade is being carried on.

Potatoes—		
Small lots, per bus		1 75
10 to 20 bus. lots		1 50
Farmers' loads, per bus		1 50
Buying price, car lots		1 25
Ontarios, in car lots		1 40
Minnesota new potatoes		0 05
Virginia cobblers potatoes, per brl. 165 to 180 lbs		7 50
Native mint, per doz		0 30
Native green onions, doz		0 10
Native parsley, per doz		0 35
Native lettuce, per doz		0 20
Native watercress, doz		0 35
Minnesota cucumbers, doz		1 25
Mississippi tomatoes, crate	1 50	1 75
American head lettuce, doz		1 25
Native spinach, lb		0 03½
New cabbage, per lb		0 05
Kalamazoo celery, per doz		0 75
American peppers, basket		1 00
Native rhubarb, lb		0 02½
Minnesota beans, bushel basket		4 00
Mississippi carrots, per lb		0 07
Mississippi beets, per lb		0 07
Native mushrooms, per lb		0 50
Native asparagus, per doz		1 40
Native radishes, per doz		0 20
Native turnips, per doz		0 30
Native carrots, per dozen bunches		0 35
Native beets, per dozen bunches		0 35
Native cabbage, per dozen		1 25
Native peas, per lb		1 00



Fish - Oysters



Firmness in Some Lines of Fresh Fish

Shortness in Supply Accountable—Halibut and Mackerel Most Noticeable—Summer Demand in Evidence—Summer Catch in Nova Scotia Will Fall Below the Average—Arrival of Brook Trout is Small—Prices Are Steady.

In general, a fairly satisfactory demand exists on the different fish markets for the season of the year, trade being of a steady character. A firmness is noticeable in a number of lines now being offered, shortness in supply being accountable. In this respect, halibut and mackerel are perhaps most noticeable.

A report from Nova Scotia says that while the vessels of the Lunenburg fleet are doing fairly well, it is estimated that the summer catch will fall 25,000 quintals below the average. Cod and haddock are in fair supply while some small hauls of mackerel have been made on the Nova Scotian coast.

QUEBEC.

Montreal.—Gaspe salmon are arriving freely. The demand is good with firm prices. Halibut are becoming scarce and prices have advanced a cent. Fresh mackerel are scarce and the list shows an advance in price. The arrivals of brook trout are not numerous. Prices are otherwise steady. Demand is good for this time of the year.

FRESH

Alewives (shad herring) per 100 fish		1 00	Halibut, express per lb		0 10
Bluefish, per lb.		0 12	Salmon, B.C., lb		0 18
Dressed perch, per lb		0 10	Salmon, Gaspe	0 16	0 17
Dressed bullheads, per lb.		0 10	Shad, buck, each		0 30
Eels, fresh, each		0 25	Shad, roe, each		0 60
Mackerel		0 12	Sea trout		0 10
Haddock, per lb	0 04½	0 05½	Sea bass, per lb.		0 10
Steak cod headless, per lb	0 05	0 06	Trout, brook		0 25
			Lake trout, lb	0 11	0 12
			Pike, per lb.		0 08
			Pickerel or dore		0 14
			Whitefish, lb	0 11	0 12

FROZEN

Haddock		0 03	Salmon, B.C., red	0 09	0 10
Halibut, per lb.		0 09	Gaspe salmon, per lb		0 15
Pike, round lb		0 05	Qualla salmon		0 09
Pike, dressed & headless, cases 150 lbs., per lb		0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each		0 07
Bras pike		0 05	Whitefish, large, lb	0 07½	0 08
Steak cod		0 04	Whitefish, small		0 06
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls		12 00	Salmon, Labrador, bl.		16 00
Labrador sea trout, half bbls		6 50	Salmon, Labrador, half bl		8 50
No. 1 mackerel, pail		2 00	Salmon, Labrador, trcs, 300 lbs		21 00
No. 1 mackerel, ½ bbls.		8 00	Salt eels, per lb		0 07
Scotia herring, No. 2, bbl			Sea trout, ½ brl		6 50
Lake trout, half bbl.		6 00	Sea trout, bbls		12 00
Choice mackerel, half pail		2 00	Scotch herring		6 00
Salmon, B.C., red, bbl.		14 00	Scotch herring, keg		1 00
Salmon, B.C., pink, bl.		12 00	Holland herring, ½ bl.		5 50
			Holland herring, keg		0 75

SMOKED

Bloaters, large, per box, 60s		1 10
Haddies		0 08
Herring, new smoked, per box		0 25
Kippered herring, per half box		1 00
New fillets, per lb		0 10

SHELL FISH

Shell oysters, choice, barrel	12 00	13 00
XXX shell oysters		10 00
Lobsters, live, per lb		0 35
Oysters, choice, bulk, Imp. gallon		0 40
Oysters, bulk, selects		1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9,	10
Shredded cod, 2 doz. in box, per box		2 00
Skinless cod, 100 lb. case		6 75

ONTARIO.

Toronto.—The feature of the fish market is a general firmness which has made itself felt over the whole list to a certain extent. Trade is only moderate, with its bright and dull spots as can be expected at this time of the year. Some lines such as shredded and imperial cod are about cleaned up.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Ferch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, 3-lb. boxes, per crate	5 40	Haddie Finnan	0 08
Shredded cod	2 25	Pickled lake herring, 100 lb. kegs	2 80
Cod Imperial, per lb.	0 06	Quail on toast, per lb	0 07
Fillets, per lb	0 12	Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax.—Dealers report salt fish in good demand for the season of the year. While the vessels of the Lunenburg fleet are doing fairly well, it is estimated that the summer catch will fall 25,000 quintals below the average. In Lunenburg, $6.25 is being paid ex vessel for bank cod, and $6.38 in Halifax for the same fish. Three weeks ago the price in Halifax was $6.90 per quintal. The reduction in the price is due to the fact that the fish are being more heavily

DRIED APPLES

We have a few hundred pounds of Dried Apples for sale.

O. E. ROBINSON & CO.
INGERSOLL - ONTARIO
Would you like our Weekly Circular?





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

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We Pack No Hard Tough Fish?

The most scrupulous care is taken to see that in the packing of

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nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mile-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

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R. S. McIndoe, Toronto. — Watson & Truesdale, Winnipeg.
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Gaspe Lobsters

Pounds and Halves, Flats.

Quality and condition first class.

Write for quotations

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Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL

salted than the earlier catch. The prices this season are the highest on record for bank fish. The highest price ever paid in Lunenburg in the past was $6.00, and in Halifax the mark did not go above $6.25.

The markets abroad are in good condition, considerably better than last year, high as they were then. Vessels have difficulty in obtaining bait as Caplin are scarce at Newfoundland.

The lobster fishery on the Cape Breton coast this season has been the best for years. The prices are high and the catch good. Despite the unfavorable weather at times, many of the fishermen have averaged $50 each for one week's work. Some of the packers now claim that the fishermen are netting more money out of the industry than the packers. One factory at Alder Point, C.B., has so far this season, shipped one thousand cases of lobsters. The shore boats are also doing well with cod and haddock, but the latter is in light demand at the present time.

Some small hauls of mackerel were made on the Nova Scotia coast this week. The fish were very large, and sold on the local market for 25 cents a piece. Salmon is high, most of the fish being shipped to the Boston market, where the demand is good.

APPLES REPLACE PEACHES.

Ruddy Beauties Said to be Favored in Okanagan District.

Vancouver, July 13.—The peach crop in the Okanagan district this year will be quite small compared to last year. The past winter was severe there and the trees were caught. In many parts of the district the crop will be almost a total failure. Summerland, for instance, will be able to ship only about one carload, where it shipped 18 last season.

Because of the unreliability of the peach crop, it being affected one way and another almost every season, large new areas are going into apples. Peach prices are high, but the crop not being sure, orchards now being laid out are mostly with apples. The Okanagan has the advantage of a moderately cold climate in winter, giving strength to the apple trees, and a dry summer, which gives color and size to the fruit. Irrigation makes growing conditions almost perfect. The apple crop in the Okanagan will be larger than ever this year, the trees being loaded.

Wellwood, the Toronto Yonge Street fruit dealer, is showing a sugar pine-apple weighing 9 pounds, in his window this week. It comes from Porto Rico.

The Grocer's Encyclopedia---Tapioca

Some of the Circumstances Attendant Upon the Preparing of This Food Product for Market—How Roots are Dug up and Treated in Many Ways Before it is Finally Shipped out—What Plant is Like.

Apparently grocers do not bring tapioca before the notice of their customers often enough, or its sale would be showing a larger volume. It is nutritious, easily digestible and very palatable and can be made up into a variety of dishes. It makes a delicious dessert, taken in conjunction with stewed fruits or madeup into a pudding with milk and custard. It is especially recommended for invalids or those suffering


TAPIOCA ROOTS

from weak digestion and it is a fact that the general public do not really know the food value of this product. It is of a kindred nature to arrowroot, the nutritive value of which is known the world over.

What It Is.

The public are also not well acquainted with the source and manufacture of this article of food. Tapioca is made from the roots of the tapioca plant. This plant goes under numerous names in various parts of the world. The botanical name is Manihot, but it also bears such names as cassava, cassada, manipot, manioca, mandioca and many others.

The native home of tapioca is Brazil and, to a limited extent, it is also produced in Porto Rico, Jamaica and Trinidad. However, on account of cheaper labor in the East its cultivation was begun there and has developed until by far the greatest part of the world's supply comes from the Straits Settlements and Java. It will be as found in these latter places that the growth and processes of manufacture will be described.

The tapioca plant grows from four to eight feet in height. It consists of one straight woody stalk which may be an inch to an inch and one-half in diameter at the base. None of the portion above ground enters into the food product. The part of the plant below ground is that which is utilized for the production of tapioca. This consists of one or more tubers somewhat resembling our sweet potato, although usually much larger in size, some single tubers occasionally weighing as much as twenty to twenty-five pounds.

Natives Dig Roots.

The work of digging these tubers is done by natives, the implements used being an extremely crude sort of hoe. As soon as they are dug, the roots are carried to the mill where they are thrown into a washer. This consists of a large, horizontal cylinder, built of wooden slats and slightly inclined toward one end, and so hung that the lower part of it, as it is made to revolve, is submerged in a tank of water. Into the higher end of this, as it turns slowly the tubers are thrown and are gradually tumbled through the water, passing out at the lower end quite thoroughly washed. In dropping out of the washer, the tubers fall on a carrying belt which transfers them to the grinder, consisting of two cylindrical rasps, revolving toward each other. Into this grinder a steady stream of clear water is kept flowing and, as the root is thoroughly crushed, it is washed into pipes or troughs conducting this mixture to sieves which separate the pure tapioca starch from the wood and fibre of the root.

These sieves are round, and inclined slightly towards one end. There are usually two of them which revolve slowly towards each other. Into these streams of water are continually flowing, and as


TAPIOCA PLANT

they turn slowly, the fine pure starch is washed down through and is caught beneath in a large vat or pan. The wood and fibre are expelled at the lower end as waste matter. The fine starch mixed with water is drawn from the receiving

ONE KING
ONE EMPIRE
ONE SAUCE

HOLBROOKS

Imported Absolutely!

The rapid growth of the sale since its introduction into Canada six years ago---due to its excellent quality, moderate price, and supported by live and persistent advertising, has attracted unusual interest even from competitors---a sure proof of its growing popularity.

HOLBROOKS WORCESTERSHIRE SAUCE sells at a popular price---25c., and yields a larger profit to the retailer than any other advertised sauce.

HOLBROOKS LIMITED

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST. MANAGER H. GILBERT NOBBS **TORONTO**

Head Office and Manufactory - Birmingham, England

pans to shallow vats where the starch is allowed to settle and water is drawn off.

The Final Treatment.

From the settling vats, the starch is transferred to deeper tanks, more water is added and the mixture agitated by a power paddle. During this process the particles of dirt, which are heavier than the starch, gradually settle out. When the washing process is complete the water is again drained off. After the starch is comparatively dry, it is taken out of the tank in cakes or blocks.

These blocks of moist tapioca are broken up into pieces and cooked in iron basins over a wood fire. In each of these basins is placed five or six pounds of damp starch, which is at first stirred vigorously to prevent burning. The tapioca remains in this basin for about five minutes and is heated to a high temperature. Next it is placed in shallow pans over a slow wood fire and here allowed to remain until thoroughly dried. It is then ready to be bagged for shipment and in this form is the flake tapioca found on the market today.

The grocer has had both the nutritive value as well as the source and manufacture pointed out to him and now armed with these facts, he should be able to interest his customers in this article of food. The summer season is a good one for the sale of tapioca, and the dealer should now make an effort to sell it.

HONEY CROP SMALL.

Raleigh Apiarist Says Clover Ripened Too Early for Bees.

Chatham, Ont., July 13.—That the honey crop in this section will be the smallest in twenty years is the prediction recently made by Apiarist W. A. Chrysler, of Raleigh township, a few days ago.

"Climatic conditions are for the most part the cause of the shortage," explained Mr. Chrysler. "The clover crop ripened earlier than it has in years, and the blossoms came at the time when the bees were not built up strong enough to take advantage of the flow. The period of bloom on all plants, trees and grasses was very short. Basswood came out on June 25. This was much too early; and, as clover and basswood are the mainstay of the bees, they did not get the proper nourishment.

"Honey this year will be a quarter of the crop it should have been. In Lambton the amount of honey produced is somewhat better than in Essex and Kent.

"The bees themselves did not suffer much by the shortage, but the increase in numbers was retarded and there was little swarming."

SHOW CASE ON STREET.

London Dealer Leads Way in Displaying Protected Goods.

London, Ont., July 13.—There has been so much talk about the grocer exposing goods at the door and on the street that one firm in London have had made two display cases to put in front of their show windows. These cases have three glass doors and plate glass top, also two shelves. There is a compartment for ice. They keep fruit, vegetables or poultry nice and fresh and clean, but they have one drawback and that is that they hide the show window. Scandrett Bros. are the grocers who have led the way in this regard.

Meredith Smith, son of Chancey Smith, wholesale fruit dealer, died after a week's illness. He was for years in the office with his father and was well liked by all the grocers.

Wm. Elliott, for many years with Scandrett Bros., and lately with a wholesale grocery house of Stratford, has accepted a position with T. A. Rowat & Co.

TRADE NOTES.

A meeting of the picnic committee of the Hamilton Retail Grocers' Association was held last week, when final arrangements for the outing to Niagara Falls were completed. Ninety coaches on two railroads have been provided.

The Drummers' Snack Club are making great preparations for their annual outing and it is probable that the crowd that is to attend at Georgetown, Ont., will have a better time then ever before. Everything that could be done was accomplished ahead, and there should be no hitch in the arrangements.

At a meeting of the West Toronto Merchants' Association last week it was decided that the annual picnic will be held to St. Catharines, on Wednesday, July 19th next.

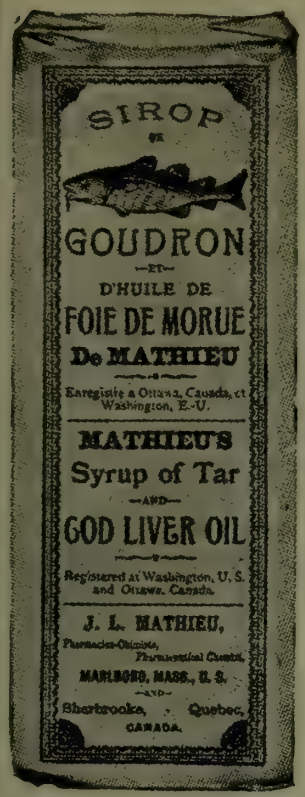
Lindsay, Ont., July 13.—Merchants here are exercised about the possibility of losing the trade of the campers at Sturgeon Point. It appears that although the demands of the tourists at that summer resort, have always, in the past, been filled from this place, that Fenelon Falls is getting most of it this year. The grocers blame the boat service between this town and the point and claim that its cost is the reason for the swing of the trade. It is expected that the Board of Trade will take action in the matter in the hope that something may still be done to retain the business to local dealers.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco



NO BETTER JUST A LITTLE MILDER THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

STORE TO RENT in thriving town of Ingersoll, specially suited for grocery or hardware; best stand in town, building in first-class condition. To a desirable tenant will be let for term of years at reasonable rental. Apply J. C. NORSWORTHY, Ingersoll, Ont. (30)

FOR SALE.

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

FOR SALE—Grocery and bakery business. Turnover of about $16,000 per annum. In thriving town of 1,100. Good cash business. Apply Box 392, CANADIAN GROCER, Toronto.

REPRESENTATIVES WANTED.

SCOTCH MANUFACTURERS OF SAUCE AND Pickles desire first-class Commission Agent to represent them in Halifax, N.S. Only firms who can influence large business need apply. References. Box No. 70, CANADIAN GROCER, 88 Fleet St., London, England. (28)

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF DOING the work with machine precision and accuracy the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street Toronto.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MISCELLANEOUS.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business' They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins, 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	1lb.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.





Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 3½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Red currant	2 00	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant & raspberry	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 52	0 10½
Black currant	0 59	0 52	0 10½
Raspberry	0 59	0 52	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 lb. boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb.	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	0 30	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	72c	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 25 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 27c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$ 35
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.





CRESCENT MFG. CO.

Maplene.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 40
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

ALWAYS RIGHT. SUN PASTE



Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.
But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.
You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.
LIMITED
Hamilton, Canada, and Buffalo, N.Y.

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.
Assets over - - - - $3,570,000
Income for 1906, over 3,609,000
HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto
BOARD OF DIRECTORS
Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.
W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,182,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Pasiley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal.

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."
NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S



"PERFECTION" CHEESE CUTTERS are MONEY-MAKERS

for the GROCER—We know they will do the work—and guarantee them.

Walter Woods & Co., Hamilton Winnipeg



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	Bou.	10 50
" "	tins ½ kilo	100	tins	16 00
Extra Fins	" ½ "	100	"	15 50
Tres Fins	" ½ "	100	"	15 00
Fins	" ½ "	100	"	13 00
Mi-Fins	" ½ "	100	"	12 00
Moyens No. 2	" ½ "	100	"	10 00
Moyens No. 3	" ½ "	100	"	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs , ½ lb. bars	3 50 case
" 200 lbs., 1¼ oz	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



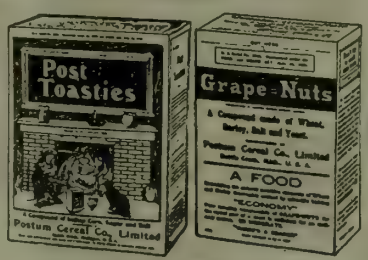
KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.
Assorted case, contains 4 doz..... $3 60



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELL. DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.



Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 31-lb	0 11½
" 5-lb.	0 11½
" 10-lb.	0 11

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" on 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

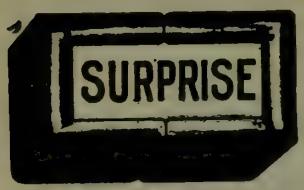
"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 & 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 06½
Canada Pure Corn	0 04½
20-lb. boxes, ½c higher.	
Celluloid—Boxes of 45 cartons, per case	3 60

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss— 1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch— Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



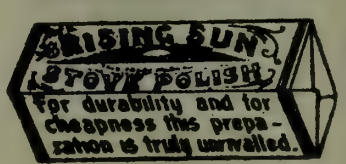
Case of 1-lb. containing 60 packages per box $3.00.
Case of ¼-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ¼-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.	Per case
No. 1, cases 60 1-lb. packages... 1 case	$2 85
5 "	2 75
No. 2, " 120 ½-lb. " 1 case	2 85
5 "	2 75
No. 3, " 30 1-lb. " 1 case	2 85
60 ½-lb. " 5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45.
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	46
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	60
Cut Smoking—Great West Pouches, 8s	60

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 26	0 35
Brown Label, 1' and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 56



MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " ½s, ¼ or ⅛	0 30	0 40
Blue " ½s, ¼ or ⅛	0 35	0 50
Yellow " ½s, ¼ or ⅛	0 40	0 60
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

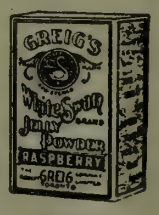
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Strong, delicious Coffee can be prepared in one moment without trouble by using



SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN . . . ONTARIO

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure



Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

CHURCH & DWIGHT, LIMITED,

MANUFACTURERS, MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

"WELLINGTON"

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS

MONTREAL

ROCK SALT

Lump Rock Salt for Cattle
Crushed Rock Salt for
Refrigeration.

Verret, Stewart & Co., Limited

SALT SELLERS : : : : MONTREAL

Personal Salesmanship of the Dealer is Necessary If the Manufacturer is to Get the Best Results

A manufacturer may advertise a table delicacy extensively to the general public; and every dealer may stock that article; yet every dealer would have dozens of customers who would not ask for it; they would possibly consider it an extravagance —something beyond their means.

In order to get the widest distribution of his product the manufacturer must bring the **salesmanship of the dealer** to bear on the situation. This alone can overcome any prejudice in the mind of the consumer.

This **Personal Salesmanship** of the dealer has practically alone built up the business of many manufacturers. It is the most powerful agent the manufacturer can enlist in his service.

The dealer's attention can best be secured through the business paper he reads every week. That is why advertising in The Canadian Grocer has proved a splendid **business-builder** for so many large firms.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO JULY 21, 1911 No 29

Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Cornmeal Mush Sometimes Sticks In The Pot.

Your own wife will tell you how annoying this is. She will know how glad your customers would be if you could only remind them that the addition of a little

BENSON'S PREPARED CORN

would prevent this. It is only necessary to stir a little of Benson's Prepared Corn in with the cornmeal and it will slip out of the pot just like hot butter.

EDWARDSBURG Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

A Pleasant Surprise When You Take Stock!

IT would certainly be a task to find a grocer who prefers to list goods on hand rather than money in the bank at stock-taking time — "money talks"—"a bird in the hand is worth two in the bush," friend!

Standard, trade-marked goods are a bulwark of safety, and as desirable to have on your shelves as money on your pass-book, for they turn themselves quickly—and with absolute certainty. If you write them down as "cash," you need not discount a penny from their fixed retail selling value. The more you lean on their virtues, the pleasanter your surprise will be when you inventory up at the close of your business year.

Arthur P. Tippet & Co.

Agents

MONTREAL - - TORONTO

LE CALICE PURE CASTILLE

LA CALICE Castile Soap rings as honest and true as the matchless steel blades of the old Spanish town from which it takes the name "Castile." Its purity never has and never will be questioned, friend!

La Calice Soap

THE virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of Dried Fruits. The standard remains as fixed as the stars—it never varies!

"Griffin" Dried Fruits

NO other canned Asparagus can match the delicate, tender, deliciousness of the Griffin & Skelley brands, because no other is nurtured under such ideal conditions of soil and climate. The Griffin & Skelley Sacramento River Asparagus beds are unrivalled on the Pacific Coast.

"Griffin" Asparagus

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Lind Brokerage Co.
73 Front St. East - - TORONTO
Pot and Pearl Barley are advancing. We handle John McKay Co.'s, Bowmanville, and will quote same at lowest prices.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

WINNIPEG
Tomlinson, Semmens & Co.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

When writing advertisers kindly mention having seen the advertisement in this paper.

Swift's Silver-Leaf Lard



A Popular Priced Pure Lard

Allowing the dealer a good margin of profit.

Repeats because it is economical and reliable and gives the housewife absolute satisfaction.

Extensively advertised—An easy seller.

Government Inspected and Passed

Packed in sanitary and convenient tins

Swift & Company, U. S. A.

Canadian Brokers:

The Robert Crooks Co., Montreal, P. Q.
William Forbes, Ottawa, Ontario
Pike Brothers, Halifax, N. S.
Wallace Anderson, Toronto, Ontario
R. F. Cream & Company, Quebec, P. Q.
A. S. Bowman, St. John, N. B.

A Safe Investment

BORDEN'S

EVAPORATED MILK

PEERLESS BRAND



The Original

When the Grocer buys a Stock of Peerless he has made a safe investment.

No worry about Quality.

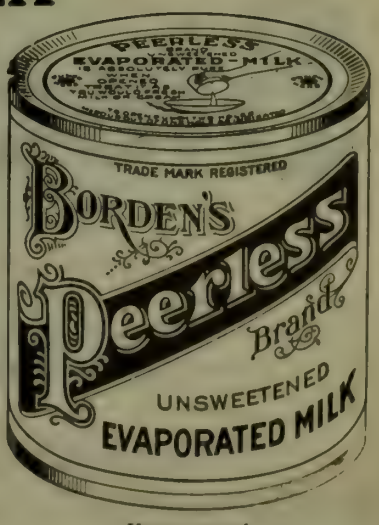
Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Unsweetened

Mason & Hickey, Winnipeg and Calgary

WILLIAM H DUNN,

Montreal, Toronto and Vancouver

No. 3 Form "Canadian Grocer" series.

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

For nearly a quarter of a century

"Granola Digestive" Biscuits

have maintained the highest degree of excellence in point of quality and food value.

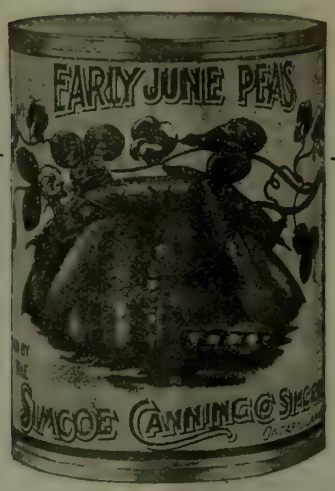
They will be found appropriate for every occasion on which biscuits may be served, and are admirably adapted for general family use.

Macfarlane Lang & Co's

Biscuit Manufacturers,

Glasgow and London.

Peas that Please the Palate!



Instead of selling Foreign Peas to supply the demand for finer grade peas, sell our **Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted,** and **Early June Sifted.**

Stock a line that will help increase the demand for the higher grade peas, that will give your customers greater satisfaction, and will yield you a better profit.

The vivid green color which you notice in Foreign Peas is produced by a chemical that is not only injurious to health, but kills the true flavor of the peas.

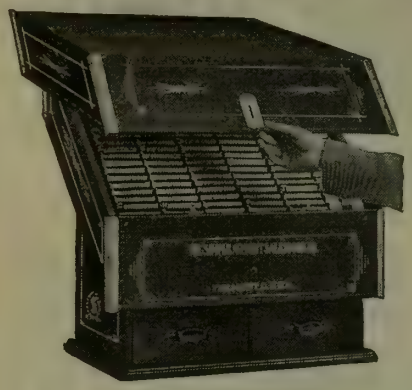
We never use any chemicals or colorings in the preparation of our products; these peas are the very choicest of the pack, fine, tender and of exquisite flavor.

You can materially increase your profits and reputation by pushing the sale of Dominion Canners' Brands of Peas of Finer Quality.

Dominion Canners, Limited

Hamilton Canada

1911 MODEL
KEITH ACCOUNT SYSTEM



AS CONVENIENT TO OPERATE
AS A ROLL-TOP DESK.

A Fire

usually occurs when it is least expected. That is the reason why sound business men have their stores and stocks of goods protected by fire insurance. If you knew you would never have a fire or if you knew just when you would have a fire you wouldn't need any fire insurance, but you don't know and that's the reason you consider it good business to pay a small amount each year for fire insurance.

Listen Now



SELF-INDEXING, ONE-WRITING.
FIRE-PROOF

Before it is too late, protect your accounts—your most valuable assets — through the Keith Fireproof System.

No guess work about the fire-proof feature.

Here is the evidence—

AFFIDAVIT.

STATE OF OHIO,
COUNTY OF HENRY, } SS.
VILLAGE OF LIBERTY CENTER.

Liberty Center, O.,

Before me D. S. Mires, *Notary Public in and for said County and State, personally appeared* D. D. Bowers *who being by me duly sworn in form of law, doth depose and say, that he is a resident of said village of Liberty Center and was on March 31st of this year; that he had been for several years and was up to the date above mentioned conducting a retail grocery in a part of what was known as the Liberty Hotel building and in said business used for the keeping of his accounts the Keith Credit System; that said building with said grocery store in it was completely destroyed by fire on March 31, 1909; that said fire was discovered at about 2:30 A. M. on the date aforesaid, and that at about 10:30 A. M. following, the said system was removed from the debris; that at about 2:30 P. M. of the same date he unlocked the hood and took it off of the cabinet and that his accounts were all in good legible form.*

Sworn to and subscribed before me this 8th *day of* May *A. D. 1909*

In testimony Whereof; I have hereunto set my hand and seal the day and year aforesaid.

D. S. Mires
Notary Public.

D. D. Bowers

Bear in mind also this fire-protection won't cost you one cent—BECAUSE

1. The Keith System saves you money and does not cause you **expense.**
2. On account of the **Numbering feature,** it stops **forgotten charges.**
3. On account of the Total-forwarding feature it keeps your **collections up** and your **bad accounts down.**
4. On account of the **Self-indexing feature,** any number of clerks can work over the register at the same time with different customers, and your credit transactions will be taken care of just as quickly and with greater accuracy than cash transactions through a cash register. If you want to learn how to increase your profits by the use of a Keith System, ask us for catalogue "G"—it will show you.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES, ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's

Raspberry, Black Currant and all other kinds

Now Ready for Delivery.

All Fruits Are Scarce.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited, TORONTO

RICHARDS

Your money back if you are not satisfied.

Send in Your Order.





25 Cases Mixed at **$4.05** Del'd and **150 BARS** Naptha or Pure ***FREE***

RICHARDS

Canadian National Exhibition

Aug. 26th - TORONTO - Sept. 11th, 1911

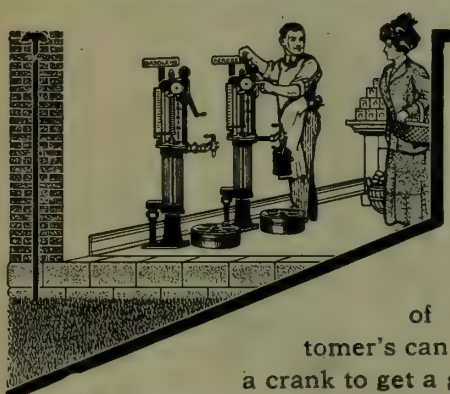
Greatest exhibits of Manufactures, Machinery, etc., on the Continent.

CORONATION YEAR ATTRACTIONS

Festival of Empire, Band of Coldstream Guards, Coronation Year Fireworks.

FOR INFORMATION WRITE

Geo. H. Gooderham, M.P.P., President — J. O. Orr, Secretary



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



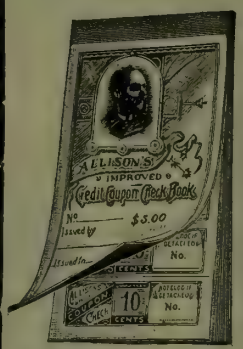
MAKE AN END OF THE "BAD ACCOUNTS"

Give every credit customer an Allison Coupon Book, make collections easy, eliminate errors and disputes, stop the costly "leaks," and please the customer better than any other credit plan ever devised.

Allison Coupon Books

practically put credit business on a cash basis, to the general satisfaction of everyone concerned

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Just give him a $10 Allison Coupon Book. Have him sign the receipt or note in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind., U.S.A.

HIGH GRADE OLIVES

"Pitted Cocktail Olives." By using special machinery the Olives are pitted without injury to the shape or flavor. Human hands touch them *as little as possible.* Those hands are *clean.*

Write for particulars to

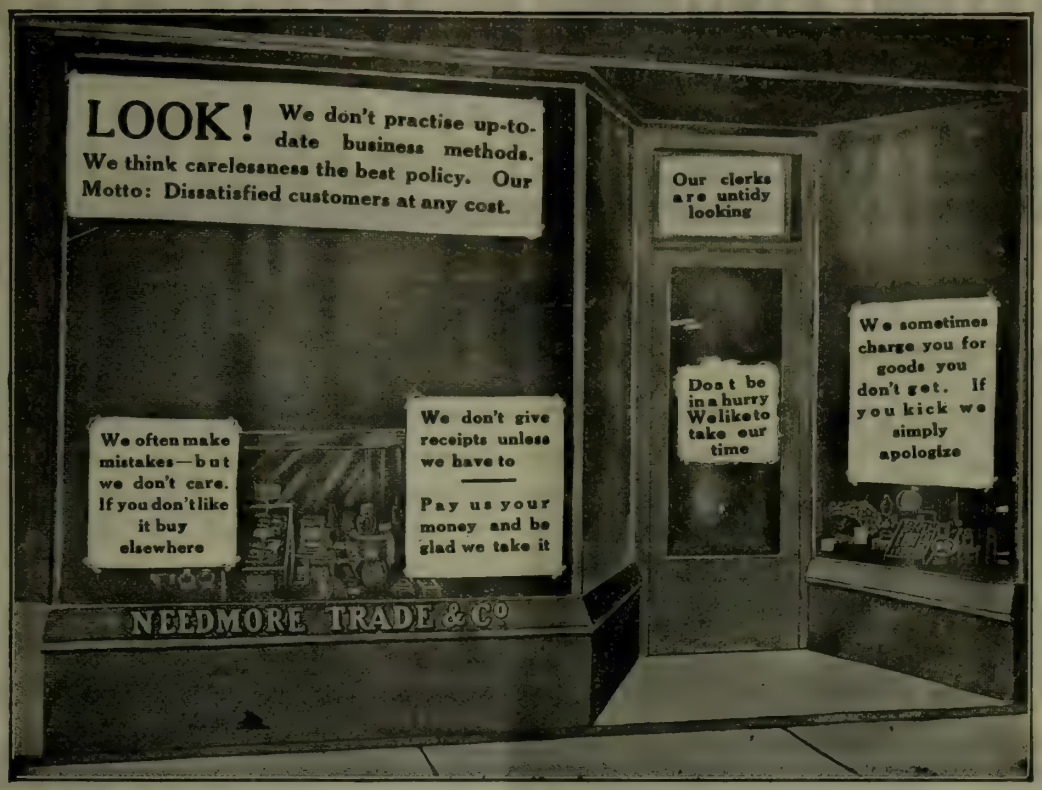
A. F. MACLAGAN

409 St. Nicholas Building - Montreal

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



This is BAD Advertising!

YET thousands of merchants are doing this very thing every day. Not by sticking signs in the window—but by their methods, by their neglect to adopt modern store system. **Actions speak louder than words, remember** You don't have to tell people how you do business. You are showing them every day.

Is this the kind of advertising YOUR store is getting? This is a very serious question that every merchant should carefully consider. If unsatisfactory conditions exist in your store lose no time in remedying them. Prevent mistakes, avoid disputes, stop all losses and insure absolute accuracy in all money dealings---as a million other successful merchants have done---by getting a National Cash Register. Then "put a receipt in every parcel."

You cannot succeed without a good system---and the better your system the better you will succeed. No store system ever invented has done so much for so many merchants, at so little cost, as the National Cash Register.

Customers like to deal in stores that have a National Cash Register. They know it guarantees absolute accuracy, promotes efficiency and stands for up-to-date methods and good management. And they realize that good management means better values.

There's a National Cash Register built for you, and the money it will save you will pay for it.

Write for further information to

NATIONAL CASH REGISTER CO.

Head Office and Factory, for Canada, at Toronto.
F. E. MUTTON, Manager in Canada.

THE NAME "FAIRBANK" MEANS SOAP SURETY

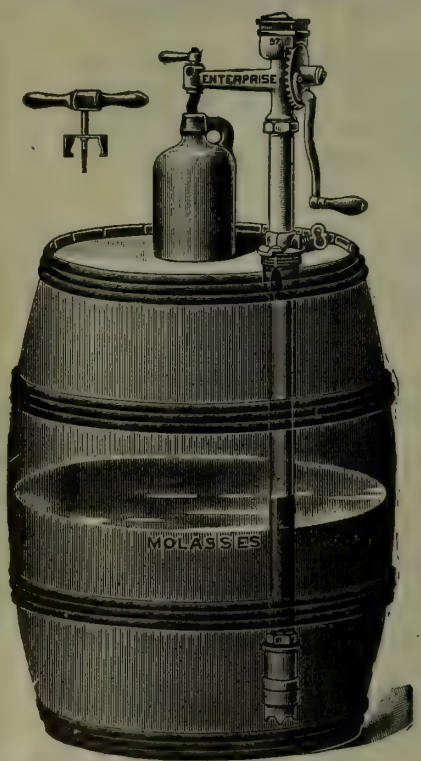
GOLD DUST



GOLD DUST is a success everywhere. You can make it a success in your store if you push it. It pleases the customer because of its cleansing power. It pleases the dealer because of our extensive, expensive, persistent, insistent advertising, which reaches everywhere and stimulates demand.

GOLD DUST practically sells itself.

THE N. K. FAIRBANK COMPANY, MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

There's a Feeling of Solid Satisfaction



Contractors to the War Office and Admiralty

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street, Calgary.

in handling so good a vinegar as

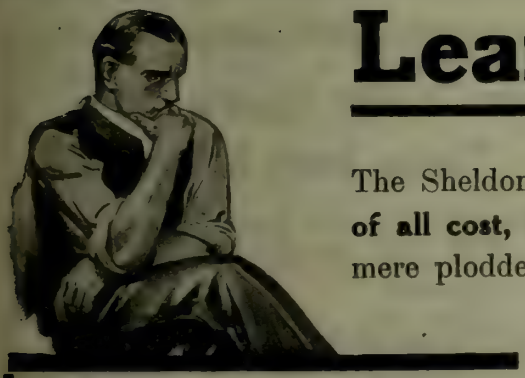
White Cottell & Co's

It's a good thing when there is satisfaction on both sides of the counter. Vinegar business prospers under such conditions. Let us help your prosperity by shipping a little lot of our Natural Malt Vinegar.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

Learn How To Think!



The Sheldon School wants an opportunity to explain to you, **free of all cost,** how it is making thinkers out of men who before were mere plodders. Are you ready to hear the story?

The big prizes in the world of business, the **big positions,** the **big salaries,** are going to the men who can think ahead. "How to develop thinking ability" is a matter of training---training that you can acquire in **your spare time at home.**

The Business Building and Salesmanship Courses of **The Sheldon School** will easily put you in harmony with the fundamental laws which develop thinking men.

48,000 Sheldon Men Have Learned How

The Sheldon Book is one of the most interesting pieces of business literature ever prepared. It outlines the **Sheldon Idea** and explains how **Sheldon** has applied all the laws of mind training to everyday business needs.

This book is mailed **Free** to ambitious men. It points out specific instances among more than **48,000 Sheldon** men who, without exception, have improved their ability to think through Sheldon teachings.

If you are seriously in earnest---write for **The Sheldon Book,** since you can do so without obligation or cost. This coupon brings it---mail it surely to-day.

The Sheldon School

1237 Republic Building, - - Chicago, Illinois

The Sheldon School, Republic Bldg., Chicago
Please send me FREE copy of THE SHELDON BOOK and full information regarding Sheldon Methods.

Name .....
Street .....
City ..... State .....



50 Cent Pieces! — Want Any?

During the month of July we are making a special reduction of **50 CENTS** per gallon, so that every dealer may have an opportunity of making big money.

IN BIG DEMAND FOR SALADS, ETC.

VERGINE BRAND OLIVE OIL

Vergine Brand is the very best on the market to-day and is highly prized in the best of households. You will not have an opportunity like this again so *"Make Hay while the Sun Shines."*

Drop us a Postal and register for o her money-making propositions.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

HERE ARE PRICES

Gallons, - - $2.25 per gal.
Half Gallons, - - $2.30 per gal.
Quarter Gallons, - $2.35 per gal.
F. O. B. Montreal and Toronto.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time ; because, to be successful in canvassing for trade papers, you must study and understand them ; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

During Travelers' Holidays

(JULY 17th TO JULY 29th)

We solicit your orders by

MAIL, 'PHONE OR TELEGRAPH

AT OUR EXPENSE

WE GUARANTEE QUICK SHIPMENT SAME DAY AS ORDER IS RECEIVED.

PRICES RIGHT

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Up-To-Date Equipment Pulls Business!



Sliced Boiled Ham and Bacon down to the last ounce

Nothing so adds to your reputation as the installation of modern devices for handling your goods; and the

BERKEL MEAT SLICER

will influence new custom to your store because of the clean and attractive way in which it cuts your bacon and ham. Incidentally it will surely increase your sales of boned meats, and will prove a very attractive ornament on your provision counter. The "Berkel" will positively cut at least twice as many slices to the pound as is possible to cut with a knife. Fitted with an automatic sharpener and protected to prevent accident.

Be wise and investigate the merits of the "Berkel." Write us to-day for full details and particulars of what other Canadian Grocers think of it.

Canadian Agents

W. A. FREEMAN CO., Ltd.

Hamilton, Ontario

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISGUIT

PERRIN LONDON
CORONATION



SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on you trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West: F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle



THE DOMINION MATCH

The match that is gaining in favor most rapidly. It has a substantial stem, and a head that will not fly off, a light every time one is struck.

The attractive boxing is an addition to the selling qualities of the match itself, the cartons or packages making good shelf and window display stock.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
or Canada Brokerage Company, Limited, Toronto

Tartan BRAND

Travellers' Holidays July 17 to 29.

FREE TELEPHONE AND TELEGRAM

Good service, special prices and your orders appreciated

Phone 3595—Exchange to all Departments

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Club House" Brand

SPANISH OLIVES



are a superior line that you will be well advised to handle, because of our care in selecting and packing only the very finest Sevilla Olives and the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our absolute guarantee of satisfaction.

"Club House" Brand Olives are attractively packed and yield you a good profit.

Gorman, Eckert & Co., Ltd.

LONDON, ONT.

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

FRESH COW'S MILK IN ITS MOST PERFECT FORM



For infants and invalids—safer than fresh milk on every occasion.

CANADA FIRST EVAPORATED CREAM

holds pride of place.

The extra care, perfect cleanliness and skill given its manufacture insure a uniform quality which makes it a very satisfactory line to handle. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to fresh milk.

Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, - - - Aylmer, Ont.

Head Offices, HAMILTON, ONT.

NEW SEASON'S

JAPAN TEAS

ARE NOW IN FULL SWING. GET

FURUYA & NISHIMURA'S

QUOTATIONS.

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Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

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BEST BY TEST

High Grade Sweet Biscuits

in a very wide assortment are made by the most efficient staff of biscuit makers in Canada and under the strictest sanitary conditions. Every ounce of materials used is A1 quality. You need not hesitate to recommend Ramsay's Sweet Biscuits to your best trade.

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Picnic parties will appreciate this line as a worthy addition to their usually select hamper. Write to-day if you do not already carry the Ramsay line in stock.

Ramsays Limited

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FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

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OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

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(J. A. Henderson)

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA



SATISFACTION COMES TO THE USERS OF "KIT" COFFEE

While users of other bottled coffees complain because the flavor of the original coffee is lost.

There are any number ot bottled coffees on the market, but "KIT" is the only one which retains the flavor of the finest coffee and chicory, and at the same time it is so easy to use as to be a real boon to the busy housewife.

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The Housekeeper Depends on YOU

to supply her with a sugar that will give her no trouble with her preserves and canned fruits

St. Lawrence Granulated

will guarantee absolute safety and satisfaction wherever used, and for preserving qualities it is perfect.

A Pure Cane Sugar

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL, QUE.

ONE PACKAGE MAKES SIX FULL QUARTS

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You couldn't have a better selling line than Minut Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

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WORCESTERSHIRE

SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

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JAMES DOME BLACK LEAD

The finest article in Stove Polish on the market.

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Your particular customer wants the best!



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because of its purity and quality, is the acknowledged leader in Cocoanuts!

The friend of all who cook!

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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
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might bring inquiries. Better write for rates to
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The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
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COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

"Too Mussy For Me"



As between an open bale of dates, half sold, and a pile of cartons of Dromedary Dates, which, if you were a consumer, would you be most attracted by?

If you say only the bulk dates, wouldn't you be even apt to be revolted by their mussiness and buy none?

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All jobbers.

We also pack **ROYAL EXCELSIOR** and **ANCHOR BRAND** package dates.

The Hills Brothers Co.
Beach and Washington Sts., NEW YORK

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Stop!
WE WANT TO HEAR FROM YOU

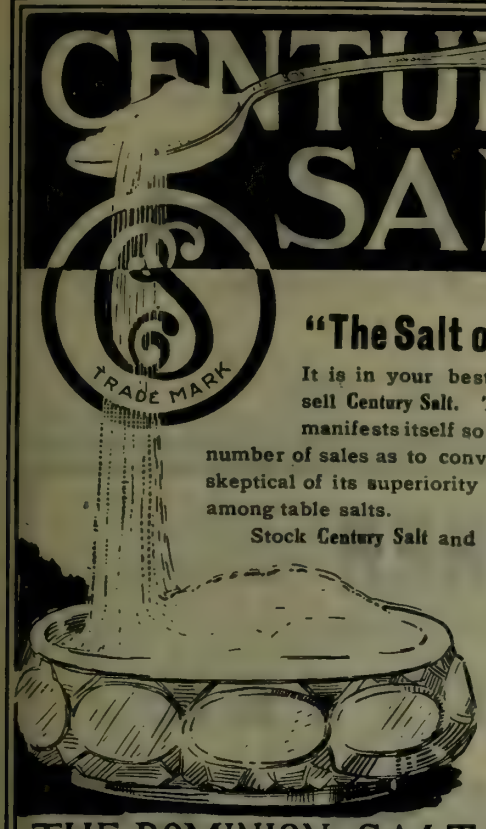
"Club" Health Salts
is a line you should feature just now because
(1) It is a good saline effervescing beverage.
(2) It is a handy and welcome package in the picnic hamper.
(3) It is an appeal to the housewife this warm weather.

Finest Keeping.
Never Goes Wrong.
BIG PROFITS TO YOU
VALUE TO YOUR CUSTOMERS
10 CENTS RETAIL
DROP US A CARD
S. H. EWING & SONS
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CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

CENTURY SALT



"The Salt of Salts"

It is in your best interests to sell Century Salt. The difference manifests itself so readily in the number of sales as to convince the most skeptical of its superiority as the leader among table salts.

Stock Century Salt and be convinced of the foundation for our statement.

THE DOMINION SALT C° LIMITED
SARNIA, ONT.

ASEPTO Soap Powder
"The Enemy of Dirt"

Recommends Itself for Five Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. package makes four gallons of liquid soap.

Try a case You will be surprised how readily it will sell, and the profit is attractive.

Asepto Soaps, Limited
ST. JOHN, N.B.

Very Little Persuasion

is needed to make your particular customer try

"GLOBE"
Macaroni and Vermicelli


GLOBE

because they are made from hard wheat with no maze or rice flour mixed with it and they are absolutely free from any glutinous substance. They possess a quality which gives distinctive flavor.

You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while. Order from your jobber, or

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REGISTERED
MONTREAL, - - QUEBEC

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating; absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

"FORCE"

You need not hesitate to recommend "FORCE" to your trade. It's made from Wheat, malted, and it is a safe food for summer.

THE H-O COMPANY, Hamilton, Ont.

THE TASTY PICKLE!

You can make sure of pleasing the public palate if you are selling

Queen Quality PICKLES



This high grade line is made solely from the freshest and choicest vegetables, and first quality vinegar and other ingredients, and they are handled and prepared in a factory that is a model of sanitation and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Send to-day for prices and discounts.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONTARIO

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Golden Brown Squares of Nourishment.

You can please the palates of your customers and add to your own profit by featuring

Telfer's Graham Wafers

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

Telfer Bros., Ltd. Collingwood, Ont.



Toronto Winnipeg Hamilton Fort William



They look for this trade-mark when they buy salt, and insist on having

WINDSOR SALT

because they have ound no other to equal it in fineness, dryness, flavor or purity.

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

DON'T CRY OUT

OVER LOST OPPORTUNITIES

There are unique profit possibilities AHEAD for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

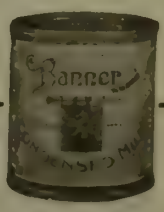
John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**

Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON ST. GEORGE - - - - - - ONT.

Order from your wholesaler or direct from the factory.

WESTON'S

FANCY MARSHMALLOW BISCUITS

ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

WRITE FOR PRICES AND SAMPLES.

George Weston, Limited

TORONTO

"SALADA"

——and what it means to you

We have consistently advocated the merits of "Salada" tea in aiding the retail grocer combat the peddler.

Of its immense advantage over Bulk Teas in uniformity of quality, freshness, convenience, economy, time-saving and *real* profit.

Our business has increased because the public have been *convinced* of the honesty of our goods.

Of their absolute reliability in quality, flavor and purity.

This conviction has *grown*.

Grown in spite of opposition, competition and imitation.

Grown because we have told the people of "Salada" and its goodness and they have told it to others.

To you "Salada" offers a sure road to quick sales and good profit without the necessity of carrying a heavy stock. Better to buy tea in small quantities and buy *often*.

It enables you to get trade, to hold trade and to get *more* with the least expense to yourself.

"SALADA" does credit to your recommendation. It enables you to sell more tea without fear of competition from the peddler.

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First Rain Storm for Drummers' Snack

Tenth Annual Outing of Good-Fellow Organization Passes into History as Splendid Success—Georgetown Seems to Be Ideal Place for Such a Gathering and Likely Will be Permanent—Travelers Attend From Far and Near—Toronto and Hamilton Both Win Ball Games—The Change of Officers.

(Staff Correspondence).

Georgetown, Ont., July 20.—Trials and tribulations, garbed in thunder and lightning and driving rain danced attendance at the tenth annual outing of the Drummers' Snack Club of Commercial Travelers, which was held in this town on Friday and Saturday of last week, but though it all, the determination of the Knights of the Grip forced a way to cheerfulness and when the celebration came to an end on Saturday night the citizens of this place, in fashion unmistakable, demonstrated that never before had they enjoyed a visit as much, while the drummers went home in similar good humor.

Never, in all her history has Georgetown passed through a more strenuous two days, and when it was all over there were many merchants ready and anxious to admit that they had never known the travelers before, at all. From the moment those salesmen from Toronto, Hamilton, London and other places in Western Ontario struck town to the time the last train bore away the "stickers" there was something doing every minute. All one has to do to get the picture, is to consider some drummer visitor in whom the spirit of banter—restrained, is apparent, and then think of him out in the free open, with nothing to sell and not a thing in the world to think about but fun; and then multiply that man about five hundred times. Unless the writer is greatly mistaken the painting limned by imagination will represent comic action spelled out in capital letters; and that was exactly what it was. A band of Comanche Indians, on the warpath, might have made more noise, but would not have been half so funny.

The Georgetown Welcome.

Then, too, the residents of Georgetown, from Mayor Grant down, entered so completely into the spirit of the affair, that if the visitors had chosen to put them under lock and key during their occupation of the town they would have considered it good fun. This genial, whole-hearted reception gave the drummers room, literally speaking, to swing themselves, which they did, with a vengeance, and as may be imagined, Georgetown folks enjoyed it all almost as much as they did. And when it came time to vote at the annual meeting on Saturday morning on the place of meeting for next year there wasn't a dissenting voice, and the manner in which G-E-O-R-G-E-T-O-W-N was spelled out showed that this spirit was fully appreciated. In fact, this town seems to be the ideal spot. It is reasonably close to Toronto, Hamilton, London and other centres, and is pleased to have the travelers come, and it is possible—probable even for that matter—that it will be the permanent "Mecca" of the men for some years to come, at least.

If the drummers had been superstitious, this feeling would have received a considerable check when the recollection came that in nearly twenty years this was the first and only time when the proceedings had been marred by rain. But it may be that they accepted the situation much the same as did John Wildfong, the 1910-11 president. That excellent man, in telling the citizens that the club would do its best to fulfill its obligations despite the howling elements, pointed out with a bright smile, that it would have been utterly impossible for the executive to "fix" the Power controlling the storm, even if they had had inside information of its coming on. Of course the downpour spoiled the concert on Friday night for it had been arranged to be held in the open air at the park, but really, as a matter of fact, most of it was carried out during Saturday afternoon, and although the setting was hardly as good as if it had been put through without hitch at night time, it was good enough to satisfy any holidaying crowd, and it did.

Memory of a Wild Night.

Incidentally, the memory of that Friday night storm will live in the memory of the visitors for many years to come. It was a weird and distressing, and altogether unlikeable outbreak, and yet there were features connected with it that made for plenty of amusement. The concert had been arranged, as has already been pointed out, in the open air, in the park, close to the race track. Advance travelers who had been in the town for most of the week had erected a stage of ample size with reasonably good "change" facilities for the artists. Back of the stage was a grove, the tall trees making up a background to appeal to the dramatic and romantic feelings of the audience, while the space occupied by the chairs was lighted by rows and rows of incandescent electric lights. Red, white and blue bunting, draped and hid the rough boarding of the platform, while an upright piano on a little stand of its own at the side gave a finishing touch to the whole. This could not have been improved upon to any extent, and surely all would have gone "as merry as a marriage bell" had not the Storm King turned an unpitying gaze upon the whole. That was when the trouble started. The people had been comfortably seated and the president and one or two of the leading snackers had told the audience what they thought of them, when, almost as by signal, black storm clouds began to gather in the north and west. Those in charge of the program pretended not to notice, and turned on the performers. The Wildfong Silver Coronet Band, composed of brilliant instrumentalists under the baton of E. R. Bowles, wasted their melody for a few moments upon the still night air; a Basso by name had rendered a song in splendid style, and Helen B. Robinson, a talented Toronto reader, had recounted the troubles of an Irish landlady with women boarders, before the gentle little drops began to patter down. A sea of umbrellas reared itself at once, and for a minute or so it looked as if the audience intended to sit out the shower. Maybe it was this intention that angered old Jupiter Pluvius, (or whoever it is who is supposed to have charge of the water bucket) for pretty soon the occasional drops had increased to runlets, and then to streams, until in the continuation of this evolutionary process, sheets of rain were falling on the erstwhile joyful throng. Thunder rolled grimly and lightning wove lace patterns on the sky. And not a cuss word.

Within the Sheltering Armory.

Within the confines of the park, and about one hundred yards distant from the concert platform, there stood a frame building, used in the past for purposes military. The word went around that Brother Wildfong intended holding the balance of the entertainment there, and the crowd surged over to its protection, blocking the ample doors like women at a bargain store. Everyone lugged a chair. Presently, all were inside the ample structure, where everything was contentment, except the lights, and there weren't any of them. And when any poor, misinformed wight ventured to light a match to survey the scene, he was informed, mighty quickly, by some of the younger members of the

assemblage, that the "firefly" effect wasn't welcome, and that they were getting on quite well as they were, thank you. After a few minutes the lighting of a cigarette would call forth howls worse than might be heard at any political picnic.

Then John Wildfong mounted the tribune, beg pardon, platform, and said: "Gentlemen, bear with us just a little while and all will be well. We didn't invite the rain, but we have invited an electrician to come along and fix the lights, (No, no, from the gallery) and we will go on with the program. We advertised that this show was to be held rain or shine, and by heck, we're going to hold it." (Hear! Hear!)

But alas, the electrician couldn't do a thing with the lights, and although seven or eight lusty grippers had trundled in the piano, and had everything in readiness for the fun to begin, there was nothing doing. President Wildfong, on whose face, by the way, a smile still gleamed, went outside to look after some of the talent, after directing his aforementioned "Silver Coronet Band" to disturb the lengthening silences. While he was gone, some one, nobody could find out who it was, came in and said that, "outside the little stars were twinkling and the rain had gone back into the clouds" or something to that effect, and the audience filed out through the yawning doors into the night. Sure enough THE STAR was twinkling away, as though it was not yet quite wakened up, and the clouds seemed to have taken in all the moisture, they looked so wet.

Another Wild Scramble.

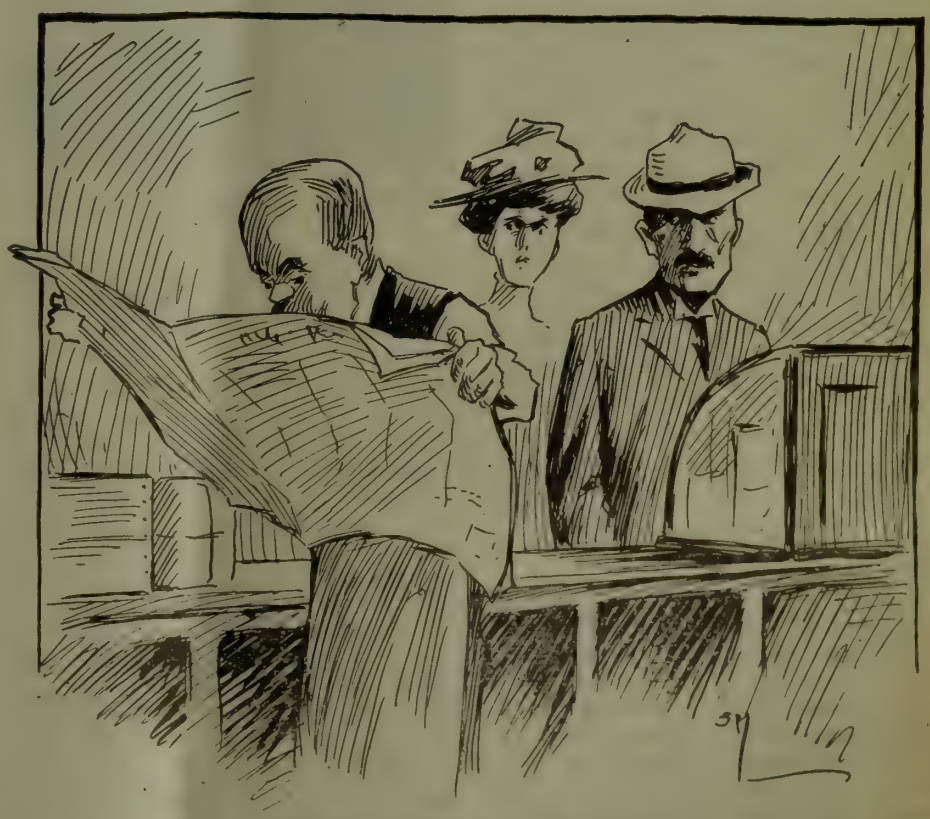
Well, to cut a long story short, as some of the nominators at the annual meeting say, the crowd got seated again. Harry Bennett, Toronto, sang "Tobermory" and then, by the way of variation chanted a nice little sonnet or two about "Being Shy." Wilfrid Morrison, from the same city, held the crowd enthralled with his wonderful, pure soprano tones, and the gathering cheered and clapped lustily when his little brother joined him in a duet. Then Margaret Park Wilson, came on. She was but nicely started on a contralto song, when, the thunder began once more its ominous roll in the west, and before the verse was finished, some one was holding an umbrella over her head. There was another mad rush to the armory (the chairs going along, too) and within a minute or two the crowd was again under cover. This time it was a storm, and the talent disappeared. Mr. Wildfong told them again about his good intentions, and they all believed him, and, furthermore, one or two drummers declaimed that they would hold the concert if it took until five in the morning; whereat, the citizens of Georgetown voiced their willingness to stay out all night if that were necessary. But then the talent had gone, and although the piano came in out of the wet again after a minute or two, there was nothing much doing beyond "gossip parties."

Then the gathering repaired up town, and, strange mixture of contraries, the night was beautiful. Before the two hotels, in the centre of the business section, the crowd assembled, the mud not mattering at all. The band of the 20th Regiment and some of the boys from Glenwilliam, scattered harmony on the breeze, and the air took on life again. Then, how it commenced, no one knew, but someone whispered it abroad, that it had been decided to send off the fireworks back at the park. And there was joy in the faces of all and sundry. Back again, through mud and long, damp grass they tramped in something like processional formation, and, soon close upon a thousand people were waiting in the grand stand for the fun to begin. This was about midnight, and the moon was big, and mild, and mellow. Mayor Grant, the Chief Magistrate, was introduced and was given a rousing reception, in the course of which he told the visitors the town was theirs to do with as they liked, which they did.

Nobody slept much in Georgetown that Friday night, for they were all imbued with the "Christmas comes but once a year" spirit. Some of the boys are still telling a story of the missing nine whose beds knew them not at all. And here it was already the next day. You can be sure some of those travelers will never forget that night. There never was just such another.

The Annual Meeting.

They were not such a bad-looking crowd either when the roll was called at 8.30, at the annual meeting; maybe it was a little later than that; but not much. And their heads were quite clear for the business was rushed through in speedy fashion. Letters of regret were read from one or two, and then the electioneering began. Some of it was quite simple, for, generally speaking, the principal officers merely took a step more. So, George Smye, of Hamilton, last year's vice-president, marched up to take the seat to be vacated by J. H. Wildfong and was acclaimed the new president; William Meen, Toronto, took Mr. Smye's vacant chair, while George Campbell replaced "Billy" as Toronto Secretary. "Charlie" Smye was re-elected to the Hamilton secretaryship.



CARTOON TALKS ON SERVICE.

Keeping customers waiting while you read the newspaper does not have a tendency to increase their respect for you or your store. Everybody likes to be served promptly and when this is not done there is usually a resolve formed to go elsewhere.

Robert Algie, recognized as the founder of the club, then pleaded to be released from the duties of general secretary-treasurer, and said he thought the time had come when the Home Secretary, J. H. Willoughby, Georgetown, should undertake those duties. Charlie Smye, however, thought the Home Secretary had quite enough on his hands as it is, and so P. McIntosh, of Toronto, was elected to fill Mr. Algie's place, after the latter had been renominated for the chair and declined to act. "Bob," as he is generally known, pointed out that he was only giving up a job, not severing his connection with the Snack Club. The other officers are as follows:

Home Secretary, J. H. Willoughby, Georgetown; Hamilton Executive, R. E. Smith, Wm. Dore, S. Male, W. Pringle, P. A. Somerville, Col. Stoneman.

Toronto Executive: C. A. Colwell, Sol Walters, Walter Madill, W. Mills, Walter Scott, W. Shaver.

Executive at large: J. D. Abraham, London; H. H. Rennie, London; Bert Groskurth, Orangeville; O. Wilder, Orangeville; Alex. Thompson, Guelph; W. Burch, Guelph; W. J. Moody, Berlin and Waterloo; Percy Wiggins, Owen Sound.

Auditors: John Charles, Toronto; W. J. Reid, Hamilton.

These elections had been carried out under a new constitution.

A satisfactory annual report was presented as well as other minor ones. The number of club buttons sold for the outing was 544, of which J. J. Allan sold 244, and the Snack in recognition of this fact, presented him with a beautiful silver-trimmed cut glass bonbon dish.

New Honorary Member.

Then things began to happen. In recognition of the work done by past-president Wildfong during his year in the presidential chair, the members unanimously elected his little ten-months' old son, J. H., also, by the way his eldest boy, to honorary membership in the Club. The father's face reflected great satisfaction, as he remarked gleefully: "I've just received word to-day that John Henry has successfully cut his eye teeth."

George Smye, on being inducted in the big chair, said he would rather be president of the Drummers' Snack Club, than President of the United States.

Invitations to the Drummers' Snack for 1912 were then given on behalf of Berlin and Waterloo, while Mayor Grant, of Georgetown, freely offered this village as the Snackers' stamping ground for next year also, and it was unanimously decided to hold the 1912 outing here.

Toronto Wins Ball Game.

And after this there was a ball game for the P. W. Ellis trophy. There were those who said it wasn't a ball game at all, only a walk-over, but those fellows are not generally credited with knowing what they are talking about. There were a whole lot of fellows on the ground (and women too, at the start) who have seen real ball games in their time, and they have since confirmed the writer in his belief that it was one kind of ball game. But even as this is being written the recollection comes that one young Georgetown fan, called out disgustedly: "who ever saw a five-inning ball game." Maybe he was right, and it wasn't a ball game at all, but Hamilton must have been to blame for that,



STARTER "JACK" WILDFONG, TORONTO,

Popular Past-President, whose ten-months-old son was elected honorary member.

for it was a ball game last year when they won it. This time it happened that Toronto had all the horseshoes. You couldn't head them off anyhow. That's how it was that any doubt arose about the status of the play at all. You know they only played five innings and in the first, Toronto, who were at bat, netted only eight runs. It was almost saddening to watch "Charlie" Smye, but "Sol" Walters wasn't saying much. The Hog Town nine eased up a little, in the next innings and only scored two runs, but in the third, eight more men crossed the plate, and gentle reader that makes 18 runs. Poor Hamilton had just managed to get away with four up to that time. When the fourth inning began, the Ambitious City battery reversed (principally because of the insinuations of "Charlie" Smye, and say! "Charlie" was heard to exclaim afterward, that "it was great!" Only one benighted Toronto man was shoved over, after that, and Hamilton got three more runs, even if there are those who say they didn't. Oh! it was a great game.

The winners:—R. Asher, pitcher; Wylie, catcher; Geo. Arnold, R. Arnold, Smith, Gloucester, Barchard, Maltby and Easton.

The losers:—Geo. Rush, pitcher; Macdonald, Georgetown, catcher; (this order was reversed after the third inning) Corrigan, Dove, Wilson, Algie, Male, Kerchar, Forgrave.

Umpire, Arnold, of Georgetown.

Another Ball Game.

It wasn't long after this until the old(?) fellows had refreshed the inner man, and, after the great and only parade, in which Clown, and Headsman, and Cardinals, and Potentates, and Kings, and Farmers, and Fools, and Ambassadors, and Queens, and the others, all walked in the mud in line, they began to knock chips off each others' shoulders, so to speak, in lining up for the indoor ball game, played out in the park. Again it was Hamilton and Toronto men who were arrayed against each other for the Wildfong Cup. This time (there is no doubt about it) it was a ball game, for Hamilton won, 6 to 5, and, Sol Walters played first base for Toronto. That should be enough in itself. There were many features in this game unknown in other contests. For one, "Mike" Malone, after swatting a nice one in the second inning, got to first base in time to catch himself out. The Umpire 'lowed as how his intentions were good.

Those who handed in their names as taking part in this game were as follows:

Toronto.—Meen, captain; Cross, Wilder, Walters, J. C. Charles, Powers, Jas. Charles, Cawthra, Drummond.

Hamilton.—Geo. Smye, captain; Pringle, C. Smye, Malone, Simmons, Francis, Harley, Arnold, Hune.

Hamilton won 6—5 score.

The Calithumpian Parade.

But about that procession. None but those who visited Georgetown on this important occasion can lay claim to the honor of having seen the most amusing and laughable procession that has occurred in recent years. It was a calithumpian parade that had all the others backed into a corner. Right from the gaily decked buzz-waggon in which Wildfong and Smye lead the procession, down to Sol Walters and family at the rear, it was one continual stream of gaily dressed humanity, who, in carnival costumes, vied with each other in attracting the attention of the immense crowd of spectators who lined the route of march. With heads erect, and martial tread to the

music of the three big bands, the participants represented everything from Queen Anne to prize fighters, and they marched up and down the main streets of Georgetown. Scoutmaster Barker, who was in charge, must have, indeed, felt proud as he watched the crew swing briskly past, every man in step (at times) excepting Sol Walters, who would keep step with no other band but the Wildfong Silver Coronets, and, as unfortunately some members of this musical organization were about two bars behind the others in the music, who could blame Sol Walters for marching to please his own sweet self. Charles and George Smye, representing Jeff and Mutt, marched together, the former introducing a new step called the double hitch, which allowed him to take two steps to his partners' one, thus arriving at the park pretty well on time. Chas. Smye was also introducing the latest creation in gentlemen's lids for a Paris firm. It was a cross between a tenth century and a pancake and Charlie received many orders (to take it off before the cop arrived).

Altogether it was a grand affair and will go down in the history of Georgetown as the greatest that has been. It was noticed when the procession had returned to the park that Sol Walters had deserted, and he was penalized by those in authority by having to take part in a nine act play entitled "Indoor baseball, outside in the Park."

The Baby Contest.

Wildfong and Smye were the first entries in the Baby Show, but as there is a rule that no person can win more than one first prize, and both being certain of carrying off the honors in the quarter mile stampede, for this, and other reasons, withdrew. From the grand showing made in this contest, Georgetown will no doubt be an attractive spot for the traveling man in another twenty years. Wm. Judge, Toronto, Thos. Gloucester, Toronto, and Capt. W. G. Reid, Hamilton, exhibited the babies in a manner which showed that they have been in excellent training. Mr. Wildfong bewailed the fact that he had not brought his ten-month old boy along as he felt confident that between the two of them they could at least have carried off one prize in this affair.

When the fat men's race was announced, the track officials moved the crowd back to the limits. Here, the bouquets were handed to Wildfong. After starting the race, he entered the contest himself and was successful—in running fully fifty feet at one time without stopping for refreshments. The bouquet handed him was off the lemon plant. But, although the track was in excellent condition no records were broken. The course was 75 yards, more or less, and mostly less. The race was closely contested and somewhat in doubt unless the last ten or fifteen minutes, when Colbert, looking around, saw Wildfong coming with a pistol, at full speed, took fright and galloped past the tape ahead of the rest, Mills and Charles coming in under a full head of steam, second and third, respectively.

The Tug-of-War.

"The men with the big pull" in Georgetown were got on the string in the tug-of-war. Wildfong was offered 50 cents to act as anchor on one end but declined when he saw Sol Walters move up to the other end of the rope.

The young women showed their training on the end of the broom handle in



COL. STONEMAN AND COL. COCHRANE,

Who had a reunion at Oakville last year. The former had to sleep alone this time.

the "broom ball match." The dust flew in all directions, and Mike Malone, who stood with open mouth at each mix up, allowed his throat to get so dry that he had to buy 5 cents worth of lemonade before he was able to yell. The girls, gracefully but energetically knocked the ball in all directions about the lot, but had difficulty in putting it in the required spot. This difficulty was intensified by the fact that they were never certain where the goal was going to be next time they shot. The goal posts kept moving about the field, most noticeably. Sol Walters who was chosen unanimously in this capacity by the ladies, had a habit of shifting his position in order to keep his peepers on the pill which was wafted to and fro by the mighty swats which only a woman knows how to give with a broom. One of the Drummers who acted as goal post can testify to the powerfulness of these swats, as well as his left leg which bears full evidence of the fact in a shape of an injured tibia. One goal was scored, according to the official reports, issued later in the day, but who was responsible for this counter was rather uncertain, as well as other particulars regarding the result. One girl at the end of the contest was unable to state just which side she had been playing for.

Georgetown Merchants Race

Competitive business men from Georgetown were on the spot when the stampede for the Georgetown merchants was heralded from the tower. This affair proved somewhat more strenuous than the business competition which exists between these men, and will put them in excellent trim for chasing delinquent debtors who try to evade their grasp. H. R. Nixon came first; L. Y. Reid, second; W. Kennedy, third, and C. Van Allen, fourth.

The Georgetown clerks were not to be outdone by their business superiors, and J. Reid sprinted home first in record time with W. Row and C. Dobie, second and third in the clerks of Georgetown race.

It was a mighty good thing for the contestants in the next race that Sunday was near at hand. Otherwise, some wholesale houses might have been short a man next day. It was the travelers' race, keenly contested with some "blowing" both at the start and the finish—only of a different kind. Francis, of Toronto, was first to step on the toes of those at the finishing line. Smith, of Guelph, came second, Barchard, of Toronto, third, and Dore, of Hamilton, fourth, and all had excellent excuses for not coming in first but they didn't tell them. However, fear was attributed to Francis' win. The sound of the starting pistol scared him, so that he went up the track exceeding the ordinary speed limit for travelers' races.

When the races for travelers' wives, sweethearts and daughters were announced, there was a general scramble of club members to offer their services at the finishing line, but Wildfong cleared them back by shooting half a dozen straight at the most prominent, with his toy pistol. The travelers' wives threw themselves into the arms of those at the tape as follows: Nelson, Mason, Smith and Mason. The travelers' daughters were caught in the following order: Caldwell, Walters, Caldwell, Caldwell and Foster.

There isn't any use in telling that the concert which was finished on Saturday afternoon pleased the crowd. They simply cheered themselves hoarse. And there was another little touch of Drummer kindliness that took well. This was

the presentation, by Mr. Wildfong, on behalf of the Smack, of a generous Union Jack to Captain R. R. Barber, and his Georgetown troop of Boy Scouts. They had been working self-sacrificingly all the week, in the interests of the outing and had everything in fine shape. The boys were of invaluable assistance to the billeting committee, for there was always one on hand to guide the stranger's feet when there was a card to be presented at the house of a Georgetown good-wife. It was a new touch, but distinctly a good one.

One Dealer's Methods for Increasing Sales

Woodstock Merchant Explains How he Keeps His Business Each Week up to Proper Standard — Concentrates Selling Force on Selected Lines of Goods—Moving the Stickers—Newspaper Space Taken to Further the Attempt.

Speaking in connection with methods that have been used to keep up the volume of business in his store, a retailer in Woodstock, Ont., recently outlined his views on the matter.

He has a big store and a big business. Probably his turnover would exceed $75,000 in the year. He attributes his system of always keeping customers informed of the goods he wishes to keep moving as responsible largely for this large volume of trade.

Briefly his idea is to divide off his stock each week into probably half a dozen definite departments. On these he will devote the whole force of his selling organization and will use every endeavor to move out the holdings he has in those lines. There is no particular routine he follows because he relies largely upon the seasons to make his selections of goods.

Samples of each of these lines are placed on the counter in prominent positions. In the meantime each clerk has been informed of what is expected of him and as a consequence no customer gets out of the establishment without having heard something of the sterling qualities of these goods. "My business in general has been wonderfully simplified by this scheme," he said. "The trade as a whole has been increased and there is not the slightest waste of selling force in the store. As will be seen each clerk knows precisely what is expected of him and at the close of the day's business the cheques are gone over to ascertain the man doing the most business in the lines picked upon for that day.

"There is no confusion within the store and consequently no hesitation on the part of the salesman in talking with any customer. The goods that he is supposed to sell are there before him, and he is already very carefully informed as to the selling points he can enlarge upon with advantage to himself.

"The newspaper space we carry each week is given over to these so-called specials. Of course there is a general talk on quality lines, and other goods are mentioned besides these, but generally speaking we concentrate as much as possible on the lines to be selected for the following day.

"In addition to this we have a definite policy in regard to the moving out of stickers. Each order boy on going out in the morning is given a sample of some line that we think should be cleared off the shelves. He doesn't have to do much talking for that isn't expected of him. All he has to do is to bring the sample to the attention of the housewife after she has completed her own wants and suggests to her that an addition order in that line would be beneficial to both herself and firm. I have found this scheme to work out well. It is very seldom indeed that the stocks of these slow goods are not cut down considerably by this method.

"Both of these systems have worked out remarkably well for me, and it would appear that other merchants in similar circumstance might well take advantage of one or both of them. It has been my experience that a clerk when his work has been definitely laid down for him does much more efficient work than does he who is left to work for himself. The idea seems to be along the lines of better merchandising and has simplified things a great deal for me."

Some of the Reasons Why Grocers Fail

Fallacy That Anyone With Few Dollars Can Start and Make Success in Grocery Business—How Deadbeats Flock to the New Man—Some Stock Too Heavily for the Capital Available.

By R. J. E. McCrea, Guelph, Ont.

Most people, that is people who have never been in the grocery business, imagine that anyone with $500 can start a little corner store and have a comfortable living the rest of their days.

That is why Guelph, for instance, has nearly thirty grocery stores for 15,000 population.

That is why goods that cost 12½c. are sold at 12½c. or 15c. and vice versa.

Lack of a thorough grounding in business principles, especially the all-important one of sufficient profit getting, causes 4-5 of the failures.

It's putting it mild to say 10 per cent. covers running expenses, and a man should have 10 per cent. for himself. How often does he?

A new grocer is terribly anxious for business. The deadbeats know it, and in the goodness of their hearts flock to him. He rapidly gathers as many accounts as his capital will allow—then crash—wakes up and tries to collect. I said TRIES to collect—that's all. He has the experience—they his goods. Learn to say NO, firmly and politely. A man can't afford to have a bad account on his books. He loses then cash trade also, which ten to one he'd get otherwise.

The most new grocers stock up too heavily for the capita involved. From my past experience, and I had five years as corner grocery man, I'd only put a week's supply of nearly everything.

Do you know, I think it would pay a grocer to sell butter and eggs at cost, even though he actually lost—the cost of doing business, because you gain so much extra—a cent on eggs or butter looks as big as $1 to most women. Quality first though always on butter and eggs.

The lack of these things—knowledge of cost—lack of variety of quality—have filled many a financial grave. Women hate a dirty store—scrub once a week—sweep often and dust always.

Investigate a failure. Did he make a good outside display? Did he advertise? No, he was slow—a dead one—such fail.

Leaks, waste, theft, not knowing cost, culling prices, discourteousness to customers, short weight, over-weight—all lead one way—broke.

System—prevents failure, shows leaks, prevents mistakes—adopt it now—the road to Hades is paved with good intentions.

Smile—just simply smile—a gloomy face chases customers better than old Dutch.

Be decent to travelers—successful men always are. The failures have a chronic grouch and can't be pleasant if they tried.

Travelers give many good ideas. Failures never read The Grocer. They wouldn't be a failure if they did. It would wake them up, give new ideas—often successful people's ideas—give market prices, teach him to buy—to sell—to be successful. Let me repeat—Failures do not read The Grocer. It might make them successful men.

Suggests Labor Bureau to Secure Clerks

Member of Toronto Retail Grocers' Association Brings Matter to Attention of Body and Committee is Appointed — Applications Would Go to One Man and Those Needing Man Could Get in Touch With Him—Gossip.

Toronto, July 20.—The Toronto Retail Grocers in monthly session in the Temple Building on Monday night, demonstrated themselves a live body by taking action on a scheme whereby grocers in the city may secure with the least trouble possible, competent clerks and drivers for their business. D. W. Clark introduced a suggestion for a labor bureau in connection with the association, in charge of some person who would keep in touch with available clerks and drivers. By an advertisement in the papers the person in charge would secure the names of all looking for such positions. From those who applied suitable testimonials would be secured before they would be entered on the list. Anyone wanting a clerk or driver could telephone to the bureau and at once secure a suitable man.

J. M. Cork thought it would be a good idea and that the man in charge should receive a fee from the merchants so served. Others were also in line with the idea and a committee composed of D. W. Clarke, D. McLean, F. Thorne, and J. M. Cork was appointed to consider the proposition and report at next meeting.

The matter of meeting the London, Ont., grocers on their picnic to Toronto, was left in charge of the executive. Fifteen new members were admitted to the association. Their names are as follows: Geo. Drinkwater, Spadina; John Davidson, Bathurst; D. J. Taylor, Spadina; P. J. Deelon, Queen; C. W. Duke, Barton; A. Dainty, Manning; S. C. Davis, Bloor; R. Chandler, Lippincott; M. Foreman, Spadina; Marshall Bros., Bathurst; J. Deverian, Niagara; C. Mathews, Parliament; R. Williamson, College; Canfield Bros., Brock; W. J. Cheser, Queen.

Heard at the Meeting.

The medical health officer's fruit display by-law has been shelved by the city council until October. "Until the fruit season is over," commented one member.

"Hiring a clerk," said one grocer, "he has an excellent recommendation from a former employer, but when I rang that merchant up, I found that he was an unsuitable man, being addicted to drink. I do not think a merchant should give a recommendation where it is not deserving."

"One man hired a driver" said another, "sent him out to deliver goods and found him later at a nearby hotel, unable for work and without a parcel delivered."

"It is a big problem with every merchant to get good reliable clerks and drivers," said another.

"The departmental stores are advertising soap at 6 bars for 25c. again," reported one member.

"Don't bother anything about them," advised a couple of others.

"I weigh all such articles as peas, beans and cabbage."

"The standard bag of potatoes is now 80 lbs. All do not seem to be acquainted with the fact."

"Potatoes in barrels sometimes vary from 1 to 1½ pecks. Some dealers claim they hold 12 pecks, but most of them are around ten."

"I always charge for the sealer when I send it out with vinegar."

"I have jars which when sent out with vinegar, I charge 10 cents for. If the customer returns them to the driver he gives them 10 cents and collect that amount when he returns to the store."

"I count up the number of egg cases each night and if there are any missing, I charge them to the driver, as he is responsible for them."

"If canned goods go much higher, we will be able to import them cheaper."

"Is it satisfactory to buy ahead?" asked one member.

"It doesn't seem fair that the grocer should buy ahead and have to carry the stock instead of the wholesaler. In some lines we have to order away ahead before our exact wants are really known."

The Grocer learned, with regret, of the death of Stanley Nicholson in Porcupine Lake last week. While he resided in Guelph, Ont., he corresponded for this paper. Among the articles he contributed was one explaining the system of the Guelph R.M.A. for the collection of debts, which was later destined to receive national prominence. His death was caused by the bush fires which drove him into the lake where he was drowned.

The retailers of West Toronto held their annual picnic to Niagara on Wednesday and practically all the stores of the place were closed for the day.

Vancouver, B.C., July 20.—(Special).—A. B. Ferguson, Vancouver, B.C., has acquired the business of the Savona Grocery Co., at Savona, B.C. The business was started many years ago by the late John Jane, and was purchased four years ago by H. J. Baker, who has since conducted it. W. J. Ferguson will be the manager.

A CALL FOR RETAIL ORGANIZATION.

Hamilton, Ont., July 20, 1911.

Editor Canadian Grocer,—The thanks of the retail trade are due to The Canadian Grocer for the excellent report given of the Ontario Guild's recent meeting, and hopes are entertained that the retailers may carefully read the same and make some effort to complete an organization in their own interests. The wholesalers are to be commended for the kindly interest they have taken in the affairs of the retail trade, but there is an old proverb that, I think, might be mentioned just here. "That the Lord helps those who help themselves." If no effort is made by the retailers it can hardly be expected that the Guild can do much more for them than they have already done. All the business accomplished reflects on the retailers to a certain extent, and it would be of incalculable advantage to the retailers if some of the large retailers could get together and discuss the different problems. I might mention Sloan, of Galt; McCrea, of Guelph, Scandritt, of London; Barron, of Toronto; Ford, of Ottawa; Osborne, of Hamilton; the big fellows in Kingston, Chatham, Midland, Owen Sound and other places as well, not forgetting our esteemed brother from Cobalt, who has asked the pertinent question, "Who is a retailer?" I think the trade are anxiously awaiting a reply to that important question, and when it is decided, will the wholesaler be willing to make a declaration when he is suspected of selling to the consumer, carrying out the same arrangement that he himself has with the manufacturer?

HAMILTONIAN.

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FRUIT PROBABILITIES IN ONTARIO.

A great weight has been lifted from the shoulders of the fruit growers and farmers of Ontario as a result of the heavy rainstorms which swept over the province at the end of last and at the beginning of this week. They came too late to save the bulk of the early small fruits, but at a providential time to freshen up the late varieties of raspberries and cherries and to make possible a larger yield of the larger and hardier fruits.

The late raspberries are improving. No one would care to go so far, yet, as to say the output will be as heavy as expected earlier in the year, but the yield will undoubtedly be greater than it was feared it would be some few days ago.

The cherries are practically all finished. The effect of the dry spell, as far as this fruit is concerned, was to ripen the early kinds practically all at once, with the natural result, of course, that the markets were pretty well filled. But this was offset by the failure of the strawberries and early raspberries, and the price held good. The English and later kinds are still to come in.

Pears are likely to be a practical failure. At its very best, the crop will be light. According to Secretary P. W. Hodgetts of Ontario Fruit Growers' Association, the farmers and fruit men are going out of pear growing, and, especially in the Niagara Peninsula, are substituting the peach trees whenever a pear tree fails. The Burlington section and Niagara district comprise the chief growing ground for pears and if there be a failure in those sections, there is not much hope that the scattered pear trees in the orchards of the rest of the province will be able to make up the defficiency.

Plums will be a good crop. There doesn't seem to be any doubt, as far as that is concerned. The yield everywhere promises well, and it is probable that this fruit will go a long way toward filling the domestic preserved fruit shelves for the coming winter. Reports from all parts of the province are good, and unless dire disaster comes—an unlikely contingency—the yield should be large.

But apples are not going to be the success expected early in the season, and although the Ontario yield is sure to be considerably better than that of last year, it is not going to be as good as people expect. Down in the eastern section of the province, along the north shore of Lake Ontario, the possibilities have fallen off greatly, and up in the big apple counties of Huron, Bruce, Lambton and Middlesex, the yield will be disappointing. The western half of Grey will also give but a light yield. One pleasing feature, however, is that the Northern Spys and Greenings will run up to a fairly good percentage in the apple-growing districts. Around Newcastle, a farmer is quoted as having stated that his Northern Spys would run up to 75 per cent., and out Milton way the pro rata yield is understood to be good.

There is another phase of the apple yield that has to be considered. That is the purchasing, or leasing, of about 130,000 trees by a Canadian company, operating with British capital, in the Prince Edward County section. This company intends, it is claimed, to export the best of its apples to Great Britain, and as its directors hope to pack about 100,000 barrels this year, this loss to the Ontario consumer will no doubt be appreciable.

The hope of the apple growing industry in this province, apparently lies in proper care being taken of the orchards. Where spraying and pruning and cultivating have been resorted to for more than a season the yield is greater than is the case with the uncared for trees. But the cultivating idea has taken hold of our Ontario farmers now, and it is probable that the apple yield in future years will be, generally speaking, good.

HONEY PRICES GOING HIGHER.

It is reported that at a meeting of the Honey Executive of the Ontario Bee Keepers' Association, held in the Parliament Buildings at Toronto on Tuesday a decision was reached to advance the price of the product with which they are chiefly concerned.

This determination to raise the price of honey is ascribed directly to the failure, or partial failure, of the white honey harvest, due to a drying up of clover in the recent prolonged drought which was general over the entire province. Except in Middlesex County and in some of the apiaries in the central and western counties, there is reported to have been a distinct falling off in the yield. Last year the "busy buzzers" gathered on an average 58.3 pounds to the colony; this year the average has fallen as low as 50.6. This will mean, for the province, a decrease of nearly one million pounds.

It is said that recommendations have gone forward as follows in regard to the prices to be charged:—

No. 1, light extracted, wholesale 11 to 12, retail 12½ to 15 cents.

No. 1, comb, wholesale, $2 to $2.60 per dozen; No. 2, comb, wholesale, $1.50 to $2 per dozen.

VALENCIA RAISIN CROP.

Reports from Spain on the growing Valencia raisin prospects seem to indicate a crop considerably in excess of last year, and about as large as that of 1909, as the pack is expected to total nearly 25,000 tons.

Although it is early to predict prices, there appears to be a belief prevailing among certain importers and brokers that a low level of prices will not be reached. To support their contention, they say that "the world

is absolutely bare of this stock," and that as competing crops are short this year there seems to be no reason why the market should slump to any extent. A season for free buying of actual wants is the way one man sums it up on another column of this issue.

Currants would also appear to be in a strong position in the opinion of some. The yield is expected to total up to almost 150,000 tons, but, of course, not all of this, probably not much in excess of 110,000 to 115,000 tons, will be available for use by the other countries of the world. Everywhere, too, currants prices have been marching up to a strong position, and the opinion is now fully expressed that the advances have been fully warranted. Still there are others who urge the presence of counteracting conditions, and who advise not to follow the market too far.

So it would appear as if both Valencia raisins and currants will come on a market almost utterly bare of supplies. What the result will be cannot be known until the shipments begin to come in, and it is to be expected that Valencias will be coming out about the latter end of August.

WESTERN CROP SITUATION.

All hopes for a large crop yield this year is at the present time dependent upon the weather during the next few weeks, and consequently the eyes of the entire business world of the West are turned in this direction.

The area seeded to wheat is so large and so scattered that to hope for ideal conditions at every point is absurd. There are sections in southern Manitoba and Saskatchewan where crops have suffered considerably from droughts, and reports of experts who have recently toured the provinces state that there are quite a few areas that are being plowed under.

In the north, especially in Saskatchewan, there has been too much rain, and this may induce prolonged growing with the consequent danger of frost. Taking the country as a whole, however, the situation at the present time is very satisfactory, and the promise of a good crop excellent. During the week, warm weather has been prevailing, and crops have been making rapid growth, as far as the maturing of the grain is concerned. The trouble at the present time which is confronting the average farmer is the question of help, and its is understood that the first harvesters' excursion will pass through Winnipeg during the first week in August.

COFFEE PRICE TO BE ADVANCED.

During the last year the price of the cheaper grades of coffee beans at New York has increased five cents a pound, and this advance now bids fair to be the primary cause of an addition to the price of the ground product going out to retail dealers throughout the country.

A Canadian manufacturer has informed The Grocer that he is now adjusting his prices, and expects that when the decision is reached the price of his goods will be at least a cent and a half to the pound higher than before. This is, of course, to be applied to the cheaper grades, made from the dark and imperfect beans. Nothing has been determined on as yet, apparently, in regard to the better qualities of the product.

THE PROVISION MARKETS.

Live hogs have again advanced on Canadian markets, the total upward movement in prices in the last week and a half varying from 35 to 50 cents per hundred pounds. The same reason is apparent as that given during the last advance. The English market has taken on a firmer aspect, and the desire of packers to get the pork products to that market before any decline can take place, brings on a keen demand. This combined with a limited supply resulted in an upward movement in prices.

The English bacon market is at present in a steady position, while live hogs in the Western States are also firm. With the supply of hogs none too large and with a fair home consumption of pork products, live hogs can be expected to hold their position as long as a firm English market continues. There is the possibility, however, of the firm market bringing out such large supplies that it will, as before, be depressed.

CAN THE RETAILER GET DECLARATION?

There is a letter published in this issue from Hamilton, Ontario, that is entitled to serious consideration by retailers, not only of Ontario, but throughout the other provinces of the Dominion, because of the principle involved.

This correspondent desires to know why men like Sloan, in Galt, McCrea of Guelph, Scandrett of London, Barron of Toronto, Ford of Ottawa, Osborne of Hamilton, and the big men in Kingston, Chatham, Belleville, Midland, Owen Sound, North Bay and other places, do not "get together" and discuss questions of importance to the retail trade, just as the wholesalers of the Province did at their recent Guild meeting. He doesn't see much of a reason why this could not be done, and would like to be told.

He also wonders whether the wholesaler would be willing to give a declaration that he is selling only to retailers, now that the wholesaler is asking the manufacturer to declare that he sells only to legitimate wholesalers.

If the chain of distribution of foodstuffs, as obtaining at present, manufacturer—wholesaler—retailer—consumer, is to be perpetuated, there seems to be only one answer to the question. The retailer has a perfect right to demand of the wholesaler what the wholesaler now demands of the manufacturer. Such a concession from the jobber would undoubtedly do a great deal of good in legitimate merchandising. Such an organization as the Hamilton dealer speaks of would be able to define a retailer to the satisfaction of the wholesaler, and consequently the possibilities of selling to hotels, boarding houses, mining camps, and so on, would be considerably lessened. The columns of The Grocer are open for the discussion of both sides of this question.

EDITORIAL NOTES.

There is a possibility that New Brunswick before long may be known as a centre for the tobacco industry of the Dominion. Tobacco culture is now in the experimental stages in this province, and some planting has been done in the St. John River Valley. It is claimed that the climate and soil are very suitable for the growth of the weed, and should the experiment being conducted by the Provincial Department of Agriculture prove successful, a new and profitable industry will be developed.

Latest Review of the Grocery Markets

Sugar Demand Appears to Have Fallen off Because of Lull in Preserving Season—Outlook Rather Unpromising as Far as Canners' Supplies are Concerned—Some Lines of Starch Take Step up—Business Shade Quieter Because of Absence of Travelers on Vacations—Dried Fruit Situation.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Tomatoes—Advanced.

Starch—¼c higher.

Mushrooms—$1 a case higher.

Lobsters—Flats advanced.

Montreal, July 20.—On Saturday last the farmers were selling tomatoes on the market at ten cents a pound. On Tuesday of this week the price was down to five cents. This decline of 100 per cent. was due to Sunday's rainfall. Potatoes (new) showed a corresponding decrease, and other vegetables as well. Had it come earlier in the month the benefit would have been more marked than it has been.

On some lines of starch there has been an advance of ¼c.

Sugar has been moving well, however, travelers report that there is not a heavy demand from consumers just now, and none is expected until the next fruit crop. Plums are probably the next fruit to be sold, and until then the consumers are not likely to show much attention to this market. Raspberries, like strawberries, are now said to be out of the question, the price being altogether too high for preserving purposes. The early raspberry and the strawberry seasons were, respectively, of very short duration, but while they lasted the sugar demand was heavy. The increase of 10c last week has also helped to direct attention to the market. There is, of course, general interest in dried fruits and canned goods. Wholesalers and retailers are looking ahead in an endeavor to get some idea of what will be presented to them. Currants are steady. California raisins are probably a little easy just now, but brokers do not expect that this condition will last long. In fact, surveying the dried fruit markets, there is a feeling more pronounced than ever this week that the conditions this year will show little or no improvement on those of last year. In addition the new crops are coming on a bare market.

Jobbers report a heavy demand for lemonade juices, powders, etc., also lime juice, condensed milk and cream, ginger ale and the various other hot weather goods that appeal. Grape juice was also in heavy demand. In fact, business has been well maintained, and if the remaining six months are as brisk the year should be an exceptionally good one.

Sugar—There is a good demand for sugar, although it is temporarily lighter, owing to the berry crop having reached the end of its tether from a preserving standpoint. It is felt that if the primary market shows any further strength the local market may undergo another rise.

Granulated, bags	4 75
" 20-lb. bags	4 85
" Imperial	4 60
" Beaver	4 60
Paris lump, boxes, 100 lbs.	5 65
" " " 50 lbs.	5 65
" " " 25 lbs.	5 75
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 35
" " 100 lb. boxes	5 55
" " 50 lb. "	5 65
" " 25 lb. "	5 85
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 20
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 60
Powdered, bbls.	5 00
" 50-lb. boxes	5 20
Phoenix	4 75
Bright coffee	4 70
No. 3 yellow	4 50
No. 2 "	4 50
No. 1 " bags	4 35

Bbls. granulated and yellow may be had at 5c. above bag prices

Dried Fruits—According to reports here there is a much firmer feeling in California dried fruits. Apparently this is a direct result of the warm weather during the early part of the present month, together with indications of a heavy general demand. Wholesalers have not as yet shown any marked tendency to buy, and brokers are telling them that they will likely be caught. Some time ago it was pointed out in The Grocer that the opening prices of dried fruits in the west were somewhat favorable, but it is now claimed that since then markets have grown stronger steadily and that there will be no recession to the conditions which then obtained. In fact, it is held that markets are going to be firm. The prices now held out are worthy of some study. They show something of an advance over what were quoted only a short time ago. The estimated effects of the recent dry spell in the east is acting upon the California situation. It will be interesting to watch the incidents in the dried fruit markets during the near future. Practically all the interest is being centered upon new crops. A local traveler told The Grocer last week that he had sold fruit supplies to all his customers at open prices, and canned goods are being handled in the same way. Locally, jobbers are holding aloof from buying, holding out for lower prices. One broker expressed the belief that they would be caught yet.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 13	0 15
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb	0 08½	0 09
" Vostizzas, per lb	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates	0 06½	0 06
Fards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown. 0 11 0 12
Figs, 4 crown	0 09	" 9 crown 0 13 0 14
" 5 crown	0 10 0 11	
Prunes—		
30-40		0 17½
40-50	0 15½	0 16
50-60		0 15
60-70		0 14½
70-80		0 14
80-90		0 13½
90-100		0 13
Raisins—		
Choice seeded raisins	0 09	0 09½
" fancy seeded, 1-lb. pkgs	0 09½	0 10
" loose muscatels, 3-crown, per lb	0 08	0 08½
" " 4-crown, per lb		0 09½
Select raisins, 7-lb. box, per box		0 52½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb	0 07	0 07½
" select, per lb	0 08	0 08½
" 4-crown layers, per lb	0 08	0 09

Tea—The market for Japan teas has been firm and fairly active during the past week, principally on account of the arrival of the new crop, which has been looked forward to with considerable amount of interest in consequence of the change in the non-color. Arrivals of the natural leaf so far have been giving satisfaction. Several transactions have taken place also during the past week in last season's teas for price, also fannings and siftings. Stocks, however, in these particular kinds are now low and until the late crop teas arrive the balance of last season's held in first hands should maintain good prices.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Nuts—The market is uneventful, with the exception of peanuts, which show something of an increase.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb	0 11½	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 17	0 18
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12	0 13½

Bon Ton, green	0 10½	0 11
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves	0 34	0 37
Brokens	0 30	0 32

Coffee—The local market remains unchanged. From the primary market it is reported that conditions are a little easier.

Mocha	0 22	0 30	Santos	0 18	0 21
Rio, No. 7	0 17	0 19	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Rice and Tapioca—The market witnesses a steady demand. In the south the new crop will soon be ready. Conditions are generally unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Spices—There is nothing new to report in regard to spices. Grocers are beginning to prepare now for the pickling season.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	.... 0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 23 0 32	Peppers, white	0 20 0 25

Syrup and Molasses—Demand for syrups continues steady, and dealers should not overlook the possibilities of this summer trade.

Molasses, to arrive, car load lots	0 28	0 29½
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 25	28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls	....	0 03½
" ¼-bbls	....	0 03½
" 38½-lb. pails	....	1 70
" 25-lb. pails	....	1 20
Cases, 2-lb. tins, 2 doz. per case	....	2 25
" 5-lb. " 1 doz. "	....	2 60
" 10-lb. " ½ doz. "	....	2 50
" 20-lb. " ¼ doz. "	....	2 45

CANNED GOODS

Montreal.—Canned goods are being steadily cleaned out. One house reports demand for tomatoes almost too good for present supplies, the desire being to carry sufficient for all requirements until the new tomatoes come in and therefore until the new pack is ready. The price of tomatoes is $1.65 with some quoting below that price ten cents. Peas are scarce and varying prices are mentioned. One wholesaler stated that he had sold peas for $1.35 to another wholesaler which is worth noting for the reason that to the retailer the highest price has been about $1.25. However, the new peas are coming in and this may have a temporary effect on trade although after that there is still a demand until the canned peas are again ready. Those wholesalers who closely follow the crops are not impressed by what the weather man has been doing and there is more or less of a feeling that various crops will be affected. Strawberries, peaches, peas and tomatoes are mentioned and the trade will await with interest definite news regarding the various packs.

There is an upward tendency to lobsters and it is believed that, as before stated, salmon of the better grades is likely to be much higher than last year.

Apples, 3 lb	.... $1 10
Apples, gal	3 40 3 50
Peas, standard, dozen	1 15 1 25
Peas, early June, dozen	1 20 1 35
Peas, sweet wrinkled, dozen	.... 1 35
Peas, extra sifted, dozen	1 77½ 1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00 1 05
Corn, dozen	0 95 1 00
Tomatoes, 3 lb.	1 55 1 60
Tomatoes, gal.	3 75 4 25
Strawberries, dozen	1 25 1 90
Raspberries, 2's, dozen	.... 1 77½
Peaches, 2's, dozen	.... 1 90
Peaches, 3's, dozen	2 87½ 2 90
Pears, 2's, dozen	.... 1 80
Pears, 3's, dozen	.... 2 40
Plums, Greengage, dozen	1 40 1 67½
Plums, Lombard dozen	1 00 1 10
Lawtonberries, 2's, dozen	.... 1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 27½ 2 30
½-lb. flats, per dozen	.... 1 45
1-lb. flats, per dozen	.... 2 47½
Other salmon—	
White salmon	1 00 1 15
Humpbacks, dozen	1 25 1 40
Cohoes, dozen	1 60 1 65
Red Spring, dozen	1 90 2 00
Red Sockeye, dozen	.... 2 10
Lobster—	
¼-lb. flats, dozen, $2.75, $2.85; 1-lb. talls, dozen, $3.60, $4.75	
1-lb. flats, dozen, $5.00, $5.10.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 85	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—The general canned goods outlook for this year up to the present is rather unpromising. Particularly is this so, and most definitely known, in regard to canned fruits. It is made worse from the fact that the housewife has this year preserved but little fruit so far, so that an increased consumption can be looked for. The early pack of strawberries was good, but dropped off towards the end of the season. A prominent fruit packer states that he looks for a fairly good pack in this line while a broker in touch with the situation says that he does not expect over 65 per cent. of an average pack. Raspberries have fared rather badly, although the late ones will be helped out by the recent rains. One canned goods broker stated that he did not expect much over 50 per cent. of an average pack. Small fruits, including raspberries, currants and blackberries are scarce according to an Ontario packer. Cherries withstood the drought better and a good average pack is expected. The outlook for peaches, plums and other late fruits is so far fairly satisfactory.

The jam factories have been particularly hard hit by the shortness in the fruit crops, even more so than the canners. Situated in one particular locality, they had only one section to draw from, while the canners situated in different districts, were in this way able to even up somewhat. One jam manufacturer stated to a local wholesaler that to him it was the most unfavorable season in the year and that he had already lost $20,000.

In regard to vegetables, one report from a canner in the Picton district says that there has been little rain there and that the outlook for tomatoes and corn was not at all promising. A broker stated that the drought had affected these lines, but that the weather was now more favorable. The prospects for peas were most excellent and while they started good, they were hit by the hot weather, and while the returns are not all in, a short pack is anticipated. Beans were in the same manner affected and the pack will not be heavy. Canning of tomatoes will probably start about the first week in August.

Prices on strawberries have not yet been named but are expected soon. All canners are waiting for accurate figures regarding the pack before setting prices. Wholesalers are wondering what percentage of their orders they will receive. According to their agreement canners agree to deliver at least 60 per cent. of orders or give a cash consideration for the amount it falls short of that figure.

Prices on spot goods are firm. Lobsters are particularly firm and dealers are talking of advancing prices.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 97½	1 00
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 95	1 97½
" fancy, 2's	1 05	1 07½
" on cob, gal	....	4 77½
Peas, Standard, size 4, 2's	1 35	1 40
" Early June, size 3, 2's	....	1 50
" Sweet Wrinkle, size 2, 2's	..	1 50
" Extra fine sifted, size 1, 2's	1 77½	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 40	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" not white, pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 09
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	..	1 90
" black standard, gal	7 02½	7 05
" red, heavy syrup, 2's	1 90	1 95
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Pineapple, 1½ sliced	....	1 75
" 1½ whole	....	1 70
" 1½ grated	..	1 75
Rhubarb, preserved, 2's	1 52½	1 55

" " 3's	2 27½	2 30
" standard, gal	3 50	3 60
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25	2 27½	
½-lb. flats, dozen	1 42½	1 45	
1-lb. flats, dozen	2 45	2 47½	
Cohoes, per doz.		1 77	
Red Spring, doz.	2 10	2 15	
Lobsters, halves, per dozen	2 50	2 65	
Lobsters, quarters, per dozen		1 60	

Other salmon prices are:

Humpbacks, doz	1 30	1 35
Pinks	1 30	1 35
Northern River Sockeye	2 20	2 25
Chicken	4 00	
Turkey	4 00	
Ducks	4 00	
Soup, 2's	1 9	
Soup, 1's	1 40	

ONTARIO MARKETS

POINTERS—

Starch—Advanced ¼c.

Coffee—Firm.

Canned Lobsters—Firm.

Toronto, July 20.—Business locally is perhaps a shade quieter this week, due to the fact that wholesale grocery travelers are now away on their holidays, but a fair trade, under the conditions, is being transacted. When the country travelers return on the 29th and the city travelers on the 30th, no doubt, under the added vim induced by the vacation, the increased orders will make up for any slackness which may be apparent now. Collections continue fair for the season of the year.

Trade has been helped along during the last week by orders received for foodstuffs from the fire-swept section of Northern Ontario. Under the scarcity of fruits for perserving, the sugar consumption is as yet rather disappointing.

Sugar.—Sugar is unchanged at last week's quotation of $4.85, and while beets have reacted slightly from the high point reached during the period of greatest speculation, the market is still steady. The highest point that European beets attained was equal to $4.62 landed in New York while present quotations are equal to $4.51. Cuban quotations are at $4.23, while Java sugar for July is at $4.29. Final estimates of the Cuban crop set it at 1,527,000 compared with a crop of 1,804,000 tons in 1910. The shortage must be filled by supplies from either Java or Europe. "It looks," said one dealer, "like a good steady sugar market during the preserving season, the market movement meanwhile depending on the condition of the growing beet crop and the character of demand during the preserving season." While there is a fair movement, still it is somewhat disappointing, caused by the shortness in the supply of fresh fruits available for preserving purposes.

Extra granulated, bags	4 85
" " 20 lb. bags	4 95
Imperial granulated	4 65
Beaver granulated	4 65
Yellow, bags	4 45

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	5 25
" " 50-lb. boxes	5 45
" " 25-lb. boxes	5 55
Powdered, brls	5 05
" 50-lb. boxes	5 05
" 25-lb. boxes	5 45
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 75
" in 50-lb. "	5 85
" in 25-lb. "	6 05

Syrups and Molasses.—This is not the season of heavy demand for syrup but still the trade is well maintained for the season of the year. Molasses, however, is rather quiet. There are no features to the market otherwise.

Starch.—Certain brands of package goods were advanced ¼ cent per pound this week. There is a good, steady, trade in this line.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 50
Muscovado	0 30

Dried Fruits.—As can be expected with conditions now existing, trade in spot stocks of dried fruits is exceedingly small. Interest in the new crop of both California and Mediterranean fruits is as yet not great, except that dealers are giving some attention to conditions in each line. According to the representative of a prominent Coast packing interest the California fruit packer is, in his own words, between the devil and the deep sea, because of the rather wide divergence of ideas as to market values between those held by the grocer and the producer, amounting to a difference of some $400 a car. Consequently both jobbers and growers are resting on their oars and both seem to be satisfied to wait.

Prunes—					
30 to 40, in 25-lb. boxes					0 17
40 to 50 " "					0 16½
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes					0 20 0 21
Fancy, " "					0 20 0 22
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches					0 13½
Dried apples				0 09	0 09½
Evaporated apples					0 16
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08½	0 09
Seeded, 1 lb packets, fancy					0 10
" 16 oz. packets, choice				0 09½	0 09½
			Sairs		0 05
Dates—			Package dates, per 1 lb	0 06½	0 06½
Hallowees—					
Full boxes	0 05½	0 06	Fards choicest	0 10	0 10½

Coffee.—On the New York coffee market, prices have been firming up to such an extent that a similar feeling has developed in the local situation. "Prices have advanced from 1 to 1½ cents in the past three weeks," said one dealer, "and accordingly there is a stronger feeling locally." While quotations for unblended lines as listed below are unchanged, many dealers have made advances on their standard blends. Dealers state that the higher prices have had no effect on the total consumption. A local wholesale firm intend to advance their prices on low grade coffee about 1½ cents per pound. Low grade coffee is made from the black and imperfect beans and in the last year this grade has advanced 5 cents per pound on the New York market. One wholesaler said: "If wholesaler and retailer are to get a fair profit, the retailers should sell this coffee at more than 25c."

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—Trade is of a routine character in most lines of nuts. The Brazil situation, while rather unsettled, exhibits a firm undertone. According to one report the shipping season in Brazil is about over, and the available supply is falling short of last year. The new crop of almonds and walnuts is being given some attention. They will not arrive until late in the fall.

Almonds, Formigetta	0 15	0 16
" Tarragona		0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Spices.—With the pickling season now near at hand, nearly all lines of spices are steady in price, most noticeably peppers. The demand in anticipation of the pickling season has already set in, according to local dealers, and a satisfactory trade is being transacted.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—A moderate trade continue in these lines at unchanged prices.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

Per lb.			Sago, medimm brown	0 05½	0 06
Rice, stand B	0 03	0 03½			
Rangoon	0 03½	0 03½	Tapioca—		
Patna	0 05½	0 06½	Bullet, double		
Japan	0 04½	0 06	goat		0 08
Java	0 06	0 07	Medium pearl	0 06	0 06½
Carolina	0 10	0 11	Flake		0 08
			Seed	0 06	0 06½

Beans.—According to a number of local dealers there is no plentitude of spot stocks of beans, and this condition they claim to be general. Trade in this line as can be expected at this season is not overly large.

Prim beans, per bushel	1 90	2 10
Hand picked beans, per bushel	2 10	2 25

MANITOBA MARKETS

POINTERS—

Sugar.—Advanced.

Syrup.—Steady.

Starch.—Advanced.

Coffee.—Firm.

Winnipeg, July 20.—There is little change in the general conditions of the grocery trade since last week. The exhibition which opened Thursday is at its height and the majority of the travelers for the wholesale houses have returned for a week or two's holiday. In spite of the fact that orders will, therefore, not be coming in from them during this period, trade is as active as ever, as many country retail merchants are visitors in the city and are visiting the wholesale houses themselves and giving large orders. In this way the entire staff are kept hustling.

There have been few items of interest in the various lines during the week. The sugar market which has been strong of late, advanced 10c per cwt., on the increased strength of the Southern markets. Starch has also been extremely active, advancing ¼c per pound in all grades except two. Syrup is steady at last week's advance. Coffee is still strong but the expected advance has not yet taken place.

Sugar.—Owing to the continued advance on the New York market in both raw and refined sugars, the local market advanced 10 cents per cwt. on all grades this week. Large quantities of this commodity are being used, but stocks are rather light and there is a slight danger of a shortage occurring. Present quotations are:

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 10
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 60
" " in boxes (25 lbs.)	5 85
Powdered sugar, in bbls	5 40
" " in boxes	5 40
" " in small quantities	6 15
Lump, hard, in bbls	6 10
" " in ½-bbls	6 20
" " in 100-lb. cases	6 10

Syrup.—No further advance has taken place since last week. Stocks are of good size and all danger of a shortage out of the question. The demand for this line is fairly active, although the warm weather has caused a slackening. Existing prices are as follows:

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Starch.—Some lines of starches, both for eating and washing purposes, have advanced ¼c per pound during the week. Stocks are of fair size, but the demand is strong and supplies at bases reported to be low.

Dried Fruit.—No further advances have been reported this week. Practically all lines are cleaned up on the local market, and the few odd ones that exist are fast disappearing. Trade will be practically dead in this line until the new packing arrives in October.

Smyrna Sultana raisins, uncleaned, per lb	0 12½
" " " cleaned, per lb	0 13½
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 08
" " choice seeded, in 1-lb. packages per package	0 09
" " fancy seeded, in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 07½
Raisins, 4 crown muscatels, per lb	0 08½

Prunes—		Prunes, 50-60, lb	0 14
25-lb bx, 90-100, lb	0 11	Prunes, 40-50, lb	0 14½
" 80-90 "	0 13½	Silver prunes, ac. to quality	0 11½ 0 14½
" 70-80 "	0 14		
" 60-70 "	0 14½		

Currants, uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg., dry, cleaned, lb	0 09½

Pears, per lb	0 16½	Nectarines, lb	0 12
Peaches, standard, per lb	0 10½	Dates, Hallows, per lb., bulk	0 05½
Peaches, choice	0 11½	Dates, pac ages 30 in case	0 06½
Apricots, standard, per lb	0 16½	Peel, lemon, lb	0 10
Apricots, choice		Peel, orange, lb	0 10½
per lb	0 17½	Peel, citron, lb	0 14½
Plums, pitted, lb	0 12		

Coffee.—The coffee still continues to puzzle many old heads who have predicted an advance long before this. The same firmness still continues to prevail but no change is noticed yet.

Coffee, standard Rio.	0 14½	Coffee, choice	0 15½
		Coffee, extra choice	0 16½

Beans and Peas.—These lines are holding firm after the recent advance. The demand is still strong and business is active.

Beans, 3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20
Peas, split, 100 lbs	2 85

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., July 20.—New potatoes are coming in more freely with the advance of the warm weather, and the wholesale quotation is now four cents per pound. The crop will be good, but the demand is very strong.

Strawberries have practically passed from the market, and raspberries are beginning to come on. The latter are a little late, but in accordance with the season. There is plenty of fruit in the market, much coming from the south. The Australian passion fruit, which came in by the last boat, has met with favor, and the shipment has been disposed of. Peaches, pears and early harvest apples are coming from California. Beef is still scarce, and shipments from eastern and Omaha points are still coming in.

The quality of butter is a little better this week, though the price is steady. Eggs are very firm, supplies of the local fresh being somewhat limited.

NOVA SCOTIA MARKETS.

Halifax, N.S., July 20.—The sugar markets continue to attract the attention of the grocery trade. There has been another advance of 15 cents per hundred pounds in the local market, and the price will probably go higher. Extra standard granulated is now quoted at $4.90, United Empire at $4.80, Bright Yellow $4.70, No. 1 yellow $4.40, and unbranded $4.30. All dealers report heavy sales of sugar during the past week. Fairly good stocks are on hand.

California oranges have been advanced 30 cents per crate and are now selling at $4.25. Egyptian onions are done and the Valencias now coming on the market will sell for about three cents per pound.

All green goods are in good demand. Owing to the falling off in the crop of Nova Scotia strawberries, some of the Halifax dealers this week imported berried from Upper Canada. They arrived in fine condition, and found a ready sale.

The fruit business is brisk, and dealers cannot keep a sufficient supply of ripe bananas on hand to fill their orders. The price ranges from $1.75 to $2.50 per bunch. Some small shipments of Jamaica oranges arrived this week. They are selling at $6.00 per barrel, repacked. Dealers say that more fruit is being consumed in the country districts than ever before. Sales of imported fruit show a steady increase. Lemons are quoted at $5.00 per case. Tomatoes are a little easier at $2.00 per crate. Pines are $4.50, and peaches and plums $2.50 per crate. The price of eggs has been advanced one cent per dozen to 20 cents, and butter remains unchanged, with the receipts good. The potato market shows no change, and beans are firmer, prime hand-picked being quoted at $2.20 to $2.25. Trade on the average is stated to be above the same season last year, and collections are said to be very good.

NEW BRUNSWICK MARKETS.

St. John, N.B., July 20.—With few exceptions, the local market was quiet. There is quite a brisk demand for sugar, and prices are considerably higher than they have been for some time, while there is every indication that further increases may be expected. On raw sugars recent advances have amounted to 40 cents per hundred pounds within the last fortnight, and these increases have been reflected both in the New York and local markets.

Yellow Eye Beans and Hand Picked Peas have taken on considerable strength and the market is firm in both grades. Yellow eyes, however, are unchanged in price, and there is a slight increase in the peas. The market in cornmeal is strong, the price remaining at $1.60.

Raspberries and blueberries, as well as strawberries, are for sale in the city now, the warm sun of the past few days having had material effect in the ripening process. Cultivated raspberries of the first consignment sold at fourteen cents,

while blueberries are more plentiful and bring only 10c. A good trade has been started in blueberries already. The brisk demand for strawberries kept the price quite stiff, and they are getting higher again, after having been down as low as seven cents. They are now bringing fourteen cents. The sale of strawberries is reported by local dealers to be particularly good.

Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	2 40	2 45
Cheese, new, lb.	0 12½	0 12¾
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Peas, No. 4	....	1 20
" No. 3	....	1 27½
" No. 2	....	1 32½
" No. 1	....	1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	1 85	1 90
Tomatoes	1 45	1 50
Strawberries	1 85	1 90
Flour, Manitoba	6 15	6 20
" Ontario	5 10	5 15
Fish—		
Cod, dry	5 00	5 10
Cornmeal, gran.	....	4 75
Cornmeal, bags	....	1 60
" bbls.	....	3 35
Rolled oatmeal bbls	5 50	5 60
Std. oatmeal	....	6 00
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 10½
Molasses, fcy. Barbados, gl	0 28	0 29
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham	....	0 16
Rice, lb	0 03½	0 03½
Lard, compound lb	0 11	0 11½
Lard, pure, lb	0 11½	0 12
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	19 25	21 50
Salmon, case—		
Red spring	7 00	7 50
Cohoes	6 50	6 75
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	4 90	5 0
Austrian "	4 80	4 90
Bright yellow	4 70	4 80
No. 1 yellow	4 40	4 50
Paris lumps	5 75	6 00

NEWFOUNDLAND MARKETS.

St. John's, Nfl'd, July 20.—Potatoes are rather scarce even for the season of the year, both local and Prince Edward Island stock selling at $2.50 to $3.00 per bag. Manitoba 1st patent flour is at $5.80 to $6 per barrel, while winter wheat flour is bringing $4.60 to $4.90. Canadian butter here is worth from 22 to 30 cents while the local product ranges from 14 to 23 cents, according to quality.

Flour—	Barrel	
Manitoba 1st	5 80	6 00
Manitoba 2nd	5 40	5 60
Minneapolis	5 50	5 70
Kansas	5 40	5 60
Manitoba & Ont.	5 00	5 20
Winter wheat, 90 per cent.	4 60	4 90
Pork—	Barrel	
Mess		20 50
Butt		20 50
Fat back		19 50
Family mess		26 50
Bean pork		18 50
Beef, boneless		15 00
packed		15 00
Ham, Belfast	lb.	0 28
Ham, Canadian		0 19
Bacon		0 20
Cheese		0 17
Butter, Canadn.	0 22	0 30
Local	0 14	0 23
Molasses, puncheons	gal.	0 30
Sugar, l. brown	cwt.	6 00
Am. gran.		7 50
Loaf	9 50	1 00
Potatoes, P.E.I. bag	2 50	3 00
Local (carce)	2 50	3 00
P.E.I. carrots, bag	2 50	2 70
Peas, round sack 100 lbs		2 60
Peas, split		3 20

DEATH OF ROBERT MEIGHEN.

Milling Man Passes Away at a Ripe Old Age.

Montreal, July 20.—The sudden death of Robert Meighen, president and managing director of the Lake of the Woods Milling Company, Limited, on Thursday, July 13, has removed from the field of Canadian industry and finance one of its most prominent figures. The news that he had passed away at his home at an early hour Thursday morning, was received with profound regret and with surprise, too, for on the preceding afternoon he had left his offices in the Lake of the Woods building apparently in his usual health. The immediate cause of his death was heart disease.

Mr. Meighen was born at Dungiven, near Londonderry, Ireland, April 18, 1838. Not many years afterward, his father died and his mother moved to Canada with the children, settling near Perth, Ont. Here they received their education and later the firm of Arthur Meighen & Bros. was formed, Robert entering the partnership in wholesale and retail general merchandising at the age of 14.

In 1882, when 44 years old, Mr. Meighen moved to Montreal and became associated with Sir George Stephen, afterward Lord Mountstephen, whom he succeeded as president of the New Brunswick Railway, now a part of the Canadian Pacific eastern line. He was



THE LATE ROBERT MEIGHEN.

interested in the Portage Milling Company at Portage la Prairie for some years and helped to form the Lake of the Woods Milling Company of which he had been president for twenty-one years.

Mr. Meighen was also a director of the Canadian Pacific Railway, the Bank of Toronto, the Montreal Street Railway Company, the Dominion Transport and others. He was an active member of the Montreal Board of Trade and the Montreal Corn Exchange Association at the meetings of which he will be greatly missed.

Mr. Meighen was a prominent citizen, in its broadest term, of Montreal, and a prominent Canadian, and his death leaves a vacancy in many and varied activities. He is survived by his wife, a sister of Lord Mountstephen, one son and two daughters.

It is learned that Col. Frank S. Meighen will succeed his father at the head of the Lake of the Woods Milling Company.

The funeral of the late Mr. Meighen took place on Saturday morning last from his residence Drummond Street, to Mount Royal cemetery.

BIG CROWD FROM HAMILTON.

Grocers' Annual Picnic to Falls Held on Wednesday.

Hamilton, July 20.—The Retail Grocers' picnic was held yesterday to Niagara Falls, and the event was every whit as successful as those that have been held before. It had been expected that because of the strong committee chosen and of the energetic manner in which they performed the work of organization, the crowd would be large, and the expectations were more than realized. Eleven trains, on two railways, were necessary to transport the crowds, and it is claimed that more than one hundred passenger coaches were used. The outward rush from this city commenced early in the morning.

A good deal, too, had been said about the daring trip over the Horseshoe Falls in a barrel of "Bobby" Leach, and a great deal of curiosity was excited in the minds of the excursionists as to whether or not the venturesome attempt would be made. It is understood here that Leach wrote the executive of the local association asking a cash bonus for going over on that day and that his request had been refused. The local dealers felt they could not be connected with any such life-risking proposition. Accordingly the result of the days' trip was looked forward to with mild curiosity.

Next week's Grocer will contain a full report of the outing.

LONDON DEALERS' OUTING.

Toronto, July 20.—The annual outing of the London Retail Grocers' Association was held to this city yesterday and the visitors from the Forest City are reported as having spent a very pleasant time.

Early in the morning they arrived in the Queen City and for some the forenoon was a round of sightseeing. Many of the visiting dealers, however, spent the time visiting the various stores. During the day, the retailers were the guests of the manufacturers and about fifty or sixty were treated to the double-header ball game between Rochester and Toronto at Hanlan's Point.

HOLIDAYS

Travellers are away on their usual two weeks' holidays and we have to keep up the volume of business without them. For this purpose we desire to draw your attention to a few lines of scarce goods which might properly be called specials on account of the extreme shortage of supplies.

SALMON

We offer:—

VICTOR BRAND, Choice Red Fish, excellent flavor and texture, 1 lb. talls,	1.75
SHAMROCK BRAND, Red Sockeye, 1 lb. flats	1.90
MONARCH BRAND, Red Sockeye, 1-2 lb. flats	1.20

RAISINS

Valencias are almost unobtainable, but these are value:—

Red and Gold Choice Seeded, 16 oz.	8 1-2
Floresca Fancy Seeded "	9 1-4
Monarch " " "	9 1-2
Griffin " " "	9 1-2

DATES AND FIGS

The only two lines of dried fruits left at economical prices.

HALLOWEE DATES, Boxes, 60 lb.	4 7-8
SMYRNA NATURAL FIGS, choice quality,	4 1-4
" " " Fancy	4 3-4

BARBADOES SUGAR

Choice quality in cotton lined bags, 100 lb., ... 31-2

PUMPKIN

Canned apples and other pie fruit all out of the market. Pumpkin looms up as the only canned pie fruit left. Quaker and Aylmer, 3s, . . 1.00

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"CANADA'S BEST" LAUNDRY SOAP

so well—because it is by far the best soap at the price.

But an ounce of practice is worth a ton of theory. Instead of talking to you about the merits of "Canada s Best" Laundry Soap, let us send you a sample lot.

UNITED SOAP CO.

OF CANADA, LIMITED
MONTREAL

This is the Season for

Sterling BRAND

Raspberry Vinegar

From now on this popular drink will be in demand daily. It pays to sell the best. "Sterling Brand" has a reputation among the buying public that will make it a decidedly profitable investment for any grocer.

Don't waste any more time—We can supply you to-day.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO

Campbell Bros. & Wilson

LIMITED

IMPORTERS and
WHOLESALE GROCERS



Packers of the Royal Shield Brand

Teas, Coffees, Spices, Baking Powder, Extracts

We have unsurpassed facilities for handling consignments of Produce, Butter, Eggs, Etc.

Your orders and correspondence addressed to any of the undersigned will receive prompt and courteous attention.

CAMPBELL BROS. & WILSON, LIMITED, WINNIPEG.
CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON

Easy Work for Big Money

A few hours daily that you don't know how to fill?
Well here is a proposition you may like

JOIN THE MACLEAN ORGANIZATION

as one of its circulation men. You will have splendid scope on MacLean's Magazine, and later on the other thirteen publications as well.

Many of our most successful circulation men began as spare time representatives, but soon found their spare time work paying so much better than their regular work that they gave their whole time to selling the MacLean Publications. Their experience may be yours. Try it and see.

MACLEAN PUBLISHING CO.

143-149 University Ave., - Toronto, Ont.

Prospects for Raisin and Currant Crops

Importer Expresses Belief That Crop of Valencias Will be in Excess of Last Year, but That Prices Will Not Drop — Says Currant Position is Strong, but That Market Should Not be Followed Too Far.

Toronto, July 20.—It is the belief of importers here that the crop of Valencia raisins to be gathered in Spain will be favorable, both as regards quantity and quality, if the weather but holds fair for the next month or so.

In giving this opinion to The Grocer, a dealer who handles several lines of Mediterranean fruits added: "I think the crop will be twenty per cent. in excess of last year, or, in actual figures, about 25,000 tons. That will be nearly the equal of 1909 gatherings. But notwithstanding this, it is my belief that Valencia raisins will not reach a low level because the world is absolutely bare of this stock. The crops of competitive raisin fruits generally in other parts of the world are not going to be plentiful."

"It will not," he continued, "be a season for speculation, but there will be free buying of actual wants. I think the price will hold around 25 shillings."

As to currants, the same authority outlines a strong position. Said he: "There is but little of the old crop of currants left in Greece, and under a strong demand the prices have been steadily advancing during the last month. Reduced estimates of the coming crop have strengthened the market for new. The advances have been smaller, but steady, the total from lowest point to to-day being about ½c per pound.

"It is estimated," he added, "that the crop will be of about 150,000 tons, but it must be borne in mind that under the laws governing exports in Greece only about 115,000 tons will be available for export and that this is not greater than the world's consumption at present prices.

"There are elements which suggest that the advances have been warranted, but there are also some counteracting conditions, and there is a belief that the market should not be followed too far.

"Then there cannot be a large crop of sultana raisins," he continued, "and no low prices can be anticipated. All foreign nuts, shelled and in shell, are on a high basis, with possible exception of walnuts, in France. Last year the price there, however, was exceptionally high."

Another report, from Denia, Spain, says:

Valencia Raisins—During the first half of June the late vines, which were then flowering, suffered somewhat from unseasonable weather, but now, we are pleased to state, it has greatly improved and the vines in all parts are benefiting favorably. Should the weather continue good for the next ten weeks we shall have an average sized raisin of sound quality.

It is rather early to predict how prices will rule, as so much depends upon the weather, and also, in a measure, the crops of dried fruits in other countries. We will, however, endeavor to indicate approximately the figure as soon as possible.

The total yield is estimated to be upwards of 23,000 tons, and first shipments will commence towards the end of August.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The Ontario Lantern & Lamp Co. have at the request of their many customers, opened a branch at 56 Albert St., Winnipeg. They are carrying a full stock of their various products for the benefit of the wholesale grocery trade in the Prairie Provinces. Their representative, A. L. Woolf, has been appointed Winnipeg manager. His many friends in the West will be pleased to hear of his permanent establishment in Winnipeg.

The United States Circuit Court for the Northern District of the State of Ohio, Western Division has issued a decree that the bill of complaint of the A. J. Deer Company, Hornell, N.Y., be sustained as to the infringement of the patents affecting certain cutting discs in coffee mills manufactured by it and infringed upon by B. C. Holwick, of Canton, Ohio. Mr. Holwick manufactured a mill fitted with cutting plates, which the Deer Co. claimed infringed on patents issued to Frank Bartz, dated March 29, 1910, and owned by the A. J. Deer Company. This company brought suit against the Bour Company, of Toledo, last summer, alleging that the Bour Company was handling and dealing in coffee mills equipped with infringing cutters. These mills were manufactured for the Bour Company by B. C. Holwick, who assumed the management and control of the defense and paid the necessary expenses. When the cause came on to be heard, and the above facts were recited to the court, the judge ordered that the Bour Company and B. C. Holwick be enjoined and restrained perpetually from further infringing the letters patent owned by the A. J. Deer Company and from making or selling the coffee mill with the cutting plates complained of or any cutting plates substantially like them.

G. G. Maskell, formerly of Davis & Fraser, is now covering Nova Scotia for Gunns Limited, Toronto and St. John.

POSITION WANTED.

A YOUNG MAN of 20 desires position as assistant book-keeper, clerk or travelling salesman. English and French education. Two years' experience in a grocery, flour, feed and hay business. Apply Box 13. Sturgeon Falls, Ont.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - - - ONTARIO

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

TEA LEAD

(Best Incorrodible)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



The Shreds Sell McLean's

"WHITE MOSS" COCOANUT

Not Ground—but Stripped
COCOANUT
from extra select cocoanuts, full flavor.

CANADIAN COCOANUT CO.
Sole Makers, Montreal

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

BONELESS SKINNED BACKS

THICK,
LEAN,
MILD CURED

Particularly suitable for slicing machines.

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SPECIAL PRICE FOR TEN DAYS

—

GUNNS LIMITED
PORK AND BEEF PACKERS
TORONTO

Fearman's English Breakfast Bacon

Unsurpassed for quality, a little higher in price, but well worth the money.

F. W. Fearman Co. LIMITED
HAMILTON



Reindeer Milk

The safest food for Infants, similar to human milk in fat proteids and sugar, will not curdle and is free from all germs. You will always get repeat orders when you sell goods bearing the REINDEER BRAND. Prices will never be lower. Have you a good stock on hand?

REINDEER
LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED
Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Live Hogs Higher; Provisions Steady

Live Hog Prices Advance Under Steady English Bacon Market—Provision Trade Fairly Good — Even Greater Shrinkage Now Shown in Eggs—Prices Unchanged — Butter is Slightly Steadier—Cheese is Stronger at Country Boards.

Provisions on the whole are steady, with trade also reported fairly satisfactory from most market centres. The demand was depressed somewhat under the warm weather, but now, under a more favorable temperature, appetites for pork products have been somewhat regained and demand accordingly brightened.

Live hogs on Canadian markets are quoted higher this week. The English bacon market, as mentioned last week, has taken on a more steady aspect. For this reason there has been a keener demand from packers for the live hog and a rather limited quantity being forthcoming to meet this demand, prices have naturally stiffened. United States live hog prices are also steady.

From some parts of the Dominion come complaints of even greater shrinkage in eggs than heretofore, the result of the farmers' non-regular method of gathering, as well as of a seeming indifference on the part of many country merchants, not particular enough about the quality of eggs received. Many dealers are strongly in favor of the stamped egg method, whereby each egg is stamped by the farmer as a guarantee of freshness. These are transmitted to the merchant at once, who ships daily to the market. They claim that better satisfaction is given to all concerned. If an egg, on examination, should prove poor quality, it is traceable by the number to the farmer.

Butter is seemingly slightly firmer, at least on some markets, and at country points, where the tendency is towards slightly higher prices. The cheese market is likewise firmer, a stronger feeling prevailing at country points.

MONTREAL.

Provisions.—The demand for hams continues good and prices are firm and higher. The primary market is a little stronger, the quotations for live hogs being a little higher. Dressed hogs are firmer and the market as a whole is steady, showing no weakness.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10½
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10½
" " " 3 " "	0 11
Pails wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10½
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " " "	0 10½
" 3 " " " "	0 10½
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	09½
Tubs, 50 lbs. net, per lb	09½
Tierces, 375 lbs., per lb	09½
One pound bricks	1 ¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	21 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 50
Clear fat backs	22 50
Heavy flank pork, bbl	12 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 75 8 60
" dressed, per cwt	10 25 10 75

Butter.—Recent rains should help the butter market considerably. Conditions have been rather unsettled, prices showing a tendency to rise. Demand is good and supplies are well up to the average

New milk creamery	0 24 0 25
Dairy, tubs, lb	0 18 0 20
Fresh dairy rolls	0 18 0 19

Cheese.—The market is steady and unchanged, retaining the firm tone that has characterized it.

Quebec, large	0 13
Western, large	0 13½
" twins	0 13¾
" small, 20 lbs	0 13½
Old cheese, large	0 15 0 16

Eggs.—Receipts of eggs continue to be fairly liberal. The demand, too, is good and the steadiness is further shown by unchanged prices.

New laids	0 25 0 26
Selects	0 23
No. 1	0 20

TORONTO.

Provisions—The slackness in demand on account of the torrid weather has been remedied since the temperature has moderated. The excellent demand for smoked and cooked meats continues a feature of the trade. Light, medium and heavy hams are all quoted ½c higher this week. Hogs are higher under a firm English bacon market and a keener demand from packers, and live hogs at country points are now quoted at $7.10 per cwt.

Long clear bacon, per lb	0 11 0 11½
Smoked breakfast bacon, per lb	0 16 0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 11½ 0 12
Light hams, per lb	0 16½ 0 17
Medium hams, per lb	0 16 0 16½
Large hams, per lb	0 13½ 0 14½
Cooked hams	0 24 0 25
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Heavy mess pork, per bbl	18 00 20 00
Short cut, per bbl	20 00 22 00
Lard, tierces, per lb	0 10 0 10½
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10½
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 10
Live hogs, local	7 40
Dressed hogs	9 25 10 25

Butter—The butter market is rather unsettled. However, there seems to be a slightly firmer tendency just at the moment, at least some firms are quoting slightly steadier prices. This, perhaps, is due more to the fact that first-class butter, now in good demand, is rather limited, while there is a plenitude of the poorer grade. One dealer reports that the effect of the hot weather is being felt even more now than before, as butter made during the warm weather is now arriving on the market.

	Per lb.
Fresh creamery print	0 24 0 25
Creamery solids	0 22 0 23
Farmers' separator butter	0 19 0 21
Dairy prints, choice	0 18 0 20
Fresh large rolls	0 15 0 16
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs—The shrinkage in eggs arriving now is claimed by many dealers to be greater than ever. Eggs now arriving on the market were gathered, in some cases, during the hot weather. "Prices to the country dealer," said one dealer, "would improve if he would see that the quality is improved." Some dealers are making a specialty of shipping guaranteed eggs fresh each day, and besides, the better satisfaction, higher prices are received.

New laid eggs	0 18 0 20

Cheese—Prices are firmer at country boards and prices locally have been moved up another ¼c.

New cheese—		New twins	0 12½ 0 13
Large	0 12½ 0 12¾	Old Stiltons	0 15 0 16
Old cheese	0 14½ 0 15		

Poultry—There is no change as far as prices are concerned. Trade shows no particular briskness.

Fowl, live	0 13 0 14	Duckling, live	0 14 0 15
Broilers, live	0 16 0 18		

WINNIPEG.

Butter.—The demand for creamery butter continues to hold steady and large quantities are being consumed in the country since the arrival of the warm weather. Price is holding firm at 22c for fresh made creamery bricks, and 21½c per lb. in boxes. Dairy butter is still to be obtained on the market but the demand is falling off considerably. No. 1 is at the present time being offered at 15c per lb., No. 2 at 10 and 12c per lb., and No. 3 at 7 and 9c per lb., delivered Winnipeg.

Cheese.—Supplies of cheese being received from the factories are increasing but the price is holding steady at 10½c per pound.

Provisions.—A sharp advance in cured meats can be noticed this week. Large hams have been selling at 16c per lb., while two weeks ago they were only 14½c. Shoulders have declined 1½c per lb., while short rolls have dropped 2½c. Lard also shows a drop, selling at 11c. per lb. in tierces, while 50 lb. tubs are

being quoted at $5.65, considerably lower than they were two weeks ago.

Cured meats—		Beef sausage	0 07½
Hams, large	0 16	Lard—	
Hams, medium	0 17½	In tierces, lb	0 11
Breakfast bacon backs	0 20 0 20½	50-lb tubs	5 65
Breakfast bacon bellies	0 17½ 0 18½	20-lb pails	2 30
Shoulders	0 14	10-lb pails, cases	7 05
Shor rolls	0 15	5-lb pails, cases	7 15
Dry salt meats—		3-lb pails, in case	7 20
Long clear sides per lb	0 13½	Compound, 20 lb pails	2 20
Boneless backs, per lb	0 13½	Dressed carcasses—	
Mess pork, bbl.	22 00	Steers, heifers, abattoir killed	0 11
Mess pork, ½ bbl.	11 50	Hind quarters	0 12½
Sausage—		Fore quarters	0 09
Tomato sausage, per lb	0 10	Dressed mutton fresh, lb	0 12½
Pork sausage	0 09	Dressed hogs	0 11
		Dressed veal, fresh killed	0 12

Eggs.—Receipts of eggs continue to be small, but the price is still holding firm at 17c per doz. for ordinary fresh eggs. A fair quantity of strictly fresh is being received, but it is exceedingly hard to depend upon the quality of the supply being received at the present time.

A report from North Bay, Ont., says a co-operative company is being organized with a capital of $400,000 to deal in meats, groceries and food products. North Bay will be the headquarters, and branches in various towns north and south will be established. An abattoir and cold storage plant will be maintained at North Bay.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

MOP-STICKS
OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario

A. C. LANDRY
JOBBER
STE. FLAVIE STATION
Making specialty of wholesale in
Groceries, Flour, Grain, Provisions, Etc.

When writing advertisers kindly mention having seen the advertisement in this paper.

By Royal Letters Patent.
NELSON'S
Gelatine and Liquorice
LOZENGES
Should be in your confectionery department.
C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.



Testimonies of Satisfaction

Montreal, Feb. 19, 1904.
"We must say that we never had a complaint of your Fly Felts, which is a proof of their good quality."
L. Chaput, Fils & Cie.

Montreal, Feb. 27, 1904.
"We have handled your Fly Felts for several years and have always had full satisfaction."
Laporte, Martin & Co.

We are constantly in receipt of letters of satisfaction from customers in all parts of Canada. Our goods are the first and only make to be exported.



SMITH'S GENUINE
FLY POISON

kill as many flies, as fast, and last as long as any 10c pad sold. They are handsomely gotten up, lowest in price and the most effective Fly Pad on the market.

See that you receive Genuine Smith Fly Felts, with our name and address on every case and package. If your jobber cannot supply you, write us direct.

The price is very popular, the demand exceedingly brisk—get in line for your share of this good profit.

Made only by

SMITH BROS.
Beachville, Ont.





Grocers: It is to your interest to take advantage of the advertising done by the manufacturers of the well-known branded articles. Handling advertised goods means easier and quicker sales because the public are familiar with them, and enables your assistants to serve a larger number of customers.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

Winnipeg Montreal





The Best is Cheapest

The grocer who exercises care in the selection of his staple lines establishes a firm confidence among his customers that will win many dollars for him.

In its line nothing equals

Wonderful Soap

It banishes the labor of wash day through its quick cleansing properties, it is uniform in quality throughout, makes soiled clothes snowy white and will not injure the most delicate fabrics.

The artistic wrapping makes it a decorative stock in the store. One sale brings repeat orders.

THE GUELPH SOAP COMPANY
GUELPH ONTARIO

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
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BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan and Alberta:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



THE ELGIN

National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Rolled Oats Advance 10 Cents a Sack

Announced in Toronto—Said to be General — Result of Firmness in Raw Material—Flour is Unchanged — Trade is Only Moderate—Reports of Frost in Manitoba Exert Bullish Effect on Wheat.

The firmness in rolled oats, apparent last week, and spoken of particularly, has amounted to an advance of 10 cents per bag in this cereal. This is due to the higher market for oats which has been general. Other lines are unchanged, flour being steady but without any special features apparent just now. Trade is none too brisk in this line, although it might be considered well maintained when conditions just now are taken into consideration. With crop conditions up to the present quite favorable, dealers are not at all anxious to make purchases or contracts until something more definite becomes known.

The oat crop in Canada has not been damaged as much as that in the United States, but in sympathy with conditions there, prices have been advancing here. No. 2 Canadian Western oats in Montreal quoted two weeks ago at 41¾ are now worth 42½ to 43 cents. A report from Montreal says that the inquiry for oats is good and according to cable advices received there, offerings from other exporting countries are light.

Corn on the Chicago exchange weakened somewhat at the middle of the week, as did oats to a certain extent, on account of threshing returns being ahead of what had been expected. However, at the same time reports of frost in Manitoba exerted bullish effect on wheat, which was counteracted somewhat however, by the big movement of new wheat to Chicago.

MONTREAL.

Flour.—The flour market continues to be fairly active and remains steady. Prices are unchanged and nothing new locally is to be reported.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents bbl	4 80
" strong bakers	4 60
" second "	4 20

Cereals.—Demand for rolled oats and corn meal is steady with prices unchanged. The market does not seem to give evidence of any particular weakness.

Fine oatmeal, bags	2 35
Standard oatmeal, bags	2 35
Granulated " "	2 35
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 15
" barrels	4 60

TORONTO.

Flour.—Trade in flour is none too brisk although described as normal for the season of the year by some firms. There is no particular change in the situation, a steady feeling without any special features ruling.

Manitoba Wheat.

1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—Attention was called to the firmness in the rolled oats market last week. This has amounted to an advance of 10 cents per sack, bringing price for 90 lb. sacks in jute up to $2.35 for small lots. Cornmeal is unchanged at last week's advance, while rolled wheat exhibits no special features.

Rolled oats, small lots, 90 lb. sacks	2 35
" " 25 bags to car lots	2 25
Standard and granulated oatmeal, 98 lb. sacks	2 70
Rolled wheat, small lots, 100 lb. brls	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 90

Rolled oats in cotton sacks, 5 cents more.

MAGISTRATE TO DECIDE.

St. John Common Council Side Steps Appeal of Merchants.

St. John, N.B., July 20 (Special).—Further complications have set in now as regards the early closing by-law, and many dealers are wondering as to just how they stand in this connection. Many indulged in the hope that the by-law would have been repealed this week at a meeting of the common council, called specially to consider the matter, but this was not done, only three members out of seventeen voting in approval of the appeal. It was left to the police magistrate of the city to settle the matter, and he has been requested to give judgment in the several cases pending before him, where reports have been made against grocers, fruit store keepers, dry goods dealers and others.

A large number of dealers were present at the meeting, expecting to air their views, but because they had not written to ask for a hearing this was not granted.

CHANGE OF PICNIC DATE.

Thursday, July 27, has now been selected as the date for the excursion of the merchants of Galt, Ont. It had been previously intended to go to Grimsby on August 3rd, but the G. T. R. Co. informed them that it would not be possible for them to handle the crowd on that day.



A LITTLE BIT more care in the making and baking results in Mooney's Perfection Cream Sodas being a good deal better than the next best line.

The name "Perfection" was chosen because it represents the standard of quality from which our goods never deviate.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONT.
WINNIPEG, MAN.

Progressive Grocers Push

MAPLEINE

(A FLAVORING)
GOOD PROFIT, STRONG DEMAND
EXTENSIVELY ADVERTISED

ITS USES—Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day or

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co.,
Seattle, Wash.



When writing advertisers kindly mention having seen the advertisement in this paper.

Letters to the Editor

Editor Canadian Grocer,—What is this outcry re co-operative stores that is causing a great deal of anxiety just now? In a word, the co-operative is concentrated selfishness. The general impression is that it is an extended system of mail order business, but that is only a shadow of what the system really is. I have had several years' experience of its working, so can speak of what I know. Whether I can convey that knowledge to your readers, so that they can grasp the situation, is a matter of doubt. Nevertheless, I should like to try.

The origin was very simple. A few working men agreed to pool their orders for groceries, and get their requirements from a wholesale house, then share the goods upon arrival, thus saving the retailers' profits. They spoke to their fellow workers of the advantages of the idea and thus it spread. After a while a company was formed and worked on a larger scale. The advantages offered were 5 per cent. interest upon $5 shares; a bonus upon all purchases and the free use of a reading room, in which were placed newspapers, periodicals, etc. Any one could purchase at these stores. At the end of the half-year a dividend was declared and shared among the customers, non-members (that is, those who had not taken shares) receiving half the bonus on their purchases, the other half being used for educational purposes.

The word co-operative is a play upon the idea of working together, and operative, a working man, for it is upon the efforts of the latter that the system has made the progress that it has. The working man as a rule does not know the purchasing power of money, but is greatly interested upon the amount of tangible value in the shape of interest and bonus that he can see in his hand every six months. So he buys one or more shares at five dollars a share, goes home and tells his wife to buy all that she can at the "Co-op," for the more they buy there the better it will be for him. She has promised to obey and knows it is useless to argue the point. So the retailer loses a customer through no fault of his, but because he cannot hold out these three catching inducements. The Co-op. member is taught that he has a part or share in all that appertains to the movement, and believes he has his part in the ownership of the various producing and distributing buildings, etc., and the high-sounding phrase, that in helping others they are helping him. In fact, the motto of the one near me was, "Each for all and all for each." Unfortunately for me, I was for a time unwillingly helping the cause, in this way: The stores were not giving such good value in tea and butter as I was, and the wives in many cases bought those two articles from me, but did not tell their husbands, so they innocently thought those articles were obtained at the stores, and told his chums what good things he was getting.

There are just a few good points that I must mention in justice to the "Co-op." stores. Everything was sold for cash, so there were no deadbeats to trouble about (one or two stores that tried the credit system have come to grief). Then the matter of working hours. They closed an hour or two earlier every night than the regular traders and always had one half-day from 1 o'clock every week. Against these advantages to the clerks was a great disadvantage to the customer. There was no regular delivery of purchases. If the milk van or vegetable cart was going near a customer's house the man could take the parcel at a charge of 4 cents.

I am enclosing a newspaper clipping of May 8, 1911, giving the report of one of the stores, which bears out what I have stated.

The foregoing relates to what is recognized as the "industrial" side of the co-operative. There is another aspect of the movement, known as the "civil service stores." The members of the various stores under this head are supposed to be officers in the army or navy and their friends. The principal difference in the two systems is that in the "industrial" the customer buys her goods and pays then for them, but in the "civil service" the cash has to be planked down with the order (or can be paid in before the order is given) and the goods sent by mail or freight. The class of goods sold in these places are of a different kind to those sold in the "industrial," and adapted to the requirements of their patrons. But the expectation of a "divi" is the same, and some dissatisfaction is shown if that is smaller than usual. From a report just to hand I see the "divi" of eight societies varies from one shilling and 4 pence to 3 shillings and sixpence to the pound.

Of late years another side of the movement has manifested itself—a kind of private co-op., if one may use the term, and that is the departmental store, which, combining the private trader with the civil service stores, is really the mail order system as known in Canada.

It is, to my mind, the idea of getting something beyond the value of the goods paid for in cash that is the great attraction which the retailer has to combat to-day, and how to do it is the problem which many storekeepers are trying to solve. Any suggestions to that end will therefore be welcomed by all who are in the fight.

J. H. KADWELL.

Chatham, Ont.

BIRTH OF BEST SELLER.

Printer's Error Led to Manufacturer Discovering Good Line.

Montreal, July 20 (Special).—As an example of how misfortune is often turned to good account, a manufacturer of biscuits and confectionery in talking to The Grocer the other day, said that one of their best selling lines for which they were not having a monthly sale of over 5,000 boxes, was first put on the market as the result of a mistake.

A printer, with whom they placed a large order for a certain size of wrapper, by mistake, made the wrappers too small and delivered half a million labels of this sort before the error was noticed. To prevent their being wasted, the candy superintendent was instructed to create some sort of confection which would fit the wrapper and he did so. To the surprise of the manufacturer, the confection sprang into immediate popularity and is now, as above stated, one of their best sellers.

CREDIT ON THE "COAST."

Protective Associations Being Formed In Pacific Slope Cities.

Vancouver, B.C., July 20.—(Special)—Another association has been formed which will have for its object the protection of the mutual interests of business men. It is entitled the B.C. Creditmen's Association, the officers being: President, J. D. Small, of the Crane Company; treasurer, Frank Parsons, of Wood, Vallance & Leggatt; secretary, Mr. Rudolph.

In Prince Rupert there has been organization also, the Prince Rupert Merchants' Association having been formed. The object of the association is to assist merchants in getting better knowledge of people who ask for credit, making collections easier, and getting more uniform hours of business in lines of trade. Different members of the association will report to the secretary those persons who are behind in their accounts, and the names will be given to all the merchants in the association. Prince Rupert has no small debts court, and the merchants are taking this method of protection. The officers of the association are: President, J. E. Merryfield; vice-president, G. J. Frizzell; treasurer, J. J. Sloan; executive, George Tite and W. P. Lynch.

Important to Grocers and Dealers

A PERPETUAL INJUNCTION

has been issued by the U. S. Circuit Court, Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO

and

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates like or similar to those used in

"Royal" Electric Coffee Mills

patents on which were granted to the A. J. Deer Co. M'ch 29, 1910.

Infringers Take Notice !

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from $75.00 up. If interested, we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills
(The Mill that cuts the coffee)

Meat Choppers, Drills, Meat Slicing Machines
Coffee Roasters

54 West Street — Hornell, N.Y., U.S.A.

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

Wilson's FLY PADS

Have been on the market for thirty-two years, and the demand this season to date is 65 per cent. greater than ever before.



All Wholesale Grocers Sell

Wilson's FLY PADS

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. — Geo. J. Cliff, Manager

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

THE WEEK'S TRADE CHANGES.

Interesting Doings of the Grocery Trade in all Sections of Canada.

Ontario.

Wm. Gohr, general merchant, Porcupine, deceased.

J. A. Fletcher, grocer, Highgate, has sold to C. Cummings.

D. Churchill, dealer in groceries and pianos, Petrolea, has sold his grocery department.

Wall & Guppy, wholesale grocers, Windsor, dissolved; H. E. Guppy, continuing.

Quebec.

L. Lemay, grocer, Montreal, assigned.

Michel Desjardins, grocer, Montreal, assigned.

J. A. Rainville, grocer, Marieville, giving up business.

Frechette & Son, general merchants, East Angus, dissolved.

The stock of Mr. Demeule, grocer, Quebec, was destroyed by fire.

Maritime Provinces.

M. H. Levasseur, grocer, Belledune, N.B., assigned.

James Cossman, general merchant, Meteghan, N.S., deceased.

The grocery store of Mr. Shortcliffe, Digby, N.S., was entered and a quantity of money stolen.

Western Canada.

Velie Bros., grocers, Winnipeg, sold to S. Rosborough.

F. A. Gosnell, grocer, Regina, Sask., sold to A. Herdman.

W. J. Moffat, grocer, Moose Jaw, Sask., succeeded by C. Cronk.

S. C. Grant, grocer, Winnipeg, Man., has sold to G. Cholley.

J. R. A. Anderson, general merchant, Benito, Man., assigned.

Korelina Marshall, grocer, Winnipeg, Man., succeeded by Aleck Rusoff.

W. W. McRae, grocer, Moose Jaw, Sask., succeeded by J. H. White.

J. E. Dowdle, general merchant, Swift Current, Sask., sold to W. H. Major.

N. Chmelnitsky, general merchant, Elphinstone, Man., sold to Fischman Bros.

A. Abramovitch, general merchant, Bladworth, Sask., succeeded by Gluteman & Abramovitch.

S. C. Witmer, of the Good Grocery Co., Lethbridge, Alta., has disposed of his interests to J. A. Kritzwiser.

Five firemen were overcome by ammonia fumes in a fire which broke out among 4,000 cases of eggs stored in the cold storage warehouse of Gunn, Langlois & Co., in Montreal. All however revived later. The monetary loss was placed at $20,000.

KO-KO-BUT

MORE ECONOMICAL
MORE DIGESTIBLE
MORE WHOLESOME
THAN BUTTER

100%
Pure Vegetable Fat

The Best Grocers sell KO-KO-BUT

DO YOU?

Dominion Cocoanut Butters
LIMITED
46 University St., - Montreal

THE
PERFECT COOKING BUTTER

Chivers Pickles

For three generations we have satisfied the most particular—in short, pleased everyone.

PICKLES WITH A FLAVOR

are bound to win, and prices that are right make us lasting friends both with the public and trade.
YOU should examine our Blue and Gilt Label grades.

Write Immediately

S. CHIVERS & CO.
CARDIFF, WALES
Canadian Branch
112 St. Francois Xavier St., MONTREAL

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by 11
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

The Standard of Purity

The public of to-day is demanding food purity with no uncertain will, and in the range of fruit preserves your interests are fully safeguarded if you are handling

"E.D.S." Brand Jams and Jellies

THE STANDARD OF PURITY IN FRUIT PRESERVES

This is no empty claim on our part, it is backed by exhaustive tests taken by Government inspectors in every province in the Dominion (see Bulletin 194). The result is a striking one. "E.D.S." Brand *alone* of those submitted was found to be *absolutely pure*—no dyes, no additions of any kind, and no excess of moisture. Their delicious flavor is simply that of choice ripe fruit.

Be enthusiastic over the excellent quality of "E.D.S." products, get in a stock, and the rest is easy. The profit will well recompense you for selling.



Made only by **E. D. Smith, Winona, Ont.** at his own Fruit Farms

Agents: NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

WHICH DO YOU PREFER?

To pay customs duty and get inferior goods,

or

purchase "Made in Canada" goods and get your money in the quality of the goods?

L'ETOILE BRAND
(MADE IN CANADA)

MACARONI
VERMICELLI
SPAGHETTI

owing to their freshness and purity have reached the zenith of public favor and housewives know they can get none better.

L'ETOILE

Means **star**—therefore Canada has the "star" brand

OUR PRICES ARE YOUR PRICES

L'ETOILE

("Cie Francaise de Pates Alimentaires.")
6-9 Harmony Street, Montreal, Que.

LEMONS

This weather you are looking for good stock at right price, send us your orders. Have also full lines of

Oranges, Bananas, Water Melons, California Peaches, Plums and Apricots, Tomatoes,

in fact, anything wanted in our line.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO
are Largest Receivers

"St. Nicholas"

Lemons will sell in cool weather.

That'll Do!

says the Fancy Dealer when you show him a box of "St. Nicholas"

The Quality Sells Them

J. J. McCABE
AGENT
TORONTO, : : ONT.

Lemons Maintain Advance Fairly Well

Prices Hold at Most Points—Higher on Montreal Market—Torrid Weather Cleaned Stocks Up—Oranges Also Firmer—Pines Drawing to a Close—Canadian Tomatoes More Plentiful—Old Potatoes Scarce and High.

A considerable share of the advance in lemons caused by the excessive heat wave has been maintained at most centres while there has even been further advances at Montreal where the effects of the big cut into lemon stocks is just now being felt. While the cooler weather at the beginning of the week put a damper on the demand, there is still a good trade being transacted. During the period of big demand, stocks were pretty well cleaned up, and although fairly large supplies are coming to hand, dealers do not look for any great recession in price. The primary markets for this article are ruling firm as is also the New York.

A slightly firmer feeling has developed in oranges, a temporary scarcity being accountable. With fresh fruits now plentiful, oranges are not being given as much attention as usual.

The pineapple season is drawing to a close, although a few odd cases mostly Florida stock are being offered. During the warm weather, it was extremely difficult to get pines to stand the trip. The general watermelon market is firmer under a good demand, and prices in New York have advanced $25 per car. Supplies are now coming from north and centre Georgia as well as Alabama while Carolina will be ready to ship in a few days.

Some supplies of imported tomatoes are coming from Jersey and Maryland which are of fair quality. The Canadian article is becoming more plentiful and accordingly somewhat lower in price. California apricots are closing, and their place is being taken by pears from the same state.

The warm weather has been responsible for heated stock in new potatoes and some waste is reported from some centres and prices continue firm. New Canadian potatoes are being offered at different points at varied prices. Old stock potatoes are extremely scarce at most centres, being practically cleaned up at some markets. The situation differs from that of a year ago when there was an overplus and when they were selling "dirt" cheap, in Ontario being as low as 20 cents per bag. The present price is $1.75.

MONTREAL.

Green Fruits.—Reports from fruit centres seem to indicate the likelihood of a short peach crop. It appears that the conditions are general in both the United States, here in the east. It is said that but half a crop will be the result from the Niagara district and in the New England States the estimate is about the same. During the week lemons advanced again and are quite strong at the new price. Oranges are also higher, that is the late valencia kind. Pineapples are quoted higher this week. California fruits are reported scarce and higher prices are looked for. Plums appear to be the only fruit that has withstood the extreme weather during the earlier part of the month.

Apricots, California, box	2 00	2 50	Lemons	5 00	5 50
Apples, Spies, extra fancy	9 00	9 50	Limes, a box	1 25	1 50
Bananas, bunch	1 50	2 00	Oranges—		
Bananas, crated	2 00	2 50	Valencia	3 75	4 25
Cantaloupes, Cal	5 00	6 00	Sorrento	3 25	3 50
Cherries, Canadian	1 50	1 60	Mexican	2 75	3 00
Cherries, California, box		2 75	Peaches, California, crate	2 50	3 00
Cocoanuts, bags	4 50	4 75	Pineapples—		
Currants, red, basket	1 00	1 25	Floridas, case	3 75	4 00
Currants, black, basket	1 25	1 75	Plums, California box	2 00	2 75
Grape fruit, Flo.	3 75	4 50	Raspberries, box		0 18
			Strawberries, Canadian		0 15
			Watermelons, each	0 50	0 60

Vegetables.—There is a fair business passing. Old potatoes are scarce and are secured only with difficulty. It is said that the price depends entirely on supply now and varies quite a bit. Tomatoes are in fair demand.

Beans, wax, hamper	2 00		Onions—		
Beets, doz		1 25	Egyptian, bag		3 00
Carrots, doz		1 25	Bermuda, crate		3 50
Cabbage, crate	3 00	4 50	California potatoes new, per bbl	4 50	5 00
Corn, per crate	2 50	3 00	Potatoes, bag		1 60
Cucumbers, bas.	2 50	3 25	Radishes, dozen bunches		0 30
Garlic, 2 bunches		0 25	Tomatoes, Jerseys	1 50	2 00
Green Peppers, small basket		1 25	Tomatoes, bus.	2 50	3 00
Leeks, doz	1 75	2 00	Turnips, bag		1 50
Lettuce—					
Canadian lettuce per doz		1 45			

TORONTO.

Green Fruit.—The advance in lemons has been pretty well maintained and quotations remain at $5.50 to $6.00. The market during the heavy demand was well cleaned of stocks, and although quite a few lemons are now coming to hand, dealers do not expect prices to recede to any great extent. Raspberries continue to be offered in moderate quantities only at about the same price and are expected to last close on another week. Currants, both black and red, are higher in price under small supplies, the hot weather having dried them up. In California lines apricots have dropped out while pears have taken their place and are quoted at $5.25 this week. Late Valencia oranges are a little firmer in price, and some dealers are expecting higher prices. Few pineapples are being offered, the season being well to an end and prices ruling high. Watermelons in New York are higher under a heavy demand, although prices here as yet are about the same. Canadian tomatoes are

more plentiful and prices are ruling somewhat lower.

Bananas	1 00	1 75	Red currants, basket		1 50
Cocoanuts, sack		4 75	Gooseberries, basket	1 00	1 50
Grape Fruit—			Can. tomatoes,		
Florida per case	4 50	5 00	11-qt. baskets	1 25	1 65
Lemons—			Rhubarb, doz	0 25	0 40
Verdelli	5 00	6 00	Peaches, 6-dozen boxes	1 75	2 25
Limes, box		1 50	Plums	2 50	2 75
Oranges—			Apricots, 6-doz. boxes	1 75	2 00
Late valencias		4 50	Cherries, Canadian, 11-q. bsk	1 20	1 75
Pineapples crate	3 50	4 50	Watermelons	0 40	0 60
Raspberries	0 13	0 15			
Blk. raspberries	0 08	0 12			
Black currants, basket		2 00			

Vegetables.—Old stock potatoes are practically done, but few firms having any supplies at all. The imported new article is being taken up well, one dealer reporting the arrival of 7 cars on one day alone. Prices are steady, however, and stocks from heating are showing some waste. New Canadian potatoes are reported at different points throughout the province at varied prices.

Canadian beet, basket	0 30	0 40	Canadian peas, 11 qt. basket	0 50	0 60
Cabbage, Canadian, crate		2 75	Onions—		
Carrots, new, box 3 to 4 doz.	1 75	2 00	Texas, case		1 50
Cucumbers, hamper		2 50	Egyptian, sack		2 50
Lettuce, Canadian, head	0 25	0 30	Potatoes, new, barrels	5 50	5 75
Canadian beans, 11 qt. basket	0 40	0 60	Parsley, per doz		0 75
			New turnips, per 11-qt. basket	0 25	0 35

Lawton Berries
OR
Thimbleberries
ARE NOW AT THEIR BEST
Raspberries

PLUMS
PEACHES
} HARVEST APPLES

Canadian Grown
Tomatoes, Cucumbers, Etc.

Wire, phone, or mail your orders to
STEVENS & SOLOMAN
GROWERS AND SHIPPERS
OF CANADIAN FRUITS
HAMILTON, ONT.
PHONES 1990—2700—3200

Royal Crest Brand
Late Valencia Oranges
The finest Summer Oranges that come from California

Very heavy and juicy, and possessing that genuine orange flavor not found in other Brands.

The following sizes are especially fine:—96's, 112's, 126's, 150's.

Try Them

WHITE & CO., Limited, TORONTO.
Fancy Fruits

"Golden Orange"
BRAND
Late Valencia Oranges

Only the very finest oranges grown are selected to be packed under this dependable brand.

All sizes. Good color. Full of juice.

LEMONS BANANAS POTATOES
WATERMELONS CALIFORNIA FRUITS

Send along your order for anything in fruit.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



QUALITY
IS THE STANDARD OF QUALITY,

the Standard by which others are Judged. In your order for Lemons mention the Brands or Packers to insure most satisfactory purchase.



W. B. STRINGER, Sales Agent **FOLLINA, BROS. Packers**

WINNIPEG.

Green Vegetables.—Supplies of home-grown vegetbles continue to increase as the summer advances. During the week, beans, peas, cucumbers, beets, carrots, spinach, as well as salad vegetables have made their appearance and are being used in preference to the southern grown article. Potatoes continue on their upward march, having advanced another 25c per bushel during the week, quotations are now $1.75 per bus. in small lots, and $1.50 per bushel in 10 and 20 bushel lots. Ontario potatoes in car lots are selling at $1.40 per bushel. Florida potatoes are off the market, and in their place Minnesota potatoes are being sold at 5c per lb. Virginia cobbiers in barrels of 165 and 185 tubers, have lately arrived on the market and are selling for $7.50. Several changes will be noticed.

Potatoes—		
Small lots, per bus		1 75
10 to 20 bus. lots		1 50
Farmers' loads, per bus		1 50
Buying price, car lots		1 25
Ontarios, in car lots		1 40
Minnesota new potatoes		0 05
Virginia cobbiers potatoes, per brl. 165 to 180 lbs		7 50
Native mint, per doz		0 30
Native green onions, doz		0 20
Native parsley, per doz		0 35
Native lettuce, per doz		0 20
Native watercress, doz		0 35
Minnesota cucumbers, doz		1 25
Mississippi tomatoes, crate	1 50	1 75
American head lettuce, doz		1 25
Native spinach, lb		0 03½
New cabbage, per lb		0 05
Kalamazoo celery, per doz		0 75
American peppers, bask t		1 60
Native rhubarb, lb		0 02½
Minnesota beans, bushel basket		4 00
Mississippi carrots, per lb		0 07
Mississippi beets, per lb		0 07
Native mushrooms, per lb		0 50
Native asparagus, per doz		1 40
Native radishes, per doz		0 20
Native turnips, per doz		0 30
Native carrots, per dozen bunches		0 35
Native beets, per dozen bunches		0 35
Native cabbage, per dozen		1 25
Native peas, per lb		1 00

Fresh Fruit.—Fresh fruits continue strong and there is little new being offered from last week, prices are holding fairly firm, although the usual variation is noticed.

Florida grape fruit, box		7 00
Bananas, bunch	3 50	4 75
Navel oranges	3 60	5 00
California lemons, crate	6 00	7 00
Messina lemons, crate		5 00
Sashon Isl. strawberries, 24 qt		4 00
Florida pineapples, case		4 50
Cal. black cherries, 10 box	2 50	3 00
Cal. white cherries, 10 box	2 50	3 00
Cal. Apricots, box		2 25
Cal. Peaches, box		2 25
Cal. Plums, box	2 25	3 00

TRADE NOTES.

Rockwood & Company, Limited, have been incorporated under the laws of Ontario to manufacture and sell, wholesale and retail, all kinds of confectionery. The head office will be in Toronto, and the share capital three hundred thousand dollars.

The I.X.L. Spice and Coffee Mills, Limited, have been incorporated under the laws of Ontario. The head office will be in London, Ont.

B. L. Estey, formerly of Fredericton, N.B., has returned home from the West. He sold out his grocery business about two months ago and since then has been in Calgary, Vancouver, and Edmonton.



Fish - Oysters



Fish Trade is Fairly Good for Season

Halibut in Good Demand—Lake Trout and Whitefish Being Taken up Well—Pickerel are Scarce and Prices Higher—Fish Quite Plentiful on Nova Scotian Coast, but Fishermen Hampered Through Scarcity of Bait.

For the season the fish trade on the whole is in a fairly healthy condition. Halibut is a favorite, arriving in fairly good supply and good condition. Lake trout and whitefish are also receiving their share of attention, with the supply quite sufficient to meet the demand.

New Brunswick reports the fish market rather inclined to quietness while there is no particular change in Newfoundland. Nova Scotia reports fish quite plentiful on the coast, but the fishermen have been hampered by the scarcity of bait.

QUEBEC.

Montreal.—Haddock and cod are in good supply with the prices at a fair figure. Gaspe salmon are not arriving as freely as heretofore, the catch being near the end. The price is firmer. Halibut is arriving freely in good condition and are meeting with a good demand.

Lake trout and whitefish are also in fair demand with the supply sufficient to meet it. Pickerel are scarce and the price shows a sharp advance this week. On the whole the market is fairly good for this season of the year.

FRESH

Alewives (shad herring) per 100 fish		2 00	Halibut, express per lb		0 10
Bluefish, per lb		0 12	Salmon, B.C., lb		0 18
Dressed perch, per lb		0 10	Salmon, Gaspe		0 16
Dressed bullheads, per lb		0 10	Shad, buck, each		0 30
Eels, fresh, each		0 25	Shad, roe, each		0 60
Mackerel		0 12	Sea trout		0 10
Haddock, per lb		0 04½	Sea bass, per lb		0 10
Steak cod headless, per lb		0 05	Trout, brook		0 25
			Lake trout, lb		0 11
			Pike, per lb		0 08
			Pickerel or dore		0 14
			Whitefish, lb	0 11	0 12

FROZEN

Haddock		0 03	Salmon, B.C., red	0 09	0 10
Halibut, per lb		0 09	Gaspe salmon, per lb		0 15
Pike round lb		0 05	Qualla salmon		0 09
Pike, dressed & headless, cases 150 lbs., per lb		0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each		0 07
Bras pike		0 05	Whitefish, large, lb	0 07½	0 08
Steak cod		0 04	Whitefish, small		0 06
Mackerel	0 11	0 12			

SALTED AND PICKLED

Labrador sea trout, bbls		12 00	Salmon, Labrador, bl.		16 00
Labrador sea trout, half bbls		6 50	Salmon, Labrador, half bl		8 50
No. 1 mackerel, pail		2 00	Salmon, Labrador, trcs, 300 lbs		21 00
No. 1 mackerel ½bbls		8 00	Salt eels, per lb		0 07
Scotia herring, No. 2, bbl			Sea trout, ½ brl		6 50
Lake trout, half bbl		6 00	Sea trout, bbls		12 00
Choice mackerel, half pail		2 00	Scotch herring		6 00
Salmon, B.C., red, bbl		14 00	Scotch herring, keg		1 00
Salmon, B.C., pink bl		12 00	Holland herring, ½ bl		5 50
			Holland herring, keg		0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00	13 00
XXX shell oysters		10 00
Lobsters, live per lb		0 35
Oysters, choice, bulk, Imp. gallon		0 40
Oysters, bulk, selects		1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

NEW BRUNSWICK.

St. John.—J. F. Calder, Dominion fishery inspector for the counties of St. John and Charlotte, was in the city this week. Discussing the fact that the lobster catch for the most part was quite small, he said that it was due only to the change in the fishing regulations, and gave it as his opinion that there need be no cause for alarm in the small catch. The catch of the larger lobsters was as good this season, he said, as it had been in the last six years. A falling off was naturally to be expected because of the new regulations fixing a certain size limit going into effect. "I expect," he said, "that within less than six years, there will be remarkable increases in the lobster catches around New Brunswick. The sardine catch, he said, had been good this season, and very much better than last year.

For the purpose of smoking and packing herring for the Canadian market, a company has been formed at Tidnish, N.B. It is thought that W. Layton, of Grand Manan, N.B., will be manager. The local fish market is quiet. Salmon is quite plentiful and some very encouraging catches are reported.

ONTARIO.

Toronto.—There is no particular change in the local fish situation. Prices are steady but show no great change. Halibut is still a favorite, although supplies are not quite so plentiful.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

The Finest Fish Obtainable



Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N S; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa, C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO
54-56 Noble Street.

QUAKER BRAND
GASPE LOBSTERS

In Pounds and Halves, Flats.

Quality and condition first class.

Write for Quotations

or

Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal..... 1 25

NOVA SCOTIA.

Halifax.—Some small hauls of mackerel have been made on the western shore of Halifax county during the past week. The fish are large and demand continues good, the largest part of the catch being iced and shipped to the Boston market. The lobster season closed this week. It was a most successful season, and the majority of the canners have large packs. The price of canned lobsters in the London market continues to keep firm in spite of the heavy shipments. According to reports the market absorbs all the supplies. The Newfoundland pack is reported to be fully up to the average and high prices are being paid all over the island. While there has been a decline of fifty cents per quintal on codfish since the high prices of the early spring the prices paid by the dealers are being well maintained, and no important change is looked for until after August. Bait has been scarce and in consequence the fishermen have been hampered. Sales are large, one Lunenburg firm alone so far has purchased twelve thousand quintals.

Salt mackerel are selling at $10 per barrel, and are in fair demand. Few herring are being taken, and the quality of the fish is poor. The catch of alewives is poor and high prices prevail. Smoked haddies are in good demand and shipments are large. Smoked herring are also selling quite freely.

NEWFOUNDLAND.

St. John's.—This week the schooner Angie B. Watson cleared from Burgeo, carrying 350,000 pounds of salt halibut 10,000 pounds fresh halibut, 3,900 lbs. fresh salmon and 600 lbs. fresh lobsters for Portland, Maine. Another schooner is now loading cod and herring at Wood Island for Gloucester.

Codfish, large and medium merchantable, per qtl.	6 50
" small " "	5 50
" large Madeira "	6 50
" small " "	5 50
" large and medium West India	5 00
" small " per qtl	4 50
" Labrador "	4 00
" shore cured	5 50 6 80
Haddock "	4 00
Herring, No. 1, large barrel	3 20
" medium	3 00
" small	2 80
Ling	4 00
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" 48 1-lb. tins, per case	5 50
Cod Oil, hardwood casks, tun	110 00
" softwood " "	102 00
Cod Liver Oil, gallon	0 70

How Much Did He Make on His Macaroni?

Nova Scotia Retailer Wires Montreal Manufacturer to Send Him Barrel of Goods—Producer, of Course, Has to Wire Back For More Definite Instructions—How the Little Leaks Eat Away Profits.

(Staff Correspondence).

Montreal, July 20.—The following incident emphasizes several points that should always be remembered by retail grocers. It occurred as a regular part of business and the manufacturer who noticed it brought it to the attention of a representative of The Grocer.

A Nova Scotia retailer wanted 100 pounds of macaroni. He wired to a local manufacturer for a "barrel of macaroni." Now macaroni is sold by the case and the manufacturer replied by wire asking the retailer to state number of pounds required. The latter wired back again stating that he wanted 100 pounds. Naturally, these telegraph tolls amounted to quite a little part of the profit. The first message cost fifty cents and the second twenty-five, making a total of seventy-five cents. Thus, before the goods had been ordered the retailer had made an outlay of seventy-five cents. In other words, quite an appreciable amount of his profit was cut down unnecessarily. At least, in the ordinary course of events it was unnecessary.

To begin with, is it not poor policy to let stocks run so low that a "hurry up" order must be given in this way? This is especially true of staples which will keep fairly well. It is not necessary to carry heavy stocks, but medium supplies should be at all times ready in the storehouse in order to provide against a break in business. This applies particularly to the retailer who cannot afford to buy in large quantities.

It should be one of the first principles of every grocer to keep a close and accurate account of the goods he handles. In this way he will always be sure of the goods on hand. This question has been dealt with so often that it is a wonder there are even isolated cases still mentioned. In the instance mentioned above, the grocer may have received some rush order for quick delivery. Unusual cases, of course, cannot be always provided for, but in the writing of telegrams they should be so plain and concise that they are easily understood and at the same time are at a minimum cost.

In providing against the supply of any goods becoming exhausted there is presented, simply that idea of the stitch in time saving nine. Care shown in one case means, as a general rule, eternal vigilance, whereas carelessness in the knowing of one's business and also in the method of doing business (the example of the telegram) speak of carelessness in other respects.

The stopping of little leaks here and there has been another subject that has been touched upon frequently. This is surely an illustration of that point, and besides, one does not have to go far to find leaks of this kind. Some day business will be perfect, perhaps, but it will not finally arrive until carefulness is always exercised and little things are given their due consideration.

SALMON RUN IN THE SKEENA.

Fishery Inspector Says Run of Spring and Sockeye Largest on Record.

Vancouver, B.C., July 20. (Special.)—It has been reported from Prince Rupert that the run of both spring and sockeye salmon this season has been the largest on record, but the Vancouver offices of the northern canners flatly contradict the statement that sockeye salmon are plentiful. Last week John T. Williams, government fishery inspector, reached Prince Rupert, and he is credited with the statement in regard to the fishing on the Skeena. He said that the run of spring salmon was phenomenally good, and that all the canneries are operating instead of one or two as last season. Despite the fact that more are active, the pack so far is larger, also. It is estimated that at least one-third more spring salmon are in the Skeena than any previous season. Regarding the sockeyes in the north, Mr. Williams says that since the season started on June 20, the run has been the heaviest experienced at this time of year, the catch going as high as 230 to the boat. The reason suggested is the removal of the barricade in the Babine river in 1905, the beneficial effect of which is now being seen.

The canners state that while spring salmon are fairly plentiful, the run of sockeyes has been small, in fact the average pack of the canneries on the Skeena has not been more than 100 cases per day.

Donaldson & Son have opened a grocery store at Castor, Alta.

E. E. Cousins has been appointed manager of the grocery store of the late M. J. Hurley, Wallaceburg, Ont.

Young Man! What Are You Going To Do To-morrow?

TO-DAY you are an ordinary every-day clerk; a salesman drawing a fair salary for your services. What will you be to-morrow? What does the future hold for you? You may say "*Oh! Let to-morrow look after itself; something will turn up.*" That's very well; but, if you ask your employer how it came about that he is to day the head of the establishment, he will tell you that he didn't sit down and wait for *something to turn up;* he got busy and turned that *something* up himself Now, you get busy on this proposition and don't waste your valuable time. Watch for the July 28th issue of this paper—Card-writing free to all who will get into line.



THERE are possibilities presenting themselves to you every day. This is one of them. Don't turn it down, but, consider it well. Card-writing, to-day, is one of the main branches in the publicity of all lines of business—Grocery, Dry Goods, Clothing, Hardware; yes, for every line you could mention. Ninety-nine business places out of a hundred want live, trade-pulling show-cards; two out of that ninety-nine can afford to employ a man to do this work exclusively. What are the other ninety-seven going to do? One of the salespeople must do it, and that one will get the extra money. Will that one be *you?* Will you take your future in your own hands?—Listen:

July 28th number of The Canadian Grocer will contain Lesson No. 1 of the most practical course on Show-Card Writing ever offered the beginner. This is

The EDWARDS SYSTEM Short-Cut of Card-Writing

the only course to-day that is modern, practical and easy to grasp, leaving out out all RED TAPE and dealing exclusively with the very best alphabets, used by the best card-writers all over the country—from the Atlantic to the Pacific. The course will be run in twenty numbers of this paper, beginning with the July 28th issue. Subscribe now and get the complete set of full-page lessons with a full page of instructions and samples of cards showing the alphabets put into practice. A whole course in practical card-writing for only the price of a year's subscription to The Canadian Grocer.

THE MACLEAN PUBLISHING CO., LIMITED

MONTREAL TORONTO WINNIPEG

The Grocer's Encyclopedia – Cane Sugar

Facts Not Generally Known in Connection With the Making of Refined Granulated Sugar—How the Spaniards Waxed Rich on the Traffic in Cane—The Process of Preparing for Shipment and Final Treatment in Canada

Of all the goods handled by grocers there is probably none in as great demand, and especially at this time of the year, as sugar. There are few articles of commerce as well known as sugar, the manufactured product itself, and few having such a universal range of utility. However, its varieties, sources and history are not so often considered. How many can tell exactly why sugar is sweet?

The Canadian grocery trade derives its supply from two sources—that made from cane sugar, secured chiefly from the West Indies, and that worked up from beets. The former will be discussed in this article.

Quite an Old Product.

Formerly chemists called everything a "sugar" which had a sweet taste, but the term in its scientific sense soon came to be restricted to the sweet principals in vegetable and animal juices. Until 1619, however, cane sugar was the only known pure sugar substance.

The word "sugar" is derived through the Arabic from the Persian "shaker," but the original habitat of the sugar cane is not known. It seems to have been first cultivated in China, and it was at a comparatively late date that sugar reached the West Indies. In the age of discovery the Spaniards became the disseminators of sugar cultivation, and in 1494, two years after the discovery of America, they planted it on San Domingo. Within 25 years the sugar trade on the island was so enormous that the dues imposed on the imports into Spain enabled Charles V. to build his palaces. Before the middle of the 16th century the growing of sugar cane spread over the occupied portions of the West Indies and South America, and it has continued to be one of the principal crops of tropical America ever since.

Its Manner of Growth.

The sugar cane is a species of grass, the stalks of which reach a height of from 8 to 15 feet and attain a diameter of about two inches. The stalks are divided into prominent joints with long leaves springing from each joint, and the flowers consist of beautiful feather-like panicles. The joints are filled with a loose, spongy, fibrous matter, saturated with a juice, at first watery, but afterwards becoming glutinous and sweet. As the joints ripen the leaves wither and fall off, the stem gets smooth and hard, and contains much silica. The varieties of sugar cane are numerous and are distinguished by color, height and richness of juice.

The juice is extracted from the cane by pressing between three iron rollers. The yield of juice varies from 60 to 65 per cent. The juice is run into a trough, whence it is carried through pipes to clarifiers. Because of the fear of fermentation the manufacturing process is hurried. The juice is first filtered through a series of sieves; then it is run into the clarifiers—a set of iron vessels capable of holding 600 gallons of juice—and in these is heated up to about 130 deg. Fahr. Milk of lime is added sufficient to neutralize the acid constituents it contains. The heat is raised to nearly the boiling point, and when a scum forms on the surface, the clear liquid below is drawn off. The juice now passes to a battery of pans, where it is heated by direct fire and boiled down to the crystalizing point. It is then run into shallow coolers in which the crystals form. A few days later it is transferred into hogsheads and the molasses drained away. It is now ready for refining or for shipment abroad.

The Canadian Manufacture.

It is in this state that it reaches Canada to be refined. The sugar crystals are melted in cast iron tanks, fitted with mechanical stirrers, and steam pipes for heating the water. The hot liquid is next passed through twilled cotton bags encased in a meshing of hemp, through which the solution is mechanically strained. From 50 to 200 of these filters are suspended in close chambers in which they are kept hot. The liquid is now passed for decolorization through beds of animal charcoal enclosed in cisterns to a depth of 30 feet, the sugar being received in vacuum pans. In these pans it is "boiled to grain," the treatment being varied according to the nature of the finished sugar to be made. To make loaves small crystals only are formed in the pans, the grains being liquified and then cast into moulds. To whiten the loaves they are treated with successive doses of saturated syrup, ending with a syrup of colorless sugar, the liquid then being taken out by suction.

Perhaps your customers would be interested in the source and manufacture of the sugar which they consume. Probably you may be able to turn the information given here into some practical use in interesting your customers. Try it.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

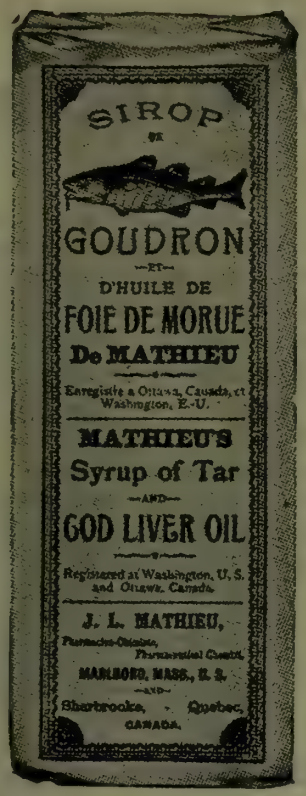
Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput Fils & Cie., Wholesale Depot, Montreal

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER JUST A LITTLE MILDER THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

STORE TO RENT in thriving town of Ingersoll, specially suited for grocery or hardware; best stand in town, building in first-class condition. To a desirable tenant will be let for term of years at reasonable rental. Apply J. C. NORSWORTHY, Ingersoll, Ont. (30)

FOR SALE.

GROCERY BUSINESS FOR SALE in Windsor, Ontario. Stock $3,000. Will rent or sell property. Address Box 390, THE CANADIAN GROCER, Toronto. (30)

FOR SALE—Grocery and bakery business. Turnover of about $16,000 per annum. In thriving town of 1,100. Good cash business. Apply Box 392, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited. Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 888 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Per case
1 "	12 " }	$5 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

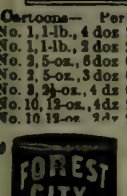
WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.





Cartons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 5 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10 12-oz. 2 dz	2 90	No. 17 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	Jellies	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
Raspberry & red currant	1 65	Crabapple	1 75
	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 69	0 82	0 10½
Black currant	0 69	0 82	0 10½
Raspberry	0 69	0 82	0 10½

Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) per doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-6, ⅓, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda ½, 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3 00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 0	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins "		"	0 31
" " 1 lb. tins "		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins, "			0 18
Grand Prix, 1 and 2 lb. tins, "			0 30
Demi-Tasse, 1 and 2 lb. tins, "			0 30
Flower Pot, 1 lb. pots, "			0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb

Mo-Ja, ½-lb tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese— In cartons, each 1 dozen	0 90
Large blocks, dozen	2 38
Medium blocks, dozen	1 38

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 90
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

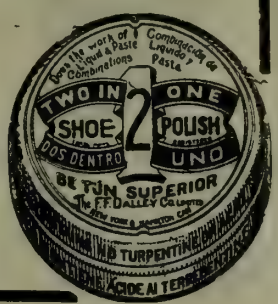
2 IN 1
Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3 talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	50

LAPORTE, MARTIN & CO., MONTREAL.]

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 flou.	10 50
" " tins	½ kilo	100 tins	16 00
Extra Fins "	½ "	100 "	15 50
Tres Fins "	½ "	100 "	15 00
Fins "	½ "	100 "	13 00
Mi-Fins "	½ "	100 "	12 00
Moyens No. 2 "	½ "	100 "	10 00
Moyens No. 3 "	½ "	100 "	8 75

Asparagus, Haricots, ebc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals, 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 42s Sq.	17 00
1 gals, 10s	25 00	½ gal., 48s Rd.	15 50
gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts.	7 00
La Neptune, 50 qts.	6 00
La Capitale, 50 qts.	5 00
La Sanitas Sparkling 50 qts.	8 00
" " 100 pts.	9 00
" " 100 splits.	9 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 200 lbs., 3½ oz.	3 75	case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., 3½ oz. bars	1 80	case
" 200 lbs., 3½ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
" 24 pts.	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts.	4 75
Champagne de Pomme, 12 qts.	5 00
" " 24 pts.	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts.	5 00
" " 24 pts.	5 50
Apple Vinegar, 12 qts.	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME.

(Moody's Royal)

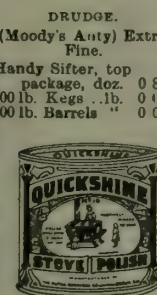
	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine).

4 doz. in wood box	per doz.	0 85
1 doz. in carton, 12 in wood box	"	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA

POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80
Weight 8 lbs. to case.	Freight rate, 2d class.	



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50
Weight 11 lbs. to case.	Fr'ght rate, 2d class.	



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 31-b	0 11½
" 5-lb.	0 11½
" 10-lb.	0 11

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 09½
Tubs	0 09¾
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 50 5-lb. cases	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated).



GILLETT'S PERFUMED LYE

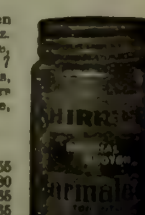
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain Laundry Starches	Cents per lb.
40 lbs. Canada Laundry	0 05½
40 lbs. Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs. No. 1 white or blue, 4 lb. cart'n	0 06½
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs. kegs, No 1 white	0 06
200 lbs. bbls., No. 1 white	0 06
30 lbs. Edwardsburg silver gloss 1 lb. chromo packages	0 07
48 lbs. Silver gloss, in 6 lb. canisters	0 07½
36 lbs. Silver gloss 6 lb. draw lid boxes	0 07½
100 lbs. kegs, Silver gloss, large crystals	0 06½
28 lbs. Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
1-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 20 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $3.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb. $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

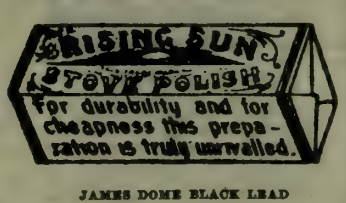
No. 1,	cases 60 1-lb. packages		1 case	$2 85
			5 "	2 75
No. 2,	" 120 ½-lb.	"	1 case	2 85
			5 "	2 75
No. 3,	" 30 1-lb.	"	1 case	2 85
	" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz	1 75





	Per doz
H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Vermicelli and Macaroni.

D. SPINELLI C'Y MONTREAL.

Fine.

4 lbs. box "Special"	per box	0 22
8 lbs. "	"	0 44
5 lbs. " "Standard"	"	0 27½
10 lbs "	"	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box "Standard"	per box	0 30
10 lbs. "	"	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	48
Stag, 6 2-6s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Teas



THE "SALADA" TEA CO.

Wholesale Retail

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	0 40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGANA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 30
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

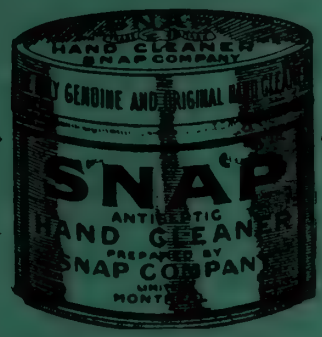
LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



NO MAGIC

just a harmless chemical action which absolutely dissolves every particle of grease, tar, paint or dirt. That's

SNAP

the great hand cleaner, which will not hurt the most delicate skin.

What a chance of profit-making lies open to you in "Snap."

WHY NOT TRY A PARCEL?

Snap Co., Limited, Montreal, Que.

WARNING!

Crescent BM&Co. Brand

TRADE MARK

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



F C Harkness (DH)
34 Royal Bk Bldg

"COME BACK" OR "CALL AGAIN"

Which do YOU prefer?

This, Brother Grocer, is *true*—
That there's only Dissatisfaction, Trouble, Discouragement, in the flour that *comes back to kick.*
The flour that's made *cheap* to sell cheap.
Because it doesn't *stay* sold.
There's no *Permanency of Profit* in "near good" stuff.
You can't talk *Quality,* Brother Grocer.
You can't win the Cream of the Trade, you see.
Your *only* argument is Cheapness.
This is the patronage that is here to-day and gone to-morrow.
Consider the Hope that FIVE ROSES gives.
Consider the *Enthusiasm,* Brother Grocer.
Without which there's no glory in the Game of Selling.
Get out of the Cheap-John class.
Sell *Progressive* Flour.

Sell FIVE ROSES, Brother Grocer.
Which pleases the *most particular* of housewives.
Delighting even Mrs. Cranky Customer.
Having Quality, Strength, Uniformity.
Not Bleached—Not Blended.
For Bread and Pastry likewise.
Making good things that delight — that compel the *"call again."*
This flour *simplifies* your selling.
Since each bag starts a chain of sales.
And everything is pleasant between your customer and you.
When you sell FIVE ROSES.
Packed in *seven* different sizes and packages to suit your *own* particular trade.
In barrels or halves—the famous FIVE ROSES barrel, so sturdy and useful.
In bags of cotton or jute—7 lbs., 14, 24, 49 or 98 lbs.
Sell this *successful* flour.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character" MONTREAL.

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

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Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Juicy Fruit Pies Often Run Over

Rhubarb, Cherry and other fruit pies have a most disconcerting habit of refusing to hang together when they are being served. If in the making a little of

BENSON'S PREPARED CORN

has been added, this difficulty is done away with. Some of your customers who know cornstarch as a basis for blanc-mange, would be surprised and interested to have you tell them little facts like this. Incidentally, you will sell more Benson's Prepared Corn.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

He Profits Most Who Serves Best

Your customers are all vain, more or less, and if you are courteous and obliging to them and make them feel that your business is to serve and please them, often they will buy one or two specialties which are profitable to you, whereas their intentions were only to buy a staple article which usually pays a small profit.

But if you cannot vouch as to the quality of an article, do not persuade your particular customer to buy it, for if the article proves unsatisfactory, their confidence in you, which is the basis of your trade, is gone, and gone with it your opportunity to reap the profits on future sales.

If you sell them Toadstools to-day for Mushrooms, you will not have the opportunity to sell them Mushrooms to-morrow.

Why lose any customer's confidence, lose money, and have yourself advertised as not being reliable, when a little care in selecting your stock would eliminate any possibility of such results.

It is not a matter of how much I can do my customers for, but how much can I do for my customers, and in serving them with Quality products you are insuring their confidence in you and their good-will.

MACONOCHIE'S
QUALITY PRODUCTS

Serve Their Purpose. Your Customers Know

MACONOCHIE'S Pickles, Peels, Fish, Marmalade, Pan Yan Sauce and Pickle, Worcester Sauce, etc.

Your Jobber Has Them. For Further Particulars Write

CANADIAN AND UNITED STATES REPRESENTATIVES

McLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

NEW YORK CHICAGO DETROIT MONTREAL TORONTO

A Pleasant Surprise When You Take Stock!

IT would certainly be a task to find a grocer who prefers to list goods on hand rather than money in the bank at stock-taking time — "money talks"—"a bird in the hand is worth two in the bush," friend!

Standard, trade-marked goods are a bulwark of safety, and as desirable to have on your shelves as money on your pass-book, for they turn themselves quickly—and with absolute certainty. If you write them down as "cash," you need not discount a penny from their fixed retail selling value. The more you lean on their virtues, the pleasanter your surprise will be when you inventory up at the close of your business year.

Arthur P. Tippet & Co.

Agents

MONTREAL - - TORONTO

THE virtue of absolute cleanliness is firmly linked to that of evenness of quality in the Griffin & Skelley line of Dried Fruits. The standard remains as fixed as the stars—it never varies!

"Griffin" Dried Fruits

LE CALICE PURE CASTILLE

LA CALICE Castile Soap rings as honest and true as the matchless steel blades of the old Spanish town from which it takes the name "Castile." Its purity never has and never will be questioned, friend!

La Calice Soap

NO other canned Asparagus can match the delicate, tender, deliciousness of the Griffin & Skelley brands, because no other is nurtured under such ideal conditions of soil and climate. The Griffin & Skelley Sacramento River Asparagus beds are unrivalled on the Pacific Coast.

"Griffin" Asparagus

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT
Lind Brokerage Co.
73 Front St. East - - TORONTO

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

WINNIPEG
Tomlinson, Semmens & Co.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

When writing advertisers kindly mention having seen the advertisement in this paper.

Kops Ale & Kops Stout

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.



THE BEST FOR YOUR TRADE

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C.; W. L. Mackenzie & Co., 306 Ross Ave., Winnipeg; Kenneth H. Munro, Coristine Bldg., Montreal; W. L. Mackenzie & Co., 606a Center St, Calgary; Royal Stores Ltd., St. John's, Nfld

KOPS BREWERIES, London, S.W., England

BORDEN'S EVAP-ORATED MILK PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

An important fact to remember is that

"Granola Digestive" Biscuits

are quite distinctive in character, and must not be confused with the ordinary varieties of wholemeal or digestive biscuits.

The word "Granola" —registered as a trade mark—is stamped upon each biscuit, and also appears upon all labels and packages.

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

Peas that Please the Palate!



Instead of selling Foreign Peas to supply the demand for finer grade peas, sell our **Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted,** and **Early June Sifted.**

Stock a line that will help increase the demand for the higher grade peas, that will give your customers greater satisfaction, and will yield you a better profit.

The vivid green color which you notice in Foreign Peas is produced by a chemical that is not only injurious to health, but kills the true flavor of the peas.

We never use any chemicals or colorings in the preparation of our products; these peas are the very choicest of the pack, fine, tender and of exquisite flavor.

You can materially increase your profits and reputation by pushing the sale of Dominion Canners' Brands of Peas of Finer Quality.

Dominion Canners, Limited

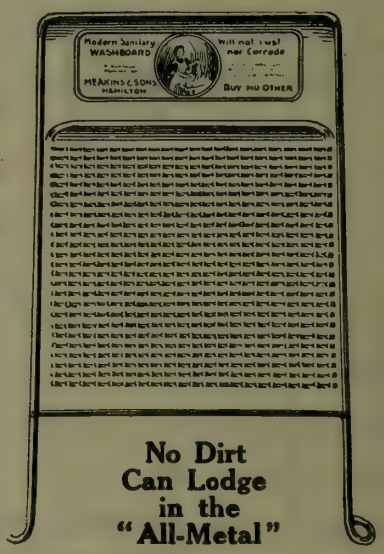
Hamilton Canada

MEAKINS'

SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of **metal construction throughout** and have **no wood to warp and no nails to come loose or rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**



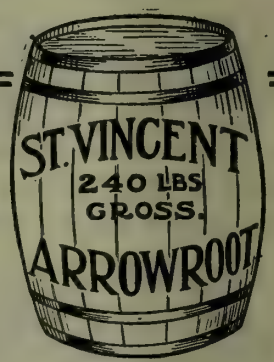
No Dirt Can Lodge in the "All-Metal"

Send for Particulars and Prices to

Meakins & Sons, Hamilton, Ont.

St. Vincent Arrowroot

The Best Grade



An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.

KINGSTOWN, ST. VINCENT, B.W.I.

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's

Raspberry, Black Currant and all other kinds

Now Ready for Delivery.

All Fruits Are Scarce.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

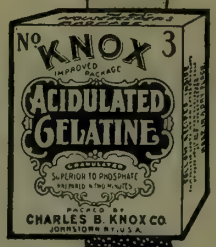
HAMILTON ONTARIO

Advertising & Quality

KNOX GELATINE



is a sure repeater—the customers we send you by our extensive advertising COME BACK FOR MORE. Why? Because KNOX GELATINE makes two full quarts of jelly per package, and its quality and purity always please. Its retail price, 15 cents per package, leaves you a profit that makes it worth while to PUSH. . . . .



Chas. B. Knox Co., Johnstown, N.Y.

Branch Factory: Montreal, Canada

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N. S.; F. H. Tippett & Co., St. John, N. B.; C. E Jarvis & Co., Vancouver, B.C.







A more appropriate name than "PURITY" for a flour, produced entirely from the choicest Western Canada Hard Wheat, and so spotlessly clean, can scarcely be imagined.

But on its unbroken record of satisfactory sales and trade-building feats, it has earned a second name from appreciative merchants—a name which is as appropriate in its particular application as "PURITY."

Curiously enough the initial is the same too—"P."

It spells this way—

P-R-O-F-I-T-A-B-L-E

No need for long explanation why. Actual trial provides more convincing reasons. So try a barrel in your own home and see why "PURITY" flour brings you

"More Trade and Better Trade."

Western Canada Flour Mills Co., Limited

TORONTO MONTREAL OTTAWA ST. JOHN
GODERICH WINNIPEG BRANDON VANCOUVER



Orders Every Day

are reaching us for VERGINE BRAND OLIVE OIL, because the demand is large and because we are making a special reduction of

50 Cents Per Gallon

VERGINE BRAND OLIVE OIL is undoubtedly the best on the market to-day and yet sells at a lower price than competing lines. You can do a big business with it just now if you seize the opportunity.

It's All Right to Hesitate

when you are not sure of your ground, but with Vergine you can't go wrong. WE are behind the offer.

Look ! How Reasonable

Gallons, - - $2.25 per gal.
Half Gallons, - - $2.30 per gal.
Quarter Gallons, - $2.35 per gal.
F. O. B. Montreal and Toronto.

GET IN TOUCH WITH US IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS



SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



STIMPSON No. 75, Weighs and computes 100 lbs.

Stimpson Computing Scales

PRICES $25.00 UP

Terms cash, or upon easy payments.
Allowances made for old scales.
Every scale guaranteed.

Scales for Grocers, Butchers, Confectioners and General Stores.

OVER 15 YEARS ON THE MARKET

We make the only **Automatic Computing** scale that weighs and computes **100 lbs.**

Write for Catalogue and Information to

STIMPSON COMPUTING SCALE COMPANY

DETROIT, MICH.

Local Agencies: MONTREAL, TORONTO, ST. JOHN, WOODSTOCK, VANCOUVER, WINNIPEG

An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

HOBART
Electric Coffee Mill



Its handsome exterior, beautifully enameled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish full details and quote prices.

CANADIAN AGENTS:

The W. A. Freeman Company, Limited

HAMILTON, ONT.

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's
TRUE VANILLA



It is a real purity product, made of finest Vanilla Beans that grow in Mexico and made in such a way that it has far greater strength—and will satisfy your trade far better—than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

STRONGER,
RICHER
DAINTIER

Shirriff's
EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO



Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant—and in the same handwriting. The two are made at the same time, *WITH ONE WRITING.*

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless bookkeeping.

¶ The McCaskey System pleases profitable customers, because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

Dominion Register Co.

TORONTO 90-98 Ontario Street **Limited ONTARIO**

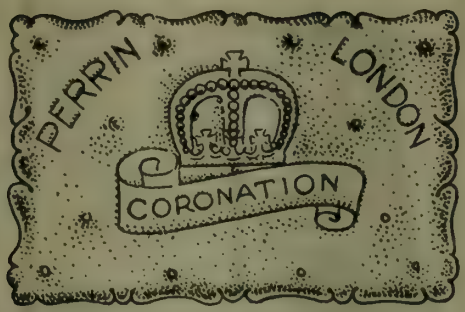
519-521 Corn and Produce Exchange, Manchester, England

Agencies in all Principal Cities.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S CORONATION BISCUIT



ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE:—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "NO BROKEN EGGS" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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53 Highest Awards In Europe and America

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CHOCOLATE & COCOA

Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

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MAKE AN END OF THE "BAD ACCOUNTS"

Give every credit customer an Allison Coupon Book, make collections easy, eliminate errors and disputes, stop the costly "leaks," and please the customer better than any other credit plan ever devised.

Allison Coupon Books

practically put credit business on a cash basis, to the general satisfaction of everyone concerned

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Just give him a $10 Allison Coupon Book. Have him sign the receipt or note in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind., U S.A.



Testimonies of Satisfaction

Montreal, Feb. 19, 1904.

"We must say that we never had a complaint of your Fly Felts, which is a proof of their good quality."

L. Chaput, Fils & Cie.

Montreal, Feb. 27, 1904.

"We have handled your Fly Felts for several years and have always had full satisfaction."

Laporte, Martin & Co.

We are constantly in receipt of letters of satisfaction from customers in all parts of Canada. Our goods are the first and only make to be exported.



SMITH'S GENUINE

FLY POISON

kill as many flies, as fast, and last as long as any 10c pad sold. They are handsomely gotten up, lowest in price and the most effective Fly Pad on the market.

See that you receive Genuine Smith Fly Felts, with our name and address on every case and package. If your jobber cannot supply you, write us direct.

The price is very popular, the demand exceedingly brisk—get in line for your share of this good profit.

Made only by

SMITH BROS.

Beachville, Ont.





By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with selling ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

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143-149 University Avenue, - Toronto, Canada

SOAP SUCCESS

Success for the manufacturer, success for the retailer and success for the user come only from a soap of the highest quality. That is the kind of success

"CANADA'S BEST" SOAP

has had right along.

Let us send you a sample case. Your customers will soon leave you in no doubt that you are featuring the right soap. With "Canada's Best," order brings re-order.

UNITED SOAP CO.

OF CANADA, Ltd.

MONTREAL, P. Q.

Be Careful How You Buy Your Refrigerator



Don't get an "Ice Box."

The damp, musty, stagnant air "Ice Box" is a breeding place for germs and disease, and the average refrigerator is merely an elaborate Ice Box.

Proper ventilation and perfect circulation of cold, dry air is only properly obtained in the "Eureka" Refrigerator, which has an exclusive and patented system of air circulation, and this guarantees an absolutely dry refrigerator.

We have been twenty-five years exclusively manufacturing refrigerators, and our present models have all our knowledge and experience worked into them.

In the matter of sanitation in materials used, in design and finish, in price, there is no refrigerator on the market can compare with the "EUREKA."

Let Us Send You Our New Illustrated Catalogue.

EUREKA REFRIGERATOR CO., LTD., TORONTO

54-56 Noble Street.



IF ALL THE GROCERS IN CANADA

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

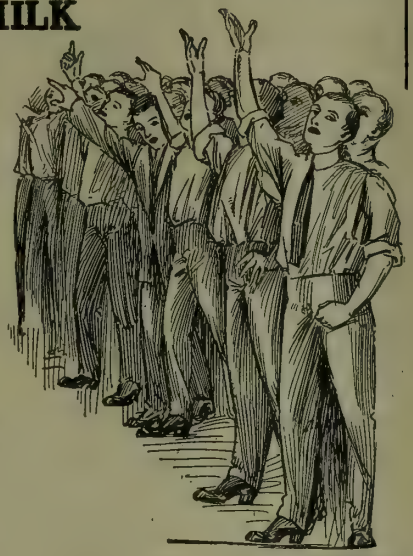
ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.





St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

GIVE YOUR ORDERS FOR

St. Lawrence Flour

The new flour made by the best experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"Regal," "National," "Laurentia" "Daily Bread"

WE GUARANTEE DELIVERIES

THE

St. Lawrence Flour Mills Company, Limited

TEL. BELL: MAIN 7239

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"



Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

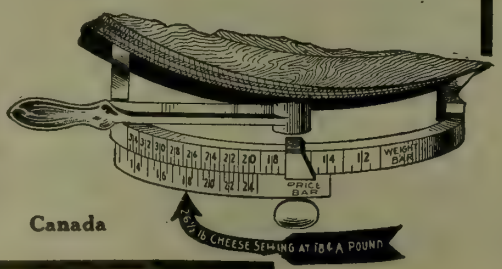
The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The American Computing Co. of Canada

Hamilton, - Canada



Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of saleable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always saleable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

BOOKING ORDERS

For our famous

"GLOBE"



MACARONI and VERMICELLI

Made from hard wheat without maize or rice flour, and absolutely free from any glutinous substances.

The season is now opening for the sale of these goods. Get your share of a good profit.

D. Spinelli Co.,

REGISTERED

MONTREAL, - - QUEBEC

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

on every Box Insures the Best

Place Order Now for Fall Delivery

All First-Class Jobbers Handle

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
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LONDON—Gorman, Eckert & Co.
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ELGIN, ILL., U.S.A.

"SURE, IT IS"!

This is what anyone will say if you ask if

Meadow - Sweet Cheese

is all that we claim for it.

What We Claim:

That no 10 cent package beats it.

That it has a peculiar nip of its own.

That the attractive package does half the selling

That the quality brings the customer back.

WRITE US

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Club House" Brand
SPANISH OLIVES



are a superior line that you will be well advised to handle, because of our care in selecting and packing only the very finest Sevilla Olives and the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our absolute guarantee of satisfaction.

"Club House" Brand Olives are attractively packed and yield you a good profit.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.

WALKER PATENTED BINS — THE "WALKER BIN" SYSTEM — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

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Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians.

THE AYLMER CONDENSED MILK CO., Limited, - **Aylmer, Ont.**
Head Offices, HAMILTON, ONT.

DON'T ORDER BEFORE RECEIVING QUOTATIONS ON

NEW SEASON'S

JAPAN TEAS

FURUYA & NISHIMURA

HEAD OFFICE—NEW YORK. BRANCHES—MONTREAL and CHICAGO

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "**Redpath**" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Ramsay's
BEST BY TEST

FARM CREAM SODAS

Always crisp and delicious, always ready and always welcome for every occasion where dainty biscuits are required and appreciated.

Our facilities enable us to turn out the finest sodas in the land—the lightest, flakiest morsels one could desire.

Don't change the brand you are now handling; just add a sample lot of Ramsay's to your stock and your customers will insist on you changing. You will want to sell no other.

Ramsays Limited

29-31 Vitre Street .:. .:. MONTREAL

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

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McLeod & Clarkson, 847 Beatty Street, Vancouver.
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
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Trade Mark of Quality

PICKLING SEASON COMING

The best selection of spices obtainable cleaned by our new vacuum system; free from dust and dirt, our famous

Sweetheart Brand Pickling Spices

are the ones that satisfy your customers, leave good margin for yourself and ensure repeat orders—Order now.

I X L Spice & Coffee Co., Ltd.

LONDON, ONTARIO

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA

Hitch Your Salesmanship to Quality Goods

especially when these goods also represent bigger value for your customer's money. Our

MEADOW CREAM SODAS

are all that sodas ought to be; light, crisp, nutty, and the Meadow Cream Soda package is the largest package for the money in the trade, as well as having an attractive label.

THE W. J. CROTHERS CO. - Kingston, Ont.

Further Advances in SUGAR

This time in Price. Now that you are likely to pay high prices for some time, see that you GET THE BEST

St. Lawrence Granulated

the CANE Sugar that tests

99 99/100 OF PURITY

is the Best Granulated that money can buy.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED, MONTREAL, QUE.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing



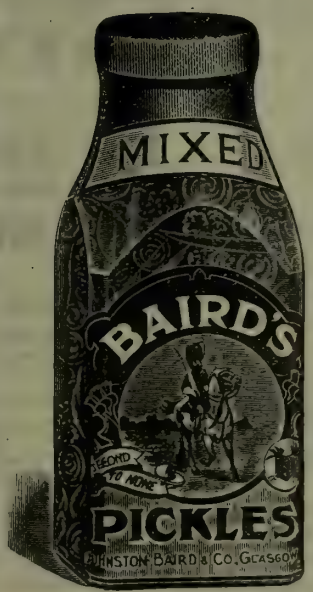
This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

The Favorite Pickle



BAIRD'S

SECOND-TO-NONE

PICKLES

The Perfection of Quality.

Johnston, Baird & Co.

Glasgow, Scotland

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By Special royal permission

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING (J. A. Henderson)

HAMILTON ONTARIO

WHITE DOVE COCOANUT

cannot be duplicated from the grocer's standpoint or from the point of view of the consumer. It is



The Friend of all Cooks

The more it is used the better satisfied they will be and the better recommendation your store will receive.

White Dove Cans will not get shop soiled.

W. P. Downey,
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax



Hello! Hello!

Why everyone seems to be ordering "CLUB" HEALTH SALTS this weather!

Yes, Mr. Grocer

"Club" Health Salts

are in great demand just now and you should stock them.

GOOD, SALINE, EFFERVESCING BEVERAGE

HANDY PACKAGE IN THE PICNIC HAMPER

BIG PROFITS AND GOOD VALUE.

10 CENTS RETAIL

S. H. EWING & SONS
96-104 King St. Montreal — 20½ Front St. Toronto

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

HIGH-GRADE OLIVE PRODUCTS

"Falcon" Brand Olive Oil, which is bottled or put in cans in Provence, France, is unsurpassed for quality. Its *supremacy* is everywhere acknowledged. Why not have the "*Falcon*" *Quality* bottled under *your own* label? *Write for particulars to*

A. F. MACLAGAN
409 St. Nicholas Building - Montreal

When writing advertisers kindly mention having seen the advertisement in this paper.



ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., Collingwood, Ont.

Branches
Toronto Winnipeg Hamilton Fort William

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TEA and COFFEE

We guarantee the Quality and Flavor to be of the very highest standard, and we also guarantee the sale. Place a trial order. Your customers will appreciate their excellence.

MINTO BROS. - TORONTO

Silent Salesman Refrigerator

One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

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Limited
Toronto, Ontario

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¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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Tea from Leaf to Cup
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Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
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Cook's Friend Baking Powder

ASK YOUR JOBBER FOR IT

SPECIAL OFFERS

A CARLOAD OF SALMON

We offer for immediate delivery one carload of White Salmon, quality guaranteed, at **$1.00** a dozen.

SHORT CROP PROSPECTS

The Dominion Canners anticipate a short crop of vegetables. We are in a position to fill all orders sent without delay, at opening prices. Orders already given may be increased at prices quoted, but without delay.

We specially recommend the "Victoria" Brand.

"SOLEIL" BRAND IMPORTED GOODS

Our new stock is on the way. European markets are all much higher in vegetable canned goods. We will fill orders reaching us promptly, at opening prices. Order all you need for your requirements till the 1912 crop is ready.

SARDINE CATCH IS SHORT

Reports of a small catch of Sardines are confirmed. Our special sale of "Tevillec" Brand at $7.00, "Victoria" Brand at $8.50, and "Romain" Brand at $8, is still going on. Order now. We will sell for a short time only at these prices, and make special prices for 25 case lots, assorted or not.

A RISE IN PEANUTS

Peanuts have increased one cent per pound. We bought 1,500 bags before the increase, and will give our clients the benefit. Order at once.

IMPORTED PASTES, "BLANC & FILS"

Blanc & Fils' Brand is known and preferred the world over. We are selling the last lots of an extra large consignment.

MINERAL WATER FROM THE BASIN OF VICHY

The water which flows from the Spring "La Capitale" is one of the best. At $5 per case of 50 bottles your order should come forthwith.

"ST. NICHOLAS" VICHY LEMONADE

One of the most delicious, naturally sparkling lemonade, from the renowned Spring of "St. Nicholas." Special price of $7.50 per case of 50 large bottles is offered.

BARBADOES MOLASSES

We have our new stock of choice and fancy. Ask for samples and prices.

PHONE, WRITE, OR WIRE YOUR ORDERS, OR ASK QUOTATIONS.

LAPORTE, MARTIN & CO., LIMITED

WHOLESALE GROCERIES, WINES AND LIQUORS

568 ST. PAUL STREET, MONTREAL Telephone Main 3766

The lasting success of any business alone depends upon the reputation it achieves.



"SALADA'S" increase in sales during the past 29 weeks over the corresponding period of last year, was

596,971 POUNDS

This means that 66,901 more families are drinking "Salada" this year than were drinking it in 1910.

Every Grocer's Bank Account must have benefited by this enormous increase.

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Opening Price of 1911 Canned Goods

In Majority of Cases They are the Same as in 1910, But are Higher in Others —Strawberry Pack to Permit of Over 60 Per Cent. Delivery, According to One Canner—Peas About the Same—Opinions of Canners on the Crops—Corn and Tomatoes Promise Well With Favorable Weather and No Early Frost.

News of the present year's pack of canned goods and opening prices have been waited for with a good deal of interest by both retail and wholesale dealers in Canada. The new prices were given out by the canners during the week and will be found herewith as well as opening prices of the 1910 pack.

In comparing these prices it is to be remembered that retailers who purchased before June 1 this year got canned goods at 2½ cents per dozen off the prices.

Delivery of Strawberries Over 60 Per Cent.

The Grocer interviewed a number of manufacturers during the week with a view to getting information on the crops of fruits and vegetables and packs.

"The strawberries packed this season," stated one company, "permit of a percentage delivery of between 60 and 65 per cent. Peas are about the same; other goods we are unable to advise as pack is not completed, in fact, prospects for later crops are very good. Everything looks promising at the present time, the recent rains having been of great benefit."

Smallest on Record.

An Eastern Ontario company state that during the past 12 years they have never experienced lighter crops so far as canned goods are concerned.

"Our pack will be the smallest on record," they say.

"The extreme heat of two or three weeks ago wilted the fruits to such an extent that there will not be a quarter of a crop, and the quality is poor. In our section there were no strawberries to speak of, this crop practically speaking, being a complete failure, as well as cherries.

"We depended on the Toronto market for our source of supply but what little produce we got in these two lines, was very small and commanded a high price.

"Peas were destroyed by the heat and our pack was reduced fully 75 per cent. There will not be sufficient peas packed, by many thousand cases, to supply the demand, and we are told the United States crop was also a failure. As regards the crop of tomatoes and corn, from present indications they will also be light, but not in comparison with peas. The rains we have just had will be of great benefit but they have come almgst too late."

Corn and Tomatoes Look Well.

According to a Western Ontario canning firm prospects for a good corn and tomato crop are bright and if visited by frequent rains the yield will be large. Early frosts must also be absent in these two cases.

"The strawberry crop," state this firm, "promised well, but suffered severely for lack of rain and as a consequence it was shortened fully 40 per cent.

"Raspberries are only half a crop. Cherries were a full crop in this locality. While this is not a pea district we understand that for want of rain earlier and also owing to extremely hot weather while the peas were filling, the crop will not run more than 60 per cent."

Using Extra Heavy Syrup.

In preserving their strawberries this year a canner said his firm was putting them up in extra heavy syrup with a view to having them hold their color better and this has added materially to the cost.

He also pointed out in reference to prices of peas in the United States, that California peas were quoted over $1 per dozen f.o.b. factory to the wholesale trade and in the Central and Eastern States prices range from about 95c. per dozen net f.o.b. factory carload lots.

The early closing by-law in Montreal has been shelved until October.

J. Francis, grocer, 485 Spadina ave., Toronto, has sold his business to S. C. Felgate.

Thomas Foley, grocer, St. John, N. B., has assigned. His liabilities are $1,200 and his assets $800.

Chas. Chaput, senior member of L. Chaput, Fils & Cie., wholesale grocers, Montreal, is spending five weeks' holidays at Old Orchard, Me., with his family.

In keeping with the general demand for a weekly half-holiday throughout New Brunswick, such as is in vogue in Fredericton, St. John, and other places, the merchants of St. Stephen have agreed to close their places of business on Thursday of each week at 1 o'clock. In Fredericton Thursday is also observed as a half holiday, while Saturday is kept in St. John.

		1911 F.O.B. Per Doz.		1910 F.O.B. Per Doz.	
		Group B	Group A	Group B	Group A
2's	Asparagus Tips	$2 52½	$2 55	$2 50	$2 52½
2's	Beans, Crystal Wax	97½	1 00	....	.....
2's	Beans, Golden Wax, Midget	....	1 30	1 25	1 27½
2's	Beans, Golden Wax	97½	1 00	0 90	92½
3's	Beans, Golden Wax	1 37½	1 40	1 35	1 37½
Gal.	Beans, Golden Wax	4 02½	4 05	....	.....
2's	Beans, Refugee or Valentine (Green)	97½	1 00	90	92½
3's	Beans, Refugee (Green)	1 37½	1 40	1 35	1 37½
2's	Beans, Refugee Midget	.....	1 30	1 25	1 27½
2's	Peas, Extra Fine Sifted, size 1	1 75	1 77½	1 72½	1 75
2's	Peas, Sweet Wrinkle, size 2	1 17½	1 20	1 15	1 17½
2's	Peas, Early June, size 3	1 12½	1 15	1 10	1 12½
2's	Peas, Standard, size 4	97½	1 00	95	97½
2's	Spinach, Table	1 27½	1 30	1 25	1 27½
3's	Spinach, Table	1 77½	1 80	1 75	1 77½
Gal.	Spinach, Table	5 30	5 32½	5 00	5 02½
	FRUITS.				
2's	Cherries, Black, Pitted, Heavy Syrup	1 92½	1 95	1 90	1 92½
2's	Cherries, Black, Not Pitted, Heavy Syrup	1 52½	1 55	1 50	1 52½
2's	Cherries, Red, Pitted, Heavy Syrup	1 92½	1 95	1 90	1 92½
2's	Cherries, Red, Not Pitted, Heavy Syrup	1 52½	1 55	1 50	1 52½
Gal.	Cherries, Red, Pitted	8 52½	8 55	8 50	8 52½
2's	Cherries, White, Pitted, Heavy Syr.	2 02½	2 05	2 00	2 02½
2's	Cherries, White, Not Pitted, Heavy Syrup	1 62½	1 65	1 60	1 62½
2's	Raspberries, Black, Heavy Syrup	2 00	2 02½	1 75	1 77½
Gal.	Raspberries, Black, Standard	7 25	7 27½	7 00	7 02½
2's	Raspberries, Red, Heavy Syrup	2 00	2 02½	1 75	1 77½
Gal.	Raspberries, Red, Standard	7 25	7 27½	7 00	7 02½
Gal.	Raspberries, Red, Solid Pack	9 50	9 52½	9 25	9 27½
2's	Rhubarb, Preserved	1 52½	1 55	1 50	1 52½
3's	Rhubarb, Preserved	2 27½	2 30	2 25	2 27½
Gal.	Rhubarb, Standard	3 50	3 52½	3 25	3 27½
2's	Strawberries, Heavy Syrup	1 77½	1 80	1 47½	1 50

A Comparison Between Opening Prices of Canned Goods in 1911 and 1910.

Practical Methods Used in Retail Stores

Dealer Shows Value of Seasonable Advertisements — Opinion on Displaying Fruits—Fresh Fish a Profitable Line—Window Represents Cities' Manufactured Foodstuffs—Increasing Sales of Flour.

A Timely Newspaper Ad.

Sudbury, Ont., July 57.—Taylor's grocery of this town is featuring those lines which serve as short cuts to summer meals. In a recent issue of a local paper, an advertisement along this line was headed "Don't Do It." Then followed, "Cooking—with an outside temperature of 105 degrees is out of the question—don't attempt it, it isn't necessary. Just make your selections from the following 'good things to eat,' serve with a cool salad and there you are—a dainty meal with no discomfort."

A list of summer foods with prices was then given with a foot note, "The lettuce, cucumbers, etc., we have, and we also have some special vinegars to give the salad character."

Keeps Fruit Free From Dust.

Winnipeg, July 27.—A local dealer maintains that the grocer who wishes to get the best trade in fruit must follow rules of cleanliness in regard to display.

"People do not want the fruit which they buy to eat, covered with dust," he states. "It is the grocer who displays his goods in a sanitary manner who will get the trade. I never display a single line of fruit outside where it will become tainted with dust. During the fruit season I devote one window to the display of fruit, showing both foreign and domestic lines. I impress upon my customers the carefulness with which I handle fruits and they appreciate it."

Makes Fresh Fish Profitable.

Montreal, July 27.—A Montreal dealer has worked up a considerable trade in fresh fish during the summer months despite the fact that many dealers claim they cannot sell this line once the weather becomes warm. In speaking of this line he said: "As soon as the weather begins to get the least bit warm most dealers stop handling fish, not even trying to push its sale. I see no reason why fish should not sell well in the summer, as people are looking for a light meat diet in the hot weather. Realizing that dealers in this district were neglecting this trade, I made arrangements to secure fresh shipments three times a week. I did not purchase too much at a time but aimed to get and keep them in good condition, and to sell them out as soon as possible. I advised my customers of when I was getting fish and impressed on them that I was giving particular attention to the handling of fish. As a result I have been able to work up a nice little trade in this line."

A "Made in Hamilton" Window.

Hamilton, Ont., July 27.—During Merchants' Week here the G. W. Robinson Co., had a display of "Hamilton Made Goods" that attracted a great deal of interest and many complimentary remarks. Besides the effective manner in which each line was displayed, an important feature of the window was the large variety of goods manufactured in this city that was shown, the collection being much larger than a person on first thought would imagine could be got together. There was flour, baking powder, jams, jellies, marmalade, catsup, jelly powder, extracts, cereals, coffee, soap, canned goods as well as other lines of foodstuffs, washing apparatus, brooms, etc.

"Hamilton Made Goods for Hamilton People," was a sign that stretched across the window while good use was made of smaller show cards and price tickets. The trimmer of the window was W. G. Moir.

Plan to Increase Flour Sales.

Parry Sound, Ont., July 27.—W. L. Kenney & Co., grocers and flour merchants, as a means of increasing their sale of flour are offering a painted flour tin with a capacity of 100 lbs. to all customers purchasing ten 98-pound sacks of flour. The flour may be purchased as wanted but the ten sacks must be taken within twelve months. This firm carry several different brands of flour and are now advertising them in conjunction with this free offer in the local paper. They term themselves "The Cash Store," and do business strictly on this basis.

STORE HINTS.

Unusual window displays may draw a crowd but the important question is, do they sell goods?

One essential in the grocery business is that you have the goods. If you don't have the goods you can't sell them.

Working full time is a good quality in a man, but something more is required in order to be successful.

Don't wait until your windows have to be washed. Attend to them before the necessity for it becomes apparent to you and also your customers.

Remember you are handling food and act accordingly. Impress this fact on the clerks also.

Don't crowd the front door. Allow plenty of room for customers to easily pass in and out.

Serve customers promptly. Don't allow them to become impatient by having to wait too long before being served.

Use plenty of show cards. They attract attention and help to sell goods.



The particular customer will be diffi cult to retain knless cleanliness and good manners prevail among the clerks. Lic king the fingers when handling butter, etc., is something "that shouldn't be."



Copyright applied for.

Every detail of these block letters is illustrated in this plate, arrows indicating direction of brush stroke. Photo in upper corner shows correct grip of brush.

Complete Course in Card Writing

LESSON 1.

First of Series of Twenty Articles to be Accompanied by Descriptive Plates and Full Information — The Edwards Short Cut Course — Plate No. 1, Describing Single Brush Stroke Block Capitals—Best Brushes and Outfit to Use.

(By J. C. Edwards)—Copyright applied for.

To introduce this series in as few words as possible, The Canadian Grocer wishes to say that it has, as its object in publishing this complete course, the desire to assist those who, whether connected with stores in the small town or the large city, wish to acquire a thorough working knowledge of this most progressive and direct auxiliary to their window and newspaper advertising.

Show card writing is to-day almost indispensable in any store. It brings goods and prices into prominence in a way no other advertising can, and results in more direct sales.

The great trouble has been, in the past, in smaller places, to get an inexpensive course on show card writing—writing which every lad can grasp in a moment and without the unnecessary score or more pages of unnecessary matter, which is not only confusing, but discouraging to beginners.

The Edwards show card system is the most concise and practical yet published for the beginners—every short-cut method is employed and taught throughout the twenty lessons.

A Warning to the Beginner.

The natural tendency for every person beginning to learn show card writing is to try to do fancy stunts, thinking that the fancier the card the better. This is a very misguiding and serious error.

DO NOT ATTEMPT ANY FANCY TOUCHES UNTIL THE LETTERING HAS BEEN THOROUGHLY MASTERED.

Nothing shows up the amateur more than a poorly lettered card, with a deal of color and attemped illumination.

Practice every letter and every stroke of every letter; practice them a hundred times, then begin again, for it is practice that counts. Master the strokes, then the letters, then the words, then begin to space out the cards.

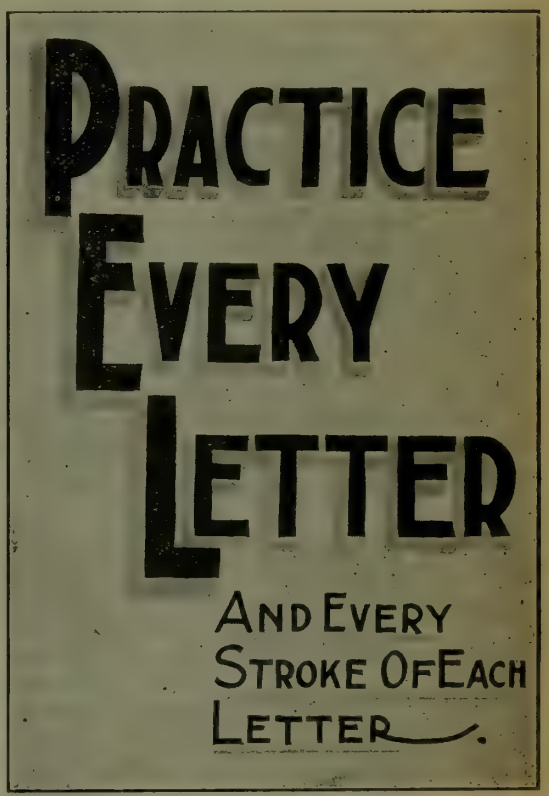
ALWAYS REMEMBER THAT THE WORDING LOOKS BETTER IN THE CENTRE OF THE CARD—equal space on both sides, also top and bottom, and each letter spaced uniformly.

Plate No. 1.—Single Brush Stroke, Block Capitals.

This style of lettering is about the most used and most readable of any used by present day card writers, It is especially good where a word or words need to be emphasized, such as: "PRACTICE EVERY LETTER," in the accompanying card. This card shows the black capitals used in both the large inscription and the reader below, which is done with a pen.

Note the position of the brush — held in the hand, between the thumb and the forefinger, in much the same way you would hold a pen, letting the hand rest lightly on the small finger, which is slightly curved.

The beginner will, with practice, find this very easy, and will soon get a free and easy motion. Do not work the fingers, but allow the hand to have a free movement from the muscles of the forearm with the small finger to steady it. Study the different strokes of each letter, and the left hand shading of each. Then practice.



In this cut, lettering illustrated on instruction plate is used.—See article.

Best Brushes and Outfit to Use.

In the lower left hand corner photo you will note that the required outfit is very limited—a red sable square point brush in Albata, a T square, a bottle of



The necessary equipment.—See article.



How to draw a straight line with brush and ruler.—See article.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

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WESTERN CROP SITUATION.

The outlook for the year's crop continues to be excellent. During the earlier part of last week a drop in the temperature brought frost in a few sections but the damage done was not considered great. The wheat continues to head out in great form, 50 per cent. already being in bloom. From all quarters come the statement that warm weather is wanted, or harvest will be unusually late. During the past week, this kind of weather has been prevailing over the West and should it continue to do so for the next week or two, an excellent crop is assured. There are certain sections which have been damaged by frost and drought as well as hail and too much moisture, but taken on the whole, the crop continues to be promising.

It has been estimated that just about double the number of harvesters used last year will be required this year. The C.P.R. are endeavoring to bring in 50,000 and of this amount they expect to secure 10,000 below the border, and the remaining quantity in the East. The C. N. R. are also contemplating bringing in 25,000. Should the companies secure these numbers, the problem will be solved, but at the present time it is doubtful whether they can secure all these men for such a short period, consequently much apprehension is prevailing.

EARLY CLOSING IN MONTREAL.

Although the tendency in the grocery business to-day is toward early closing, a movement which makes business a little more congenial, there may be justifiable exceptions. The present agitation in Montreal presents an illustration. There the grocers have closed their shops at an early hour on Wednesday and Thursday nights. A petition has been presented to the council by clerks and a few merchants asking that Tuesday night be included in the by-law.

One argument presented in favor of it is that the clerks are mere slaves and they should be liberated from their long hours. Against this, however, is the consideration of the proprietor. In the eastern section of Montreal and also in the north small proprietors are numerous and the night trade constitutes quite a percentage of the total business. During that time, with the opposition of the departmental store temporarily removed the smaller grocer has a certain business that he is dependent upon. Closing his store another night means a direct loss to him, so he claims. It is even held that closing shop another night in the week may have serious results here and there.

Legislation should protect not despoil the smaller grocer who has sufficient obstacles in the department stores and their page ads. going into every home. If the clerks really require another night why should there not be a compromise or some understanding between the proprietors and clerks in order that the business of the former may not be affected. Thus might the problem be more easily solved and there would be less feeling between the proprietors and their clerks. In other words they should "pull together" in cases like this, not oppose each other.

If dealers are really going to lose considerable money by closing early an extra night, then there is justification for them in opposing such a movement. In many places, however, money is actually lost in keeping open, when light, heat and the dealer's health are taken into consideration.

STRONG WINDS DAMAGE FRUIT

The high winds of the past week have been playing havoc in Ontario with apples, pears, plums and peaches. Reports from Oxford, Huron, Middlesex, Wentworth and other counties indicate that the damage will be considerable.

P. W. Hodgetts, secretary of the Ontario Fruit Growers' Association, visited the Wentworth district after the storm had subsided and found many plum and apple trees almost stripped of their fruit. While fruit on the peach trees did not suffer so much, yet the trees themselves have been broken in many cases. Protected orchards, of course, escaped the gale to the extent that they were protected.

Eastern Ontario also sustained considerable damage, the result being that the plum and apple crops will be appreciably less than was anticipated from earlier reports.

GOOD PACKING BRINGS REPEAT ORDER.

The value of good service in gaining new customers is well demonstrated by a story which comes from an Ontario town. A customer who annually removes to a summer home some miles from the town, had been in the habit each year of ordering her supplies from different grocers to get the variety she wanted, and in an endeavor to find a dealer who would pack them properly, since the road to their summer house was rough and goods did not always reach their destination in the best condition.

Last year she gave part of her order to a grocer whom she had never patronized before. Instead of doing the goods up in a don't care manner and merely informing the customer that he was out of certain lines, this dealer secured every article asked for and besides packed it all securely in good sound boxes so that it would carry safely.

It caused him considerable trouble to fix the order up properly but it paid him. The customer realized he had endeavored to supply all the order and also that he had packed the goods properly, and as a result this year he received the whole summer order of this particular customer. It amounted to a substantial sum, and he will no doubt continue to receive it as long as he gives the same satisfactory service.

CONDITION OF THE CROPS.

The condition of the field crops of Canada for the month ending June 30, as compiled in the Census and Statistics Office from the reports of a large staff of correspondents, is on the whole quite satisfactory, although on account of uneven rainfall it is not uniform for all the provinces. Even in parts of the same province, as in Ontario, there is a considerable inequality. For the most part in that province excellent reports are made, but there are districts in which the grains and hay have been badly affected for want of rains in May and June.

For the whole of Canada the conditions of winter wheat is only 75.25 per cent., as compared with 100 for a full crop. This is ten per cent. less than last year, two per cent. less than in 1909, and nearly 14 per cent. less than three years ago. In Ontario it is only 73 per cent. of a full crop, as compared with 94.29 last year, 78.60 in 1909, and 88 in 1908. In Alberta, the only other province in which winter wheat is largely grown, the condition this year is 83.22 per cent., compared with 63.62 in 1910, 65.65 in 1909 and 95 in 1908. Spring wheat in all the provinces this year is given the high average condition of 94.78 at the end of June, which is better than in 1910 by 12.62 per cent., better than in 1909 by eight per cent., better than in 1908 by nearly 15 per cent. Ontario and British Columbia are the only provinces in which the conditions are under 90, and in Saskatchewan and Manitoba it is close to 100.

The average for barley is 93, which is six to ten per cent. better than in the preceding three years. It reaches close to 95 in the Northwest Provinces, Prince Edward Island and New Brunswick, and over 90 in Nova Scotia and Quebec, a point below 90 in Ontario and only 84 in British Columbia.

Oats show an average of 94.46 for all provinces, which is higher than any year since 1908, and is 95 or higher in Prince Edward Island, New Brunswick, Quebec and the Northwest Provinces. In Ontario it is close to 90, and over 90 in British Columbia.

Rye, peas and mixed grains are given a condition of about 90 for the Dominion, and are higher than in any year beginning with 1908. Hay and clover and alfalfa are both below last year's condition, and pasture is a point higher. In the three Northwest provinces the condition of pasture is over 100.

The feature of late cereals is the increase of area in flax, which is nearly 300,000 acres more than last year. The largest increase of flax is in Saskatchewan, where this crop in recent years has grown into great favor.

The numbers of live stock do not show much change from last year, but their condition at the end of June is very satisfactory. All classes are within less than two points of 100, and an excellent uniformity is shown throughout all the provinces.

TAKING UP THE DRAFT.

There always have been and probably always will be differences of opinion among retailers as to the best methods of settling up accounts due wholesalers for goods received. Some pin their faith to the cheque, while others believe in settling up on the day a draft reaches them from the wholesalers.

A dealer in Western Ontario told The Grocer recently that he was a believer in the latter method. He said that often a cheque might be issued for a large amount days ahead, and that in consequence of this anxiety to secure the discount, the business itself would be crippled to some extent. He has found that the wholesalers with whom he does business are anxious enough to hold his trade to send him along a draft in good time to secure his own return if he remits promptly.

In this way he has found himself with more ready money, and never yet has he lost discount.

SAVING ON A SMALL SALARY.

Now and then a man earning a small salary will shake his head mournfully when reproached for his extravagant habits and declare that no man can be expected to save any money unless his stipend be larger than his needs. That doesn't necessarily follow. The same man would probably say, were he questioned on the matter, that the tortoise could not be expected to outstrip the hare, and yet the fable tells how on one immortal occasion the lumbering "hardshell" actually outran its vaunted competitor.

Occasionally instances are given where men of comparatively small income have laid the foundation of a modest fortune. No one could really explain why this is so, and probably the man most concerned would not be able to do so satisfactorily. One of these results is now reported from a Georgian Bay town. A grocery clerk, who has been with his present employer for twenty years is the hero. He started in at three dollars a week as a messenger boy. now he draws twelve dollars and a half in salary. But he is worth eight thousand dollars. He had looked about him from time to time during those two decades and invested his modest savings to the best of his ability. That man believes that it isn't so much the size of the salary as the sureness that counts. That is the way he has found it.

EDITORIAL NOTES.

The consumption of confectionery such as chocolates is rapidly on the increase in Canada. So stated the representative of a large firm to The Grocer this week. Are the grocers getting their share of this business?

* * *

A telegraphic despatch received just before going to press states that up to the present the catch of sockeye salmon on the Skeena river was not large—in fact much less than last year. This information is from a reliable source.

* * *

Reports from Parkdale, Toronto, indicate that promoters are working up a Library Voting Contest there. Merchants should consider twice before contributing money to a proposition of this character—one that may fall flat before five months has passed.

* * *

A warning has been issued to Western Ontario merchants against alleged forgers who are said to be manipulating Grand Trunk pay checks. The operators have been in Battle Creek, Detroit and Port Huron and therefore are dangerously close to Ontario.

* * *

The city health officer of Edmonton, Alta., is making arrangements to have inspection of all foods offered for sale to the public. More sanitary conditions in stores is the spirit of the times everywhere and dealers who make sure the customer gets what she pays for are making a good will for themselves.

* * *

According to the Dominion Fruit Act all Canadian strawberry boxes must have a capacity of four-fifths of an Imperial quart and raspberries two-fifths. There has been considerable talk in Calgary, Alta., recently as to the size of United States fruit boxes and instructions have been received from Ottawa that in future these must be labelled "short" if they are short.

The Markets--- Sugar Advances 20c.

Damage to European Beet Crop Boosts Prices—Market is now Strong—Opening Prices on Canned Goods—Peas are Being Held at Higher Than Opening Prices—Beans Advance in Montreal and Toronto—Supplies are Limited—Peanuts are Firmer—Trade is Steady—Collections Fair.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

Sugar—Up 20c.
Canned Goods—New Prices Quoted
Evap. Peaches (new)—Adance of 1¼c.
Choice Seeded Raisins—Advance of ½c.
Fancy Barbadoes Molasses—Firm.

Montreal, July 27.—One of the features of the local grocery markets during the past week has been the 20c. advance in sugar. While this staple has been firmly held it was hardly expected to soar so rapidly. The recent heavy demand with the conditions in the primary markets have been the principal contributory causes. The European beet crops, according to reports, have siffered heavily, although at the same time it is stated that the market has been advanced to some extent through speculative means. However, local authorities do not pay much attention to this, and believe that advances have been entirely warranted and in their own words they "do not know when the present movement will weaken."

Of course the newly issued prices on canned goods cannot fail but be of interest to retailers throughout the country. Canned goods, to-day, are too big a factor in the grocery business to receive any slight, and there are certain points about the new lists that are interesting. While for a time jobbers may hold to the opening prices, and this is doubtful, there is every reason to believe that it will not be long until the quoted prices are left behind. This remains to be seen, but one house has already put new prices on some lines, peas and strawberries especially, a fact that indicates the direction in which the wind is likely to blow. The heavy consumption of canned goods, and the fact that it is bound to increase steadily, the bareness of the market on to which the new supplies are coming, and the fact that the new pack is not going to be as heavy as expected are at least three good reasons for looking ahead to firmness. There seems to be no other outlook. The new prices appear in another column.

An advance of 1¼c. per lb. on new crop peaches one day this week directs attention to the dried fruit market. Short crops and short packs are not the most welcome news to the trade, but still, when prices go up they deserve attention. There is a feeling that California dried fruits are not going to come on the market at a low price. Peaches now are high and apricots are firm and are certainly not quoted at a low price. When the Spring Number of the Grocer was published, it was then stated that the fruits of the golden state had suffered from the weather. Recent reports and the attitude of brokers based on the reports they receive indicate that the news given in the Spring was correct in detail. Again the market is decidedly bare of prunes, peaches, apricots, etc., and while some wholesalers may be holding to the view that prices may be shaded later, still from the present condition, it is safe to say that the various dried fruits will be held firmly during the coming year. A shortage in one variety will affect those which may be a little more plentiful.

Sugar.—During the past week refined sugar has advanced twenty cents, as the result of a combination of present demand which has suffered under unfavorcrop which has suffered under unfavorable weather. If the present price is maintained and the market continues as at present with the European situation showing no improvement, it is thought that sugar will advance still further. The demand is reported good just now with the berry crop and cherries passing on to the larger store fruits. Sugar is certainly firm at the time of writing.

Granulated, bags	4 95
" 20-lb. bags	5 05
" Imperial	4 80
" Beaver	4 8
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 85
" " 25 lbs.	5 95
Red Seal, in cartons, each	0 3
Crystal diamonds, bbls.	5 55
" " 100 lb. boxes	5 7
" " 50 lb. "	5 85
" " 25 lb. "	6 05
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 40
" " 50-lb. boxes	5 50
" " 25-lb. boxes	5 8)
Powdered, bbls.	5 20
" 50-lb. boxes	5 40
Phoenix	4 95
Bright coffee	4 90
No. 3 yellow	4 70
No. 2 "	4 70
No. 1 " bags	4 55

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—Fancy molasses is good property just now to those who are holding it. The market is firm and prices are steady. The advance in spgar has affected the fancy molasses market. Choice Barbadoes are easier and are regarded as being cheap. Demand for corn syrup is steady and well maintained.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 33
" " " barrels	0 31	0 36
" " " half-barrels	0 33	0 38
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls.		0 03½
" ½-bbls.		0 03½
" ¼-bbls.		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 4 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—Prices for new crop evaporated peaches advanced 1¼ cents a pound to the wholesale this week, just a little evidence of what the jobbers have been prophesying of late. The present price of peaches to retailers is from 16½ to 17 cents.

This is surely a stiff price, but is rather suggestive of what is expected of dried fruits of the California growth. Choice seeded raisins are quoted ½c. higher this week. There is not much actual business in dried fruits now, currants and raisins being practically the only two in demand.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 13	0 15
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates, Hallowee, loose		0 04½
Fards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 6 crown 0 11 0 12
Figs, 4 crown 0 09		" 9 crown 0 13 0 14
" 5 crown 0 10 0 11		

Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09½ 0 10
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Teas.—Arrivals of Japan teas per last "Empress" were principally executions of import orders. They have given general satisfaction, the make and appearance being rather contrary to the unsatisfactory finish which was anticipated in the absence of "color finish." Cup quality, too, is good. The Home market continues very firm and reports are that the recent incessant rains may have some effect on third crop leaf. Further sacle advices are, therefore, looked forward to with interest. The demand both in the United States and Canada continues brisk. In fact, in many instances import orders have been doubled.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 23
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Rice and Tapioca.—Demand for rice and tapioca is steady. New Japans and Honduras should be on the market by the middle of August.

Rice, grade B, bags, 250 pounds	2 9
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Nuts.—There is nothing new to report in this market. Peanuts are firm at their recent advances. Otherwise there are no changes.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13
" Barcelons, per lb	0 10½
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 17 0 18
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 08½ 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 09½ 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 32

Spices.—Spices are firm and are of interest from the fact that retailers are reginning to think of their pickling season.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 17	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 28,	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	Peppers, white	0 20	0 25

Coffee.—Prices for low and medium grade coffees are higher. The feature of the market depends greatly on the flowering on the trees in August and September. If the weather is favorable and the flowering is extensive the market should be easier, but with opposite conditions, reverse results may be expected. Firmness may be looked forward to for some time, at any rate.

Mocha	0 22	0 30	Santos	0 19 0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21 0 25
Mexican	0 22	0 30		

Beans.—White beans are quoted by wholesalers at from $2.20 to $2.25 a bus. this week, showing an increase.

CANNED GOODS.

Montreal.—The prices of the new pack vegetables and fruits are out, at least quite a number of them are, and there are a few interesting facts regarding them that should be of interest to the trade. For instance prices are higher and a few illustrations may be quoted to give an idea of what the position is at present and what the tendency is in regard to sending prices higher. Standard peas are quoted at from 97½ to $1. This is practically what they opened at last year, but recently the old pack stock sold from $1.10 to $1.25, and $1.35 was reported but generally for better grade peas. Now, the new pack opening prices will hold good for those who had their orders in with the wholesalers previous to the 20th of July, on which day the new prices were issued. Those who want to buy now will pay $1.10 for standards, as a result of the conditions prevailing.

Here is a comparison of prices.

	(Opening) 1910	1911	Future 1911
2's—Strawberries	1 50	1 80	1 90
2's—Raspberries	1 77½	2 01½ ...	2 02
2's—Cherries		1 95 ...	1 95
2's—Peas, standard	97½	97½—1 00	1 10
2's—Early June	1 12½	1 12½—1 15	1 25
2's—Extra sifted	1 75	1 75 —1 77½	1 90

The column designated future represents prices which one wholesale house at least is quoting for those who have to buy supplies of the goods listed therein since July 20. Those who have followed the reports in the columns of The Grocer will hardly be surprised at the figures. The market is bare of old stocks, and some of the crops this year have not been as heavy as expected. Wholesalers are wondering what percentage of their orders they will receive. They are inclined to be pessimistic on that point. From general reports it is understood that orders have been heavier than ever this year and with the various houses showing increases in their orders over last year's figures it will be appreciated that this year's pack must necessarily have been heavy to meet the new demand. But the contrary is generally expected and about 60 per cent. is believed to be all that will be delivered of the pea orders.

Another question that is being asked is about the price and the pack of tomatoes. One wholesaler stated that he expected to see tomatoes at $1.15 to $1.17½. This is high of course, but was offered as a genuine opinion. Tomatoes have been selling around $1.55 to $1.60 lately and the market is as bare as a beggar's board. It was also stated that corn would likely have to retail at 10c. So much for the new prices. The market is strong even with the new pack coming in, but it is in a good healthy condition. It is felt that the trade would like lower prices for some reasons but it is thought that it will be quite a while before they will be realized. At any rate there are no old stocks resting in warehouses and the wholesalers have sold the goods they bought last year and have received their money for them, at least it is hoped they have.

The following are the opening prices issued for fruits and vegetables:

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	1 75	1 77½
2's—Peas, sweet wrinkle, size No. 2	1 17½	1 20
2's—Peas, early June, size No. 3	1 12½	1 15
2's—Peas, standard, size No. 4	0 97½	1 00
Gal.—No. 4 standard	....	....
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 02½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	1 77½	1 80
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 27½	2 30
½-lb. flats, per dozen	....	1 45
1-lb. flats, per dozen	....	2 47½
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	....	2 10

Lobster—
¼-lb. flats, dozen, $2.75, $2.85; 1-lb. talls, dozen, $3.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

CANNED GOODS.

Toronto.—New prices on early canned fruits and vegetables issued this week are being studied with a great deal of interest, the probable price at which they would open on account of the hot and dry weather having been rather uncertain. Those who have orders in for peas this year are especially in luck, for while opening prices are 97½ to $1.00, they would not be booked at present by local wholesalers under $1.25 per dozen. Those who purchased before June 1st will receive 2½ cents per dozen off list-

ed prices, while those who booked orders afterwards up to July 20th will get them at listed prices. Future buyers will have to pay whatever conditions warrant. "I am not at all anxious to sell peas, even at $1.25," said one dealer, "until we find out exactly how we are situated in regard to supplies. We must first take care of orders now booked." Canners will deliver about 60 per cent. of peas, 100 per cent. of cherries, 70 per cent. of rhubarb, 65 per cent. of strawberries and 100 per cent. of currants and gooseberries. Beans are not exactly known nor is raspberries but the delievery will be short. The percentage of delivery of jams is as yet not known.

Tomatoes encountered a serious setback from the dry and hot weather at the first of the month, but recent rains have helped and the weather is now more favorable, although warmer weather is just now needed. Present conditions would indicate a fair production. "Even if conditions from now on keep favorable," said a local jobber, "I do not expect to see tomatoes open under $1. Last year they opened at $1.12½ to $1.15. Heavy winds in the Niagara district have lessened the probable yield of late fruits.

While nothing really definite regarding the general situation in future salmon is known, a reliable report from British Columbia says that up to date the sockeye on the Skeena river is a poor pack, much less than last year.

Imported stocks of tomatoes are about the only kind obtainable, and they are being held as high as $1.60 per dozen. The general situation in lobsters is strengthening due to limited supplies, the market having been bare of stocks when the new pack arrived.

ONTARIO MARKETS.

POINTERS—

Sugar—Up 20c.
Canned Goods—Opening prices named.
Tomatoes—Higher.
Peanuts—Firm.
Beans—Advanced.
Pot Barley—Higher.

Toronto, July 27.—The wholesale grocery trade is steady but without any particular briskness. Travelers are still holidaying which accounts perhaps for the slight slackness. Collections are reported fair.

Sugar under a higher raw market caused by damage to the growing beet crop in Europe by drought has advanced 20 cents per cwt., making a total advance of 75 cents since Feb. 1st. Of late there has been a sharp upward trend in prices of raws, speculators taking full advantage of adverse crop reports, and the fact that refiners were in need of supplies. Cuban raws are worth around $4.39 but the amount available is so small that refiners must soon look elsewhere for supplies. Javas are worth $4.50 landed in New York and beets $4.68.

New prices have been issued on early fruits and vegetables.

Sugar.—Since our last report, refined sugar has been advanced 20 cents per cwt., bringing local quotations up to $5.05. It was pointed out last week that a good strong sugar market could be expected with the movement depending on crop conditions in Europe. Dry weather has been prevalent in Europe and prices have accordingly been boosted. Indeed it is said that not since 1904 has there been such a dry spell as during the past month. Following that dry spell of 1904 refined sugar went to $5.75, the highest in ten years. A late report says the weight of beets will be 40 per cent. short. The weather is still unfavorable and just at the moment no one seems to know where the upward movement will stop, now that the speculators are taking a hand. New York refiners must get supplies and speculators realize this fact. All depends on the weather in Europe. One wholesale dealer says he looks for a strong and advancing market until new beets are available in October, and probably the strength will continue even then. However,at the present, the market is strong, with the trade generally looking for it to continue so, the movement of prices depending on the weather in European beet districts.

Extra granulated, bags	5 05
" " 20 lb. bags	5 15
Imperial granulated	4 85
Beaver granulated	4 85
Yellow, bags	4 65
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 45
" " 50-lb. boxes	5 65
" " 25-lb. boxes	5 75
Powdered, brls	5 25
" 50-lb. boxes	5 25
" 25-lb. boxes	5 65
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 95
" in 50-lb. "	6 05
" in 25-lb. "	6 25

Dried Fruits.—Spot stocks of Valencia raisins are limited and prices on these are firm. The range of prices is now from 8½ to 9 cents.

The general situation in new crop California fruits is firmer. In prunes especially is the strength noticeable in the larger sizes. Packers of apricots are adhering firmly to their quotations while the undertone in peaches is strong. Interest has been lacking locally in new crop California fruits. Conditions of raisins in Spain are practically unchanged. No opening prices have as yet been named but probably will in a couple of weeks. One estimate from Greece sets the yield of the coming crop of currants at 160,000 tons. "Hence," continues this report, "provided the above estimate is not far off the mark, quotations for new crop fruit would be considered safe."

Beans.—The general scarcity reported in beans referred to in our last issue seems to be well founded and prices on both prime and hand-picked have been advanced. It was thought that dealers in the bean-growing district were holding back supplies but recent enquiries show but few available. "The local market is about bare of beans," remarked dealer, "and holders are higher in their ideas. Beans have been in good demand from construction camps, and this has been increased on account of old potatoes not being available and new ones high in price."

Prime beans, per bushel	2 15	2 25
Hand picked beans, per bushel	2 25	3[illegible]

Olive Oil.—Prices on olive oil, especially the finer grades are well maintained. So far conditions for the growing olive crop is good but nothing definite will be known until on in August when the frosts in the European producing countries are over. Shipments will begin about the first of December, reaching here the first of the year.

Macaroni.—The market situation on macaroni remains unchanged, prices ruling steady. Some fear has been expressed that delay in shipment of the Italian product may be caused by the cholera epidemic in Italy. Dealers state that this article is showing a big increase in consumption, those dealers who give it the necessary attention reaping an excellent trade.

MANITOBA MARKETS

POINTERS.—

Sugar—Advanced.
Syrup—Steady.
Coffee—Firm.
Beans—Advanced.

Winnipeg, July 27.—Trade is again being brought back to its natural groove after the break of the holiday. Travelers have all been started on the road again, after a week's visit in the city for the Exhibition, and with the ideal weather that is prevailing for the maturing of the crop, anticipate a hearty reception in each town. The volume of trade transacted during the Exhibition week with visitors to the Fair was encouraging, and considerably more than last year. Several accounts were straightened up and houses feel relieved, as they have been able to get out a large number of late shipments.

A feature of the trade during the past week are two further advances in sugar of 10 cents each per cwt. Starch has been holding steady after the advance of last week, while tea and coffee are in their same old positions. Beans are at the present time following the tactics of sugar, and during the last week have made a further advance, totaling the advances within the last three weeks to 15 cents per bushel.

Sugar.—As mentioned above, sugar continued to advance at the latter end of last week, going up to 10 cents per cwt. on all grades and 10 cents again on Monday. The strength of the Southern markets and the scarcity of supplies in the South are the causes given for the recent advances. Owing to these advances the demand for sugar has been increasing, as it is well known that the stocks at the present time held in the city are none too large, and those retail merchants who are not heavily stocked are securing a fair quantity at the present time. Present quotations are :

Montreal and B.C. granulated, in bbls	5 45
" " in sacks	5 30
" yellow, in bbls	5 05
" " in sacks	5 00
Icing sugar, in bbls	5 80
" " in boxes (25 lbs.)	6 05
Powdered sugar, in bbls	5 60
" " in boxes	5 60
" " in small quantities	6 35
Lump, hard, in bbls	6 30
" " in 4-bbls	6 40
" " in 100-lb. cases	6 30

Syrup.—No further advance has taken place this week and a strong active demand still continues, but it is the prevailing feeling now that nothing much will be heard of this line until the Fall, when the lumber camps begin to stock up.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—Dried fruits of all kinds are practically off the market at the present time, one or two odd lines being about the only lines offered for sale, and these are at such prohibitive prices that the average merchant is not handling them at all. Reports from British Columbia continue to confirm the statement published about a month ago regarding various crops, and it is expected on the whole that high prices will prevail at the opening of the new season.

Coffee.—Coffee remains in the same old position, and local wholesalers have given up predicting advances. Continued strength still prevails and the demand is still fair. Stocks are of fair size and prices are firm.

Coffee, standard Rio	0 14½
Coffee, choice	0 15½
Coffee, extra choice	0 16½

Beans and Peas.—Beans are certainly cutting capers on the market of late, advancing .15 per bush. during the last two weeks. Reports from Ontario indicate that the crop is scarce, and higher prices may be looked for in the near future.

Beans, 3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35
Peas, split, 100 lbs	2 85

BRITISH COLUMBIA MARKETS.

Vancouver, July 17 (Special).—Dealers on the coast are looking for higher prices in canned goods, for not only has small fruits been a partial failure in the east, according to reports here, but the local crop of strawberries, raspberries and plums is below the average.

New supplies are coming on the market, and with the advance of the season, potatoes are going down as the new ones keep coming up. New apples are in from California, but they are high priced as yet. Pears are also arriving. Apricots are arriving from Wenatchee in eastern Washington.

DID LAURIER BETRAY US?

Did Laurier betray us when he spoke and acted as he did at the Imperial Conference? No. He did not. But somebody did, somebody that the average Canadian has never suspected before. We really believe that the "average Canadian" will find something along this line to think about in this article in the August issue of MacLean's Magazine. It is written by the Editor, who went to London and followed the proceedings of the Conference from the beginning to the end.

NEW BRUNSWICK

St. John, July 27.—Sugar has attained a remarkable strength during the past few weeks, and in spite of the fact that the price is quite high, the demand, owing to the preserving season, is brisk. Two more increases of ten cents each in all grades was noted this week, and local dealers are of the opinion that further increases may be looked for. Rolled oats advanced 25 cents this week.

Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	2 40	2 45
Cheese, new, lb.	0 12½	0 12¾
Currants, 1's, lb.	0 08¾	0 09
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 27½
" No. 2		1 32½
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	1 85	1 90
Tomatoes	1 45	1 50
Strawberries	1 85	1 90
Flour, Manitoba	6 15	6 20
" Ontario	5 10	5 15
Fish—		
Cod, dry	5 00	5 10
Cornmeal, gran.		4 75
Cornmeal, bags		1 60
" bbls.		3 35
Oatmeal, bbls	5 50	5 55
Std. oatmeal		6 00
Rolled oatmeal		5 50
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 10½
Molasses, fcy. Barbados, gl	0 28	0 29
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham		0 16
Rice, lb	0 03½	0 03½
Lard, compound lb	0 11	0 11½
Lard, pure, lb.	0 11½	0 12
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	19 25	21 50
Salmon, case—		
Red spring	7 00	7 50
Cohoes	6 50	6 75
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	5 00	5 10
Austrian "	4 90	5 00
Bright yellow	4 80	4 90
No. 1 yellow	4 50	4 60
Paris lumps	5 80	5 95

OUR BAD MANNERS.

Every now and then somebody rises out of the congregation of the righteous and declares that the "Manners" of the Canadian child are terribly neglected. The latest critic was Earl Grey and following his charges there was a prolonged discussion in which the Public Schools of Canada were apparently on the defensive.

NOVA SCOTIA MARKETS.

Halifax, July 27.—The sugar market is strong. All grades of refined sugar were advanced ten cents per hundred pounds with the prospects of still higher prices. The demand is heavy, and the drought in Europe is said to be the cause of the advance in the price of raw sugar.

A large canning firm have issued a circular to their customers that they will only be able to deliver about sixty per cent. of the leading lines in vegetables.

Cheese also has been advanced a half cent per pound by some of the factories. Wholesale grocery jobbers report business good. The travelers on the road continue to send in good orders, particularly from Cape Breton, where all the big industries are in full swing.

WHY JEWS ARE HEALTHIER THAN CHRISTIANS.

In the midst of squalor the "poor" Jew thrives. Under the same condition the "poor" Gentile contracts disease and falls into degeneracy. In an epidemic it is the Gentile who suffers. In the recent hot weather it was Gentile babies that died, not so much Hebrew little ones. The August issue of MacLean's Magazine contains an article explaining or suggesting an explanation for this phenomenon.

COURSE IN CARD WRITING.

Continued from Page 29

block letterine and a piece of cardboard to use as a pallette to rub the inked brush out on—a procedure which is necessary to bring the point of the brush to a flat edge.

The picture in the right hand corner shows the proper way to hold a brush when ruling a line. The three finger tips are held easily to the edge of the square, and the corner of the brush is allowed to rest on the card, making a line the required thickness as the hand is drawn from top to bottom (always toward yourself.) The flat edge of the brush can be used when a thick line is required, or in making large letters.

You will also notice in the picture in the upper left hand corner of the accompanying plate, the proper position of the brush in the hand when making the first stroke of the letter "S." This position is retained throughout all the lettering, except when such strokes as No. 3 in letter A, No. 2 and 3 in letter B, etc., when the position is changed to the one shown in the photo of the outfit.

Next issue will contain the lower case of this same alphabet.

Note.—Any further or special information will be given regarding brushes, etc., upon receipt of request by The Canadian Grocer, or J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.

COMFORT SOAP'S LATEST PREMIUM.

The Comfort Soap people are to be congratulated on the success of their latest premium, viz:—The Comfort Soap Sealing Machine now so largely used by up-to-date Toronto grocers. This machine save time and twine, and gives an up-to-date appearance to the counter.

The Comfort Soap people are giving Free this Rapid Sealer to purchasers of 25 cases of Comfort Soap.

The machine is the most modern invention adapted for the wrapping of packages.

This up-to-date idea is a saver of time, labor, and money. Two inches of tape will do the work of two feet of twine, and do it better, neater, quicker and cheaper. On one roll of tape you may have 4,800 advertisements, and can seal up as many as 2,400 parcels.

These machines will make an attractive addition to any counter, and will not occupy any more space than a twine holder. The idea is simply for your parceler to draw a moistened tape with your advertising on it from the machine and place it on your packages wherever the paper meets.

Tapes with The Comfort Soap advertisement are supplied absolutely free by The Comfort Soap Company, which fact alone means a great saving of twine expense to the owner of one of these machines. The grocer may have his own advertisement on the tape at less than cost price. Every grocer should secure one of these machines at once before the supply runs out, especially when they can be had absolutely free of cost.—Advt.







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON **Order from your wholesaler or direct from the factory.**

ST. GEORGE - - - - - - ONT.

Krackley-Nut

Just Dandy-Beats Candy



A SUPERIOR

POPCORN-PEANUT CONFECTION

MANUFACTURED BY

O-Pee-Chee Gum Co., Limited

LONDON - CANADA

NOTICE THE NAME

CLARK'S

"Chateau" Brand Concentrated Soups

Chicken, Mulligatawny, Tomato, Julienne, Consomme, Pea, Vegetable, Mock Turtle, Tomato Vermicelli, Mutton Broth, Scotch Broth, Ox Tail.

12 DISTINCT FLAVORS.

Tomato Soup



The purest Tomato Soup ever sold to the public.

Nothing but the FINEST of SELECTED CANADIAN TOMATOES are used.

It is just the PERFECT TOMATO SOUP.

Vegetable Soup



A delightful, palatable soup.

An examination of the contents will prove our claim that the VEGETABLES USED in the preparation of this Soup are the BEST THAT CAN BE BOUGHT on the market

Julienne Soup



A very appetising and tasty soup.

The stock for this Soup is made from the best beef that can be obtained; the vegetables are shredded.

A pleasing Soup that will be well liked by your most particular customers.

Mock Turtle Soup



A highly nutritious Soup perfectly made from the finest of selected materials.

This Soup is growing in public favor every day and we strongly recommend your carrying a good supply.

CLARK'S "CHATEAU" BRAND CONCENTRATED SOUPS ARE UNIQUE, because they are ABSOLUTELY FREE from all COLORING, FLAVORING and PRESERVING MATTERS, and are guaranteed by Clark's to please your customers. 2 SIZES—INDIVIDUAL and No. 1s.

WM. CLARK, Montreal

Manufacturer of the CELEBRATED PORK and BEANS

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

TRY A

Condensed Ad.

IN

Canadian Grocer

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA



THE BRAND THAT INCREASES SALES

There is nothing so popular or so much sought after in these warm summer days as

"STERLING" BRAND LIME JUICE

It is a cooling, healthful and delightfully invigorating drink. Our guarantee of purity goes with every bottle.

Stock "Sterling" Brand—a line that will give good satisfaction, and prove a ready profit getter.

THE T. A. LYTLE CO., Ltd.
Toronto

ROYAL SHIELD BRAND COFFEES

Campbell Bros. & Wilson, Limited

WINNIPEG

Selected beans, evenly roasted and ground on premises, guaranteed absolutely pure and of the highest quality of any coffee on the market. We supervise the packing of every pound of Royal Shield Brand Coffee we sell.

ORDER YOUR REQUIREMENTS NOW.

Our Royal Brand Teas, Extracts, Jelly Powders, etc., are of the same high standard as our "Royal Brand Coffees." Get our prices now.

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson, & Smith, Limited
Regina



Write to our nearest office regarding our prices on standard Canned Fruits and Vegetables. Only the choice brands stocked.

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

PAPER

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We are headquarters for all kinds of WRAPPING PAPERS

To be up-to-date you must use our

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EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

WILL NOT PROSECUTE IN EARLY CLOSING CASES

St. John Magistrate Maintains Council Should Amend the By-Law—Thinks City Has Not Power to Say What "Shops" Shall be Closed—Dealers in a Quandary.

St. John, N.B., July 27 (Special).—"Am I doing my duty as a law-abiding citizen in remaining open after 7 p.m.?" This is a question which is agitating some of the local grocers who are anxious to conform with the law through Anglo-Saxon principles, but who are nonplussed owing to the complications which have arisen in this connection. The common council has decreed that all stores with one or two exceptions, such as drug stores, barber shops, etc., must close at 7 o'clock, while the police magistrate has dismissed the cases of those who were reported by the police for violation of the by-law.

Some dealers have kept open through each week while the law was in discussion and while the cases were pending while others remained closed after 7, Now some of them do not know whether they have to close or not, although the by-law requires them to do so under penalty of a fine.

The magistrate has said that the by-law should be amended, the council seem to think it is satisfactory, some dealers want it repealed, and others desire it to be sustained. The expectations are that the by-law will be enforced hereafter, and that if necessary an amendment will be made so that the early closing movement may be upheld.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

W. J. Wilson of S. H. Ewing & Sons, Montreal, will be visiting Newfoundland in the near future. Dealers should be on the look out for him as he carries a large number of lines which are in demand throughout Canada and the colonies, etc. They allow a good margin of profit and prove extra fast sellers. S. H. Ewing also begs to advise the trade that they are in a position to give prompt attention to all orders received by mail. Some of their representatives are now on holidays and all orders should be forwarded direct to headquarters.

The Harry Horne Co., of Toronto, received recently another shipment of Eiffel Tower lemonade. This article, manufactured by Foster Clark, Ltd., Maidstone, Eng., has met with a splendid reception from Canadian dealers. The above mentioned shipment was the fourth received this year and another is on the way.

Laporte, Martin & Co., Ltd., wholesale groceries, wines and liquors, have been advised by the Canners that they will not be able to fill more than 60 per cent. of the orders on hand for peas. It would be well for merchants to place their orders at once and avoid disappointment. Prices will surely increase rapidly.

Advices from Europe show that the shortage in vegetable crops have caused a considerable increase in prices. Peanuts have also advanced one cent. Read Laporte, Martin & Co., Ltd., advertisement in this issue and profit thereby.

TRADE NOTES.

MARITIME PROVINCES. — Thomas F. Foley, grocer, St. John, N.B., assigned.

Halley, O'Keefe & Co., wholesale grocers, St. John's, Nfld., dissolved, E. V. O'Keefe retires, Jas. Haw and Wm. J. Halley continuing under style of Halley & Co.

Blackstrap Molasses

FOR PRICES WRITE

W. S. GOODHUGH & CO.

304 Board of Trade Bldg.

MONTREAL

One Difference Between

"the Fels-Naptha way" and old-fashioned laundry soaps was just a half day--the latter half of Monday.

It used to be the Monday wash. "The Fels-Naptha Way" made it the Monday morning wash.



Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



Cocoanut

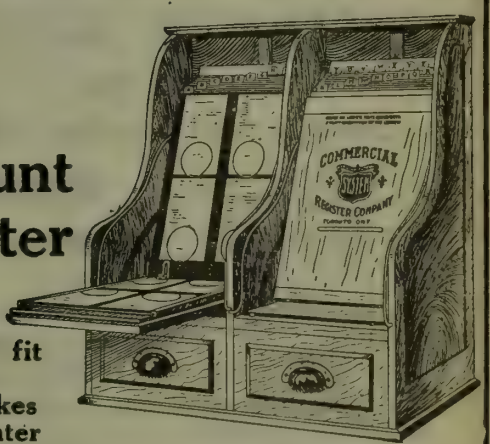
THAT SELLS

McLean's "WHITE MOSS"

sells because of its rich, nutritious flavor, its long fine cut shreds.

Canadian Cocoanut Co., SOLE MAKERS. MONTREAL

The Only Account Register



THAT will fit any safe.
THAT takes little counter space.

Sheets lift out and fit any safe

USED OVER THREE YEARS

Newmarket, Ont., Jan. 3, 1911.

Am pleased with the new ***Commercial Register*** which I purchased of you. I used the old one over three years, and while it was in good order, it became too small for my increased business.

I have examined others, but still think ***yours takes the lead.***

G. H. KNOWLES

Send Us a Postal for Full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

BARREL PORK

SHORT CUT
HEAVY MESS
GUNNS PIATE PORK
GUNNS LEAN PORK
PICKLED ROLLS

—

SPECIAL PRICES

—

GUNNS LIMITED
PORK AND BEEF PACKERS
WEST TORONTO

Fearman's English Breakfast Bacon

Unsurpassed for quality, a little higher in price, but well worth the money.

F. W. Fearman Co. LIMITED
HAMILTON

A CHOICE ARTICLE

FOR THE
Campers and Summer Widowers



REINDEER
Condensed Coffee

is made from the best grade of Coffee, Pure Granulated Sugar and full Cream Milk.

It is RICH and always READY, by simply adding boiling water; one can making twenty-five cupsful. Will keep in same can after opening. Your Jobber can supply you at factory prices on all REINDEER BRAND GOODS.



LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Provisions and Live Hogs are Steady

English Bacon Market Holds Firm—Good Demand for Pork Products—Smoked and Cooked Meats in Good Demand—Butter a Little Steadier—Egg Prices Unchanged—Cheese Unsettled—Rains Should Increase Production.

Live hogs are steady on Canadian markets, even some slight advances being noted at some centres. The English bacon market is apparently holding its own, and there is quite a keen demand for hogs here. Then again, farmers are busy with the harvest and offerings are not as large as they otherwise would be.

Trade both export and domestic is reported quite satisfactory of late. Smoked hams and cooked meats are in good demand in all parts of the country and prices are accordingly firm. A better movement of lard during the past week or so is the report from some centres.

There is something of a firmness to the butter market, the sequel of the decreased production on account of the dry and hot weather and also of the steady demand. Prices across the line are also steady. Recent rains have however helped pastures, and an increased production of butter should be the result.

The egg situation shows little alteration. Receipts on the whole continue quite liberal for the season and demand is steady in character. The shrinkage is still large, thus in many cases making a wide margin between prices existing at country and city points.

The cheese market is rather unsettled. Of late prices have been firming, but the recent rains should greatly improve the output of cheese as far as quantity is concerned.

MONTREAL.

Provisions.—Farmers are busy haying just now and are not bringing in heavy offerings in the form of hogs. However, this is only a temporary condition. It is reported that hams are scarce, especially the medium varieties and the price shows a slight advance this week. There is a steady demand for lard and hams but otherwise no feature presents itself.

Pure Lard—	
Boxes, 50 lbs., per lb	0 1[illegible]
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10¾
" " " 3 " "	0 11
Pails wood, 20 lbs. net, per lb	0 10¾
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 3.5 lbs., per lb	0 10½
One pound bricks	0 11¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " " "	0 10½
" 3 " " " "	0 10¾
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	09¾
Tubs, 50 lbs. net, per lb	09¾
Tierces, 375 lbs., per lb	09½
One pound bricks	1 [illegible]
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 50
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 [illegible]
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 25 10 50

Butter.—There is something of a firmness to the butter, especially for creamery. The old country is now enduring a hot wave similar to that which passed over Eastern Canada early this month and as a result of the two spells, the butter market shows new strength. Demand is steady.

Creamery	0 24½ 0 25
Dairy, tubs, lb	0 18 0 20

Eggs.—There is a steady demand for eggs with receipts continuing liberal. The price is somewhat firmer, otherwise the market is unchanged.

New laids	0 27 0 28
Selects	0 24
No. 1	0 20

Cheese.—Recent rains should greatly improve the output of cheese as far as quantity is concerned. The export demaod is steady, the local price is a little easier and it is believed that the present position is higher than it will be in a few weeks. However, that is only an opinion.

Quebec, large	0 12
Western, large	0 12½
" twins	0 12¾
" small, 20 lbs	0 12½
Old cheese, large	0 15 0 16

TORONTO.

Provisions.—Live hogs are higher by 25 cents this week, bringing quotations at country points up to $7.35 per cwt. Under the higher hog market of the past two weeks, provisions, especially those lines in greatest demand, exhibit a firmer tendency. Smoked hams of all kinds are ½ cent higher, while cooked hams for which there is an exceptionally good demand, are being held at 26 to 28 cents. Long clear bacon is quoted at 11½ to 12 cents, heavy mess pork at $19 to $20, and short cut is up to $22.50 to $23 per barrel. A quite satisfactory demand is reported for pork products, while a better movement of lard, which was quiet, is reported by some dealers this week.

Smoked meats—	
Light hams, per lb	0 17 0 17½
Medium hams, per lb	0 16½ 0 17
Large hams, per lb	0 14½ 0 15½
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked	
Long clear bacon, per lb	0 11 0 11½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	22 50 23 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10 0 1[illegible]
" tubs "	0 10½ 0 10¾
" pails "	0 10½ 0 10¾
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 18 50

Butter.—The best grades of butter are quite steady, but a good deal of uncertain quality is finding its way to the market. No change in prices are made this week. The recent rains helped the pastures and will consequently tend to increase the production of butter.

	Per lb.
Fresh creamery print	0 24 0 25
Creamery solids	0 22 0 23
Farmers' separator butter	0 19 0 21
Dairy prints, choice	0 18 0 20
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—No change is made in quotations of eggs this week and the general situation has deviated little. Wholesalers continue to make strenuous complaints in regard to the quality of eggs which country dealers are shipping. "If I paid only 10 cents a dozen for some shipments, I would still be losing money," said one dealer. "Only the other day, we received a case of eggs of which 12 dozen were culls. When will the country dealers learn to be more particular about the quality of eggs?" he added. Strictly new laid, which are scarce, are bringing 22c. to 23 cents per dozen.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese.—Under a hardening of prices at country boards and a good export demand, new cheese is higher this week by ¼ cent per pound, bringing large up to 12¾ to 13 cents. There is some small quantities of old cheese still available at 15 to 16 cents.

New cheese—		New twins	0 13 0 13
Large	0 13	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry.—Prices are steady but unchanged while trade is only normal.

Fowl, live	0 13 0 14	Duckling, live	0 14 0 15
Broilers, live	0 16 0 18		

FOR YOUR ADVERTISING.

LUNCHEON TONGUE.—Packed in an establishment where cleanliness prevails. Tender and of fine flavor.

RICE.—Cooks beautifully—rich in nutrition—easily digested—with the richest flavor.

FLAKES.—A palatable, ready-to-eat ceral—no cooking.

Quality Corn Starch makes desserts that are both delicious and wholesome.

BACON.—Cured by a process which produces a most delicious flavor.

Hamilton Grocers Liven Up Niagara Falls

Put on a Variegated Programme at Their 22nd Annual Excursion to the Big Cataract—About 6,000 in Attendance—Free Refreshment Stand Does Big Business—Ball Game, Races and Music in Abundance.

Niagara Falls, Ont., July 27.— "The 22nd annual outing of the Hamilton Retail Grocers' Association was held here on Wednesday, July 19." So said the press despatches.

There have been other picnics to Niagara Falls. There have even been other picnics from Hamilton, but the 1911 outing of the Hamilton Retail Grocers will go down in the annals of history as the greatest picnic of the decade both in regard to number and successfulness.

Grocery clerks now in their teens will take their grandchildren upon their knee and in glorious terms describe how the grocers of the Ambitious City, with aid of friends and their friends' friends, totalling close to the 6,000 mark, descended upon the famed Victoria Park and made it theirs for one long and eventful day. Not one of the 6,000 souls that took the trip to the hamlet by the Falls but was completely satisfied with the day's fun and enjoyment.

Ten trains on two lines of railway were required to carry the large number of excursionists who took in the event. Those on the T.H. & B. were let down at the ravine opposite the park while passengers on the other railroad enjoyed a trip by trolley along the river's edge to the appointed place. While a number took advantage of the trip to Buffalo, a good large number betook themselves to Victoria Park to spend the day.

J. O. Carpenter who was in charge of the transportation end of the event is to be congratulated on the excellent arrangement for the handling of the crowd.

And the weather was ideal. All day Old Sol looked down upon the event with a cheering smile. Only for a few moments around six o'clock in the evening did he disappear from view while gentle drops of rain pattered down upon the fun making. Then he came out bright again as if to bring the people to a realization of the excellent weather he had provided for the day's sport.

Nobody Married Need Apply.

The fireworks for the day started when the east end "Old Maids" lined up against the west end "Bachelors" in an indoor baseball match held outside in the park. It made the modest girls who witnessed the game blush with shame to see the "Old Maids" chasing the "Bachelors" but all to no avail, for when the smoke had cleared away, it was found that the "Bachelors" had trotted off with the honors to the tune of 12-9.

The game was somewhat late in getting started because the "Old Maids" had considerable difficulty in arranging their new fangled dresses. But when at last they did appear, they did indeed look natty in their pretty blue harem skirts with latest trouser effect.

The contest was the more keenly fought because of the gold watch fob presented to each of the winning team. Some one asked before the fray if it was a burlesque affair and when the game was over they were still asking the same

Continued on Page 48

KO-KO-BUT

MORE ECONOMICAL
MORE DIGESTIBLE
MORE WHOLESOME
THAN BUTTER

100%
Pure Vegetable Fat

The Best Grocers sell KO-KO-BUT

DO YOU?

Dominion Cocoanut Butters
LIMITED
46 University St., - Montreal

THE
PERFECT COOKING BUTTER



They Wanted Jell-O

Children should not be forced to eat what they actually dislike. Grown-ups wouldn't stand it. Anything distasteful has a disturbing influence on the digestive processes and is harmful to health. The old notion that the less palatable your dinner might be the better it was for you, no longer exists.

JELL-O

is good for the children, and they all like it.

Every mother recognizes this fact, and the children get Jell-O now instead of heavy desserts that often cause trouble.

Seven delicious Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.





Grocers: Your success in business depends largely upon your knowledge of the goods in your stock. If the quality of the goods is right your customers will learn to rely upon your judgment. Gillett's Goods have long been acknowledged as the Standard of Canada.

Magic Baking Powder



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

Winnipeg — Montreal





There is no brand of matches on the market so uniformly satisfactory as

THE DOMINION MATCH

Has a stem of good quality wood which does not break, and a head that stays on when the match is struck.

It is boxed in attractive form and is no sooner on your shelf than it is off again.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
or Canada Brokerage Company, Limited, Toronto

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn Montreal and Toronto

Hamblin & Brereto Winnipeg and Vancouver, B.C.

L. T. Mewburn & Co., Ltd., Calgary

T. A. McNab & Co., St. John's, Newfoundland





Brand's Rolled Ox Tongues

In summer time the housewife little thinks of unnecessary cooking, and invariably buys her cooked meats from the grocer.

Here is a line that you can recommend to all of your customers as the finest cooked meats on the market. The greatest care is exercised in every part of the process of preserving. The glass jar enables the buyer to see the excellent quality of the meat. The jar will later be useful for jellies, etc.

The same artistic packing gives you ample opportunity to make an extra good window or shelf display, and the profit is well worth while.

BRAND & CO., LIMITED

Purveyors to H.M. the King

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO — H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER, B C.

Flour and Cereal Prices Unchanged

Sales of New Crop Winter Wheat Flour to Britain—Export Spring Wheat Flour is Quiet—Cornmeal is Less Firm—Rains Help United States Corn Crop and Prices Decline — Cereal Trade of Hand to Mouth Character.

Neither flour nor cereal markets show any change in prices this week, nor any special features. Flour is steady as is also rolled oats at last week's advance. The strength in the cornmeal market is not so marked as for the past two weeks. A normal amount of trade is in evidence, although naturally for the season demand is of a hand to mouth character. A despatch from Montreal says there is some demand from foreign buyers for new crop winter wheat flour, and as Ontario millers are selling it ten cents per barrel below old crop wheat flour, sales of several lots were made for August shipment. The export trade in spring wheat flour is quiet, but the local demand continues good.

Fluctuations in wheat have been confined within a small margin, prices going up and down as reports of crop prospects affect them. The future market is in an uncertain condition at the present time, everything depending upon the weather, not only in this country and the United States but also in Russia, whose crop is ready for shipment about the same time as our own.

Rains that meant millions of bushels added to the corn crop eased prices for that cereal on the Chicago market at the beginning of the week and Canadian prices took on a similar tendency.

The estimate of 200,000,000 bushels of wheat as the crop of the Canadian Northwest made two weeks ago is now generally credited, while some recent estimates exceed that quantity.

MONTREAL.

Flour.—Prices remain unchanged. The market is steady and firm. Trade is fairly good; the local demand being healthy. There is no feature to the market.

Winter wheat patents, bbl.	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl.	5 30
" straight patents, bbl.	4 80
" strong bakers.	4 60
" second "	4 20

Rolled Oats.—The market continues firm, retaining the strength that has characterized it throughout the summer. Demand is maintained although locally it is not much more than fair. Prices are higher this week, reflecting the strength of the rolled oats situation.

Fine oatmeal, bags	2 47½
Standard oatmeal, bags	2 47½
Granulated "	2 47½
Rolled cornmeal, 100-bags	1 70 1 80
Rolled oats, jute bags, 90 lb.	2 25
" " cotton bags, 90 lb.	2 30
" " barrels	4 75

TORONTO.

Flour.—With No. 1 Northern Manitoba wheat at $1, flour is steady but exhibits no particular firmness. The future flour market is an uncertain quality at the present time, everything depending upon the weather not only in Canada and United States, but the world in general. Business in flour is normal.

Manitoba Wheat.

1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—Corn, under a decline on United States markets, eased off this week, going 2½ cents per bushel lower on Monday. Rolled oats maintain their steady position, however, under a similar tendency in the oat market. Trade is normal for the season.

Rolled oats, small lots, 90 lb. sacks	2 35
" " 25 bags to car lots	2 25
Standard and granulated oatmeal, 98 lb. sacks	2 70
Rolled wheat, small lots, 100 lb. brls.	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 90

Rolled oats in cotton sacks, 5 cents more.

TRADE NOTES.

Jacon Goldberg, grocer, Vancouver, B. C., assigned.

Charles Young & Co., grocer, Vancouver, B.C., assigned.

A. Nicholson, grocer, Vancouver, B.C., sold to A. E. Eckardt.

Both Gananoque and Simcoe, Ont., are holding library voting contests.

The West Pacific Canning Company, Vancouver, B.C., incorporated.

Karr & Son, grocer, Collingwood West, B.C., sold to Carter & Bell.

Irvine & Hutchinson, grocers, Kerrisdale, B.C., sold to Jardine & Dickenson.

Mrs. Stratton has purchased a grocery store on Coteau St., Moose Jaw, Sask. She takes possession on Aug. 1st.

The Edmonton, Alta., business men's excursion was held from July 17 to 21. The itinerary included a large number of towns in Alberta. A neat little folder was issued giving the names of those who were going as well as the points touched.

T. R. Bremmer, Macleod, Alta., has sold his interest in the White Hall grocery store to the other partners, Rhodes & Day.

Chas. Williams has erected a large store on Sixth Ave., South Hill, Moose Jaw, Sask. He will deal in groceries and fruit as well as dry goods.



have proved phenomenal sellers right from introduction. Every dealer who has handled our line has sent in repeat order after repeat order.

The *reason* lies in the distinctive quality and flavor of Perfection Cream Sodas. A little more care in the making and baking results in Mooney's Perfection Sodas being a good deal better than the next line.

Well and attractively packed. A good profit in the selling makes Perfection Cream Sodas a profitable stock for you.

The Mooney Biscuit & Candy Co., Limited

Factories at

STRATFORD, ONTARIO
WINNIPEG, MANITOBA

BRANCH WAREHOUSES

SYDNEY, C. B. HALIFAX
OTTAWA HAMILTON
CALGARY VANCOUVER
FORT WILLIAM ST. JOHN'S,
NEWFOUNDLAND

Progressive Grocers Push

MAPLEINE

(A FLAVORING)
GOOD PROFIT, STRONG DEMAND
EXTENSIVELY ADVERTISED

ITS USES—Mapleine makes better Syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.

Order from your jobber to-day or

Frederick E. Robson & Co., Sales Agents
26 Front St. E., Toronto
Crescent Manufacturing Co., Seattle, Wash.



When writing advertisers kindly mention having seen the advertisement in this paper.

Continued from Page 44

question. Those who pleaded guilty to having taken part in the melee were as follows :

East End "Old Maids"—G. Cann, p. ; D. Donovan, 3 b. ; M. Cummings, r.f. ; Eric Jamieson, s.s. ; E. F. Henderson, l.f. ; M. Burkholder, C. Stroud, c. ; C. Sanderson, 2 b. ; J. L. Brown, 1 b.

West End "Bachelors"—C. Baxter, c.f.; J. Williamson, 1 b. ; Jno. Knox, p. ; J. N. Semmens, 3 b. ; R. Forman, s.s. ; A. Hobson, c. ; W. Playter, r.f. ; A. Lavis 2 b. ; C. Henry, r.f.

Official—Umpire, D. M. Barton. Assistants, all the players and numerous rooters.

And the Band Played.

There was plenty of music during the day. The band of the 91st Highlanders, of Hamilton, under the leadership of bandmaster H. A. Stares provided an excellent programme. The pipers from Hamilton contributed their share while the Rube band, under the leadership of "Aunt Susie," discoursed sweet strains at intervals during the day, providing amusement for young and old alike, their latest accomplishments (?) making a decided hit. Then there was another source of music, unannounced upon the programme. It happened in the baby show when 25 infants in the contest began a chorus more or less musical, but mostly less. Hamilton controllers were the judges in this event and they are "some judges" of beauty—or at least of babies.

Graced by Old Age.

The manner in which this picnic is patronized was shown in the next event. Eighty-nine was the age of the oldest lady excursionist, while the oldest gentleman was of a similar age. Then a Hamilton family of 12 trooped on to the platform and carried off the prize ticket, the mother remarking "and there's three more yet at home."

Then began a series of races and contests headed by the Niagara Falls to Hamilton pigeon race down to the greasy-pig catching competition. Only those who have had experience in catching porkers can imagine how interesting this event is.

D. McEre now has a faithful briar to bring back fond memories of the grocers' picnic. He slid past the tape ahead in the clerks' and drivers' race. J. Baxter gave an example of the way he gets down to work in the morning, and carried off the second trophy, while J. Ewen and L. Christie came third and fourth at such a record speed, that their employers are thinking of dispensing with their horses and allowing them to deliver on foot.

Speed Among the Grocers.

Then there was the Grocers' Association Race. No one was arrested for loafing in this contest as there were no policeman near. The contestants showed the way they are going to go after those customers who run off without paying their bills. J. M. Semmens went to the tape like the hired man coming in for lunch. E. Henderson and J. Knox came in second and third, respectively.

The "beef trust" also had their innings. The fat men's race was next announced and waiters with refreshments were stationed at intervals along the route. No records were broken except those for broken suspenders. The rube band played "I am coming." They played it over seven times while V. T. Carey, the winner in this stampede, was completing the last 25 yards. J. H. Bates came in 13 minutes later, and received a fancy vest which is a good big donation when you consider this was the fat men's race. D. M. Scott was third and had an excellent excuse for not winning. He didn't give it to the spectators. He didn't need to.

If Hamilton ladies' pitching is a sample of the general run, no man need be afraid of a flat iron from his wife's hand. However, after a great many weird attempts they managed to give a good enough exhibition to carry off the prize tea. Numerous other events from bunny catching contests to the ladies' backward race made the time fly all too fast.

Carry System to Their Picnic.

There is another feature of this picnic full worthy of description. That is the refreshment department, the handling of which the Hamilton grocers now have down to a science. This department supplies all the excursionists with tea, coffee, milk and lemonade free of charge. When one considers the large number in attendance, they realize that this is no easy task, and the committee, of which A. G. Bain is chairman, is to be congratulated on the systematic manner in which it was conducted.

Sixteen hundred and fifty gallons of drinkables consisting of tea, coffee, milk and lemonade were handed out over the refreshment counters. Six thousand paper pails were necessary to accommodate the rush. However, there was no rush, at least nothing like a person would expect when 6,000 people are seeking free refreshments. All was conducted on systematic lines. The people entered at one end of the capacious booth, where at a 30 foot counter they were served with the liquid refreshments, passing out at the farther end and thus avoiding any confusion.

Those in charge of the picnic were as follows :—

Chairman, Ed. Hazell ; treasurer, James Main ; secretary, M. R. Hill ; transportation, J. O. Carpenter ; printing, W. Smye ; refreshments, A. G. Bain ; amusements, M. R. Hill ; music, Harry Taylor ; reception, J. A. McIntosh ; games, John Forth ; John Knox was secretary and John Brown, treasurer of the games committee while D. M. Barton was official starter.

On the Side.

A citizen of Niagara Falls when asked what claim his town had to fame said : "Because it is the holiday ground of the Hamilton grocers' picnic."

—

Did you see the "Maid of the Mist" go up to the falls ? No, but I saw the "Old Maids" go down to defeat.

—

The "Maid of the Mist" wasn't the only maid to receive attention from Hamilton's youthful "counter hoppers."

—

Jack Williamson was the heaviest man in the ball game. This does not refer to his batting, however.

—

The ladies discarded their high heels and raced along in stocking feet.

—

The 22nd annual—and only one occasion on which they did not have real fine weather.

—

"What's the difference," asked one member of another, "between a man who has seen the Falls, one who hasn't, and a bottle of mucilage ?"

"What is the difference ?"

"Well, one has seen the mist, the other has missed the scene."

"And what about the bottle of mucilage ?"

"Oh," calmly replied the other, "that's the sticker."

—

Geo. Hunt, a member of the Hamilton association was the oldest athlete on the field. He is just 80 years old and made a good showing in the race for men 60 years and upward.

—

If there's anything that attracts a crowd more than a free lunch, it's the grocers' refreshment booth. It has the bargain counter raid backed right into a corner.

—

A. G. Bain has had charge of the refreshments for the past thirteen years. The first year an ordinary boiler was the only equipment. Now eight big kettles holding 40 gallons apiece, each having its own furnace, is required, while twenty men are necessary to serve the people.

—

Everything went off like clockwork, as if it had been rehearsed beforehand. Even the pig seemed to know what was required of him.

—

"The next event" announced the megaphone artist "is for youths, sixty years and over—Let the sprinters come forth."

Important to Grocers and Dealers

A PERPETUAL INJUNCTION

has been issued by the U. S. Circuit Court, Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO

and

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates like or similar to those used in

"Royal" Electric Coffee Mills

patents on which were granted to the A. J. Deer Co. M'ch 29, 1910.

Infringers Take Notice !

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from $75.00 up. If interested, we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills
(The Mill that cuts the coffee)

Meat Choppers, Drills, Meat Slicing Machines
Coffee Roasters

54 West Street — Hornell, N.Y., U.S.A.

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: C. E. COLSON & SON, Montreal. Manitoba: BUCHANAN & GORDON, Winnipeg
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We an Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

When writing advertisers kindly mention having seen the advertisement in this paper.

The Telephone's Business Possibilities

Long Distance Business Likely to Become More and More a Factor in Trade—How Local Business is Changing — The Whims and Moods of Instrument, and its Probable Development in the Next Ten Years.

By C. H. Crysdale, Oshawa, Ont.

The telephone must be considered to-day of importance almost equal to that of the railway in the conduct of general business. Just as surely as the express train and steamer have made possible the distribution and sale of goods from all parts of the earth so the telephone has made it possible for business to be accomplished which otherwise could not be done except at great personal inconvenience and loss of time.

I calculate making my telephone pay back every dollar that it cost me. I do this by using it every morning to keep my customers informed of the bargain that I may have to offer during that day. I consider it is a great factor in the sale of perishable goods, such as fruit, and do not know how otherwise we would be able to clear out overstocks many and many a day.

Posts Lists of Subscribers.

The policy I have always followed is to keep posted a list of all the telephone customers in town. Every morning I spend an hour or two as occasion offers talking with these folks about the particular bargains for that day, or of new goods that have come in. It is not an easy matter to take an order over the telephone, and, generally speaking, only a reliable salesman should be allowed to have anything to do with the instrument. When a lady calls up, or is called, she does not want to be misunderstood or continually requested to repeat what she has already said. The man at the instrument in ths grocery store must have his faculties developed sufficiently to handle that class of business without delay, or inconvenience to the customer at the other end of the wire. Still, telephoning is bound to increase, and although it saves a great deal of time and indirectly means an addition to the business which would not have come under the old conditions, its spread is to be regretted because it tends more and more to a customer doing her ordering without ever coming into the store to find out what improvements have been made since her last visit. She sees the interior of the place, as it was, probably two or three months before. That fact is not conducive to good business, and it doesn't secure for the merchant all the business that might otherwise come his way. Everyone knows it is easier to induce anyone to buy goods when the hygienic surroundings demanded by the trade conditions of to-day are vividly impressed on her mind.

The Stranger Customers.

The customer is half persuaded by the display of goods within the store in itself before a salesman even commences his selling talk. The telephone is entirely a different proposition. Nowadays accounts are opened by people who probably have never been in the store, but had given it their trade because of the advice of someone else whom the proprietor knew. I remember one case not long ago when a woman came in to order some goods and I had never seen her before, nor did I know anything about her. When she told me her name, however, I recognized a good customer. She had been transacting business with us entirely by telephone and I had not considered that point when racking my brains to reveal her identity. There are any number of cases like that, and also many in which good customers who were accustomed in the old days to visit the store when giving their order when they had not the luxurious, ease-loving telephone, never visit the establishment for months at a time. There are several of my best patrons whom I have not seen for three months at least, and for several reasons I wish this was not the case.

But there is the other side to the telephone, and that must be considered, too. I feel at perfect liberty, when thinking of the telephone, to call up customers of other stores whose names appear on the list I have posted by the instrument and endeavor to sell them special lines, either in fruit or crockery or something else which I know their own grocer does not carry. If I get them interested in that and close a sale over the telephone I usually endeavor to add to it by having them order some good quantity of a regular staple. This, I consider, does not interfere with the general trade of the grocer whom she has always dealt with and if it did I would not do it because I believe in every dealer looking after his own business and leaving that of anyone else seriously alone.

Telephone Whims.

A telephone is full of whims and moods and for that reason needs to be treated with indulgence. Some mornings the receiver is as clear and full-toned as a bell, while at other times it seems almost impossible to hear a single word that is being transmitted into the ear. That is its principle trouble. A customer calls up, knowing nothing about this or apparently being ignorant of it, and the man at the grocery phone must be particularly sharp if he is going to catch the drift of her conversation sufficiently to act upon it without having her repeat it over and over again.

So it is generally good policy to have one man look after that end of the business. At least that is the way I view it. He will thus become familiar with the names and voices and tricks of expression of all his customers and so will be able to call them by name almost as soon as the receiver is to his ear. It's a wonderful aid in carrying on conversation of this sort in being able to interject the personal element at the outset rather than being compelled to have the voice at the other end of the wire reveal its identity and all that sort of thing.

It also makes it a great deal easier to secure a larger order than the speaker had intended when first going to the phone. Because of his knowledge of the fact that she has not visited the establishment in the past few weeks or months he is able to tell her of a good many things which he otherwise would have feared to mention.

New Ways Crowding the Old.

Probably the day is not far distant when every grocer will be depending to a more or less great extent upon this telephone business. When that day comes there will be, on doubt, a separate department set off in the store with every modern equipment there to simplify the work and render the possibility of misunderstanding as remote as possible. Personally I am sorry to see the old customs become less and less important, and the long-distance business creeping more and more to the fore. The business possibly is just as good and, generally speaking, anyone who is able to afford the telephone is sufficiently favorably treated financially as to have ample funds to pay her grocery account, but the collection enters into the new arrangement and makes extra work for the office. That is the feature of it that is hardly viewed with complacency. But the march of progress will not be stopped by that, and it is quite possible, nay, probable, that the growth of this class of business will be most pronounced during the next decade. So for that reason it would be unwise on the part of any grocer to seriously attempt to stem the tide. The trade is subject largely to inclination now, and this tendency will be even more pronounced in the future.

E D S

The Standard of Purity!

No reputation is so valuable to manufacturer or retailer as that for the making or handling of *Honest Goods*—goods of guaranteed purity, unimpeachable quality.

"E.D.S." Brand Jams and Jellies

bear the trade mark stamp of honesty. The Department of Inland Revenue has certified them to be *100% Pure.* Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as "E.D.S." brand. See that your shelves are liberally stocked with these satisfaction givers.

But one trial of "E.D.S." brand goods is sufficient to guarantee repeat orders—and your profit is assured.

Made only by E. D. SMITH, at his own Fruit Farms, Winona, Ont.

NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton, Agents.



CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market.

"NAUSICAA," fine FILIATRA dry, cleaned carton currants

"VICTORY," fine FILIATRA dry, cleaned carton currants.

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

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GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



Are You Getting Full Value

for your money in the goods you purchase? If you let the cents slip away, you'll soon be minus a number of dollars.

L'Etoile (Star)
Macaroni, Vermicelli, Spaghetti

give you an opportunity to get full value and make big money.

MADE IN CANADA

No Customs Duty to Pay and Superior to Imported Goods.

OUR MOTTO—RIGHT GOODS AT THE RIGHT PRICES.

L'ETOILE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

LEMONS

This weather you are looking for good stock at right price, send us your orders. Have also full lines of

Oranges, Bananas, Water Melons, California Peaches, Plums and Apricots, Tomatoes,

in fact, anything wanted in our line.



25-27 CHURCH ST. TORONTO
are Largest Receivers

"St. Nicholas"

Lemons will sell in cool weather.

That'll Do!

says the Fancy Dealer when you show him a box of "St. Nicholas"

The Quality Sells Them

J. J. McCABE
AGENT
TORONTO, : : ONT.

Lemon Supplies are Not Plentiful

Some Difficulty in Getting Supplies—Hot Weather Will Boost Prices Again—Oranges are Firm — California Fruits Going Out Well—Spanish Onions Arrive—Canadian Cucumbers on Market—Tomatoes Under Scarcity are Firmer.

Supply and demand evidently regulates prices of lemons on the different markets. This week prices in Montreal have been maintained at $5 to $5.50, while in Toronto prices have eased slightly, putting both these markets on the same basis. However, supplies are not at all plentiful and the opinion rules that a few days of real hot weather would put a firm tendency on the market again. Some difficulty is being experienced in getting shipments to this side, on account of the cholera in the Mediterranean district, many of the steamers are held under quarantine for 10 days, being a great inconvenience to lemon importers. This hold-up has made it unprofitable for some steamers and sailings have been cancelled.

California late Valencias are about the only orange being offered and they are quite firm in price, due to the highness of fruits in general, a better demand than usual being experienced. It is also claimed that shipments are being curtailed to some extent, although the supplies going out of California are larger than a year ago. For instance, on the 19th of July, the California orange shipments were 88 cars, compared with 42 on the same date last year. Late Valencias will continue to be shipped until late in September. Jamaica will begin in the same month while Florida will come forward around Oct. 1.

California late Valencias are about the plums and pears, are being taken up well, while watermelons are also enjoying a good trade. While the cool weather has slackened the demand for the latter on some markets, the general trade is brisk and prices are holding steady.

New crop Spanish onions are now being offered on Canadian markets. Canadian cucumbers are cheaper in price, while tomatoes, on a temporary scarcity, are firm.

MONTREAL.

Green Fruits.—There is a good demand for California fruits. Plums, peaches, pears, etc., are moving steadily. Cantaloupes are also going freely. The supply of Canadian blueberries has been liberal this week. Altogether, there has been a heavy business reported with the weather favorable. Lemons are still at their high mark, and it is thought they may go higher before fresh supplies are received. Just now they are something of a scarcity, and prices are likely to go higher if the present demand is maintained. Raspberries are going well and the general tone of the fruit market is harmonious.

Apricots, California, box	2 25	2 50
Apples, Spies, extra fancy	9 00	9 50
Bananas, bunch	1 50	2 00
Bananas, crated	2 00	2 50
Blueberries, Can. box 22 qts		2 75
Cantaloupes, Cal	5 00	6 00
Cherries, Canadian	1 50	1 60
Cherries, California, box		2 75
Cocoanuts, bags	4 50	5 00
Currants, red, basket	1 00	1 25
Currants, black, basket	1 25	1 75
Grape fruit, Flo.	3 75	4 50
Lemons	5 00	5 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 00	5 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	2 50	3 00
Pears, Cal., crate	3 50	4 50
Pineapples—		
Floridas, case	3 75	4 00
Plums, California box	2 50	2 75
Raspberries, box		0 15
Strawberries, Canadian		0 15
Watermelons each	0 50	0 60

Vegetables.—The market is much the same as last week. Prices have not changed much. The demand continues good and business is quite satisfactory.

Beans, wax, hamper	2 00	
Beets, doz		1 25
Carrots, doz		1 25
Cabbage, crate	3 00	4 50
Corn, per crate	2 50	3 00
Cucumbers, bas.	2 50	3 25
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 75	2 00
Lettuce—		
Canadian lettuce per doz		1 45
Onions—		
Egyptian, bag		3 00
Bermuda, crate		3 50
California potatoes new, per bbl	4 50	5 00
Potatoes, bag		1 60
Radishes, dozen bunches		0 30
Tomatoes, Jerseys	1 50	2 25
Tomatoes, bus.	2 50	3 00
Turnips, bag		1 50

TORONTO.

Green Fruits.—As can be expected with the continuance of cool weather, especially as compared with that ruling at the first of the month, the demand for lemons has slackened, and prices are slightly easier now, ranging from $5 to $5.50 per case. Local dealers say that supplies are not large and that they look for little or no further reduction in prices, one dealer remarking, "a day or two of hot weather would put them back to firmness again." Oranges are firm, another 25 cents haping been added to prices this week. Prices of other fruits are high and this has created a similar tendency in oranges, while shipments out of California are being curtailed. Grape fruit is done and pineapples are on the verge of exhaustion. Under scarcity, Canadian tomatoes last Saturday went as high as $2 per basket, but at the beginning of the week receded to $1.75. Watermelons are enjoying a good steady demand.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli	5 00	5 50
Limes, box	1 25	1 50
Oranges—		
Late valencias		4 75
Pineapples crate	3 50	4 50
Raspberries	0 13	0 15
Blk. raspberries	0 12	0 13
Black currants, basket		2 25
Red currants, basket		1 50
Gooseberries, basket	1 50	1 75
Can. tomatoes, 11-qt. baskets	1 65	1 75
Rhubarb, doz	0 25	0 40
Peaches, box	1 75	2 25
Plums	2 00	2 50
Pears	4 00	4 25
Apricots, box	1 75	1 80
Cherries, Canadian, 11-q. bsk	1 25	1 35
Watermelons	0 40	0 60

Vegetables.—New potatoes are quoted lower this week at $5 to $5.50 per bar-

rel, both Virginia and Jersey sending supplies with the latter slightly cheaper, although they were firmer at the first of the week. The Canadian product is becoming more plentiful, although nothing like large enough to supply the whole demand. The country districts have used nearly all their own production as yet. Spanish onions have arrived on the market, and are quoted at $3 to $3.50 per large case. Canadian cucumbers are more plentiful and have been reduced to 60 to 75 cents per basket.

Canadian beet, basket	0 30	0 40	Canadian beans, 11 qt. basket	0 60	0 75
Cabbage, Canadian, crate	2 50	2 75	Onions—		
Carrots, new, doz.	0 40	0 50	American cooking, 70 lb. bag.		1 40
Cucumbers, hamper.		1 75	Texas, case		1 50
Canadian, bsk.	0 60	0 75	Spanish	3 00	3 50
Lettuce, Canadian, head	0 25	0 30	Potatoes, new, barrels	5 00	5 50
			Parsley, per doz		0 75
			New turnips, per 11-qt. basket.	0 25	0 35

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information

Don't forget to mention this paper

FRESH FISH

Our Fish Department is very busy these days with Fresh Fish.

HALIBUT, TROUT, WHITE COD, HADDOCK

and many of the other tempting lines.

We want your fish orders. Our Prices are Right— and the Quality Superior.

TRY US

WHITE & CO., LTD.

WHOLESALE FRUIT AND FISH

TORONTO

Lawton Berries

OR

Thimbleberries

ARE NOW AT THEIR BEST

Raspberries

PLUMS, PEACHES } **HARVEST APPLES**

Canadian Grown

Tomatoes, Cucumbers, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF CANADIAN FRUITS

HAMILTON, ONT.

PHONES 1990—2700—3200

SEASONABLE FRUITS

PEACHES PEARS PLUMS

CANTALOUPES WATER MELONS

TOMATOES CUCUMBERS POTATOES

ORANGES LEMONS BANANAS

Place a standing order to be filled from fresh arrivals each morning.

The House of Quality

HUGH WALKER & SON

(Established 1861) **GUELPH, ONTARIO**



BUSTER BROWN

QUALITY

IS THE STANDARD OF QUALITY,

the Standard by which others are Judged. In your order for Lemons mention our Brands or name of Packers to insure the most satisfactory results.



W. B STRINGER, Sales Agent **FOLLINA, BROS. Packers**



Fish - Oysters



Halibut Plentiful and Selling Well

Coming Forward Freely Under Direct Shipment—A Favorite in Regard to Demand—A Satisfactory Summer Trade in Fish —East Coast Fishermen Hampered by Lack of Bait — Good Total Catch Expected on Coast, However.

The usual summer demand in fish is in evidence. Wholesale dealers state that those retailers who are giving the necessary attention are doing a nice business in this line. Halibut is in plentiful supply and a large proportion of the trade is being done in this line. Gaspe salmon is scarce while B.C. salmon is coming forward more freely.

The bankers on the eastern coast have been hampered to a considerable extent by the lack of bait, but, however, have lately been able to get a supply of caplin at Newfoundland ports. While as yet fish on the banks are reported scarce, the season is early and there is every prospect that the total catch on the eastern coast of Canada will be a good one. Newfoundland herring are gradually easing off in price.

QUEBEC.

Montreal.—B.C. salmon is in better supply this week and has responded with prices a little lower. Gaspe salmon is scarce. Halibut is coming forward freely and under direct shipment.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 10
Bluefish, per lb	0 12	Salmon, B.C., lb	0 15
Dressed perch, per lb	0 10	Salmon, Gaspe	0 16
Dressed bullheads, per lb	0 10	Shad, buck, each	0 30
Eels, fresh, each	0 25	Shad, roe, each	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04½	Sea bass, per lb	0 10
Steak cod headless, per lb	0 05	Trout, brook	0 25
		Lake trout, lb	0 11
		Pike, per lb	0 08
		Pickerel or dore	0 14
		Whitefish, lb	0 11 0 12

FROZEN

Haddock	0 03	Salmon, B.C., red	0 09 0 10
Halibut, per lb	0 09	Gaspe salmon per lb	0 15
Pike round lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Bras pike	0 05	Whitefish, large, lb	0 07½ 0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, half bl	8 50
No. 1 mackerel, pail	2 00	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel ½bbls	8 00	Salt eels, per lb	0 07
Scotia herring, No. 2, bbl		Sea trout, ½ brl	6 50
Lake trout, half bbl	6 00	Sea trout, bbls	12 00
Choice mackerel, half pail	2 00	Scotch herring	6 00
Salmon, B.C., red, bbl.	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl.	12 00	Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	5 00
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live per lb	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto.—A satisfactory summer trade in the various lines of fish is being transacted. Firmness is noticeable in such lines as trout and white fish due to smaller supplies, while herring and halibut are quite plentiful, the latter proving a good seller.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal. 1 25

NOVA SCOTIA.

Halifax.—Dealers report the fresh fish trade a little slow at present. The receipts of fish are fairly good, but the demand is light, which is usual at this season. The exports of fresh fish are also light, but this is due mainly to the warm weather. The bankers which have been hampered to a considerable extent by the lack of bait are now able to get a supply of caplin at Newfoundland ports where the fish have commenced to strike on the shores in abundance. The fish are so plentiful that the fishermen are working night and day in handling them.

While fish on the banks are reported scarce, the season is as yet a little early, but there is every prospect that the total catch of the Newfoundland, Labrador and Nova Scotia fishermen will be a record one.

Local bank codfish are now selling around $6.40 per quintal. Small lots of shore fish are coming in and are selling at $6 for small, and $6.50 for large. The prevailing hot weather of late has stopped curing operations at most of the fishing centres on the Nova Scotia coast.

The situation regarding pickled fish is somewhat disappointing, the total catch of spring mackerel is small, and high prices are ruling. Newfoundland herring are gradually easing off in price. It now looks as if before many years alewives and salmon will follow shad and become an article no longer obtainable for export.

SPRING SALMON PLENTIFUL—SOCKEYES ARE SCARCE

So Says Report From the Pacific Coast — Young Fish Meet Death From Trout and Chubb—This Said to be One Cause For Sockeye Shortage.

Vancouver, B.C., July 27 (Special).—The pack of sockeye salmon in British Columbia so far this season has not been large. In the north it is behind that of last year, and on the Fraser the run has been small. Those connected with the fishing industry on the Fraser River state that the salmon is falling off, for one reason because so many young fish are killed by trout and chubb suckers which are found in great numbers near the hatcheries. Fishermen are given 35 cents each for sockeyes, which is a large price, but even this is not bringing in many. When fish are scarce, American canneries do all they can by offering high prices to get the fishermen to market over there.

While sockeyes are scarce, spring salmon are plentiful, and the run in the north has been the largest in history. The quality is good, too. The general manager of a packing concern suggests that the reason for the increasingly large run of springs is that for many years the hatcheries on the Columbia have been turning out spring salmon and that British Columbia is benefiting by this work. With a large run of springs on the Skeena, the average pack may hardly be termed large, though a good start has been made. On the Naas, the sockeyes have not been running as well as last year. Conditions, however, are improving in the north, with the advent of warm weather.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern Quebec, P.Q.; Leonard Bros., Montreal, P.Q; A. W. Huband Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man.; Shallcross McCaulay Co., Calgary, Alta; Johnston & Yockney, Edmonton, Alta.; Shallcross McCaulay Co., Vancouver and Victoria, B.C.



CCC

Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

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A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

QUAKER BRAND

LOBSTERS

In Pounds and Halves, Flats.

Quality Superlative

Write for Quotations or Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL

The Dealer's Possibilities in August

The Last Month of Summer— Farmers are Busy With the Harvest and Merchants Must Make Extra Efforts — A Good Fruit and Sugar Month—Canned Goods and Picnic Supplies Can Still be Featured.

"Don't wait for something to turn up. Start right in and turn something up yourself."

August is close at hand and for this month the above is excellent advice for the grocer to observe. During this month the farmer is busy at his harvest and in order to maintain business at a standard in country districts, it is all the more essential that the grocer devise some plans calculated to help his business out during this month. Give more attention to the dressing of the window and the writing of advertisements, and if necessary do a little extra advertising. Your expenses are nearly the same no matter whether business is quiet or brisk so that it is to your advantage to do something that will keep the cash-drawer on the swing during the whole month.

Sell Canned Goods and Drinks.

Just because the family almanac announces that August is the last month of summer is no reason why any dealer should allow his stocks of picnic and summer goods to run too low. Canned goods, drinks and other lines which the summer and picnic season create a demand for, will be salable for close on a couple of months. Do not load up with these lines the same as at the beginning of the season but carry sufficient stock to supply all demands. Do not wait for customers to ask for them either, but suggest them in personal talks and advertising. If there are any lines which have been dragging, now is the time to devise some plan to get them off the shelf before the season for their sale closes.

Fruit should also be given attention during this month. While small Canadian fruits are about at an end, there are different lines now being imported, while later in the month Canadian peaches and plums will be coming on the market. Push sugar in conjunction with preserving fruits as well as sealers. Make quality the strong point in talks on fruit jars and use plenty of display.

Watch the Pickling Season.

Preparation for the pickling season would also be well during this month. Look over last year's figures and form an estimate of the amount you will require for this season. Positively air tight receptacles are needed for your spices in order to preserve their strength, and some thought should be given to providing these. Tins are all right in this respect while glass jars with glass jars with glass stoppers keep the strength and also show the spices up well.

The provision counter could also be featured to good advantage during August. Most particularly can a good trade be worked up in smoked and cooked meats. Display of these lines in a cleanly and tasteful manner will do much to boost sales.

Feature One Line.

An idea followed by many dealers and one which has proved beneficial to trade is to specialize on some one line or article each month, giving extra prominence in many ways to that particular line. Any line carried in the store may be featured in this manner. Even such a thing as a fly destroyer might be all right for the month of August, as the fly harvest is just now in full swing. By giving some window and counter space to it, as well as a little advertising and personal talk, sales during the month should amount to an appreciable figure.

With all these means at hand, and by following the advice set down in the opening paragraph, dealers in all sections should be able to make the August sales sheets talk for themselves.

WANT EARLY CLOSING THREE NIGHTS EACH WEEK

Montreal Clerks and Some Dealers Present Petition to Council, Which is Strongly Opposed by R. M. A. Officials—Hope of Smaller Dealer is Claimed to be Dependent Upon Stores Being Kept Open.

Montreal, July 27.—(Special)—There is a by-law in force in Montreal requiring the early closing of dry goods, grocery, boots and shoes and such stores on two nights each week, Wednesday and Thursday. Recently a petition has been presented to the council asking that proprietors be also compelled to close on Tuesday nights and as a result these proprietors are up in arms against the movement.

It must be understood that in cities like Montreal the big department stores with their page ads. and 8 a.m. bargains lure the people away from the smaller stores, but after six o'clock the latter are freed from this opposition, and women who have been kept at home with their families during the day get a chance to make necessary purchases when their husbands are at home. Thus there is quite a trade after six o'clock and the proprietors of the small stores realize this fact.

The petition for closing is said to have had the signatures of 1,500 retail merchants of one kind or another but it was also said in opposition that there were 15,000 or more who did not sign it. Naturally the clerks or the majority of them welcome this petition as it gives them another night off.

At the meeting of the Legislation Committee of the council when the bill was presented, J. A. Beaudry, secretary of the R.M.A., strongly opposed the movement to close the stores three nights a week. J. D. Boileau, president of the Grocers' Section, also spoke in opposition to it. Another speaker said that the smaller stores were in spite of obstacles holding their own. There was a night trade peculiar to Montreal and the small stores catered to it. Three hours were spent in discussion when an adjournment was called.

THE WEEK'S TRADE CHANGES.

Interesting Happenings in the Grocery Trade Throughout Canada.

ONTARIO.—Tremblay Bros., general merchants, Sellwood, suffered loss by fire.

John McKenzie, grocer, Ormsby, sold.

Fedesco Dominico, grocer, Guelph, assigned.

Jas. Spurr, general merchant, L'Amble, sold.

J. B. Conlin, general merchant, Detlor, succeeded by H. F. Conlin.

W. J. McTavish & Co., general merchants, Lavallee, have assigned.

F. X. Charland, general merchant, St. Gertrude, Que., voluntary assignment.

QUEBEC.—Eugene Gauron, general merchant, Ville St. Pierre, Que., assigned.

Wm. Page, dealer in groceries and hardware, Fingal, Ont., sold to Alb. Culver.

A. P. Blue (Reg.) general merchants, Capleton, dissolved, A. P. & J. R. Blue continuing under same style.

WESTERN CANADA.—N. Katz, grocer, Winnipeg, Man., sold to J. Stobie.

Stephen Garland, general merchant, Carberry, Man., sold to M. Craig.

W. H. Thompson, general merchant, Garson, Man., sold to J. F. Fitzwater.

Brownlee & Bressard, grocers, Brandon, Man., succeeded by J. B. Loggie & Co.

OPPORTUNITY FOR AN ENERGETIC YOUTH

of about 18 or 20 years of age, for position offering splendid prospects for advancement, must be accurate and prepared to apply himself to work which will be connected with THE CANADIAN GROCER.

QUALIFICATIONS WANTED

1. Some Knowledge of the Grocery Business, applicant to state fully nature of work he has done in this connection.
2. Typewriting and Stenography—Only a small part of time taken up by this work, but ability to operate a typewriter would make a young man more valuable to us.
3. Good General Education—This will not only enable him to do better work at the start, but will facilitate his advancement.
4. Accuracy—Show in application in some way that you have been accurate in connection with work which has been entrusted to you by former employers.

APPLY BY LETTER, GIVING INFORMATION ALONG ABOVE LINES AND STATE SALARY EXPECTED.

THE CANADIAN GROCER

143--149 UNIVERSITY AVENUE, TORONTO.

Give Correct Weight; No More, No Less

How Many Clerks Prevent Many Employers From Making Profits They Should From Carelessness in Weighing?—Honesty That Works Both Ways—In Interest of Clerks to Train Themselves—How it Works Ou in Measuring Sugar.

Clerks should remember that honesty is a two-handed sword, and that it cuts both ways.

Many clerks in grocery establishments, in their zeal to give full weight to customers, overdo it, thereby cheating their employers out of a certain amount of profit that rightly belongs to them.

Recently a merchant, in speaking of this side of the question, said: "From his first day in the store the clerk has had the fact impressed upon him that honesty is necessary. When he enters a store as clerk he is generally filled with the fear that he will short-weight customers, and in his determination to guard against it, he generally gives the customers more than rightly belongs to them. I have watched a great many clerks and I have found that in weighing, in the great majority of cases, the customers are given the benefit. That is, if the clerk is in any doubt as to whether the exact weight is in the parcel, he will generally add a little so that there will be no chance of his cheating. He does not remember that it is just as bad to cheat the employer. I believe that over-weight is given in more cases than under-weight."

Weight Should be Correct.

It would be well for clerks to give consideration to the opinion expressed by this merchant, for he, no doubt, sounds the same note as others who, at times, feel themselves aggrieved. Most clerks wish both to give honest weight and also to make as large a profit as possible for their employer, but, as expressed by this merchant, they generally give the customer the benefit of the doubt.

Now, clerks may argue that it is in the best interests of the merchant to give the customer the benefit of the doubt, but at present, according to general opinion, there is more over-weight than under-weight given in grocery stores. But what the merchant wants, the customer wants, and what the clerk should aim at is to give exact weight, no more and no less. It is possible within a close fraction and is what the clerk should attempt.

"I may be putting it a little high, but I believe that five out of six clerks in grocery stores do not weigh correctly," said a broker who at one time was in the retail grocery business and who, the majority of cases, although lack of therefore, takes a great deal of interest in it. "Carelessness is the reason in proper training may be responsible to a certain extent. But the chief aim of the clerk seems to be to complete the process. They do not safeguard their employer's profit by giving correct weight and no more. They seem to think that as long as they give the customer good weight that it is all right."

Practice to Eliminate.

"It would be to the interest of clerks," he continued, "to train themselves in the correct principles of weighing. They should remember that every time the scale swings past the correct weight, they are making themselves so much less valuable to their employers. Practice would do a great deal to eliminate the giving of over-weight by clerks."

As this broker states, practice would do a great deal to eliminate the giving of over-weight. Take sugar, for instance. Does the clerk know just about how full a bag should be for a certain amount? This may be gained by giving strict attention while weighing. Attention is also necessary for another reason. You are weighing sugar. You know that you have nearly the correct amount. Therefore, do not put it into the bag by the scoopful. Watch the scale and as it comes near to a balance let the sugar run from the scoop more slowly and give the scales your attention, so that as soon as the scale is exactly balanced you will be able to stop the flow of sugar. The trouble with many clerks is that they do not give thorough attention. Before they know it, there is just a little too much. If they take any out they think that the customer might apply the term "close" or "stingy" to them. Accordingly, the extra amount is given to the customer, and so much more is taken off the profit of the store.

Over-weight Mounts up.

If we consider, just as an example to show how this over-weight amounts up, that 200 weighs are made in a store in a day, and that the average price of the goods sold is 16 cents per pound. The clerk gives ½ ounce over-weight each time, which in itself does not seem very much. However, it amounts to 100 ounces in a day, which, as an average of 16 cents, amounts to $1 per day. Thus in a year, by that amount of over-weight, the profits would be cut down by over $300.

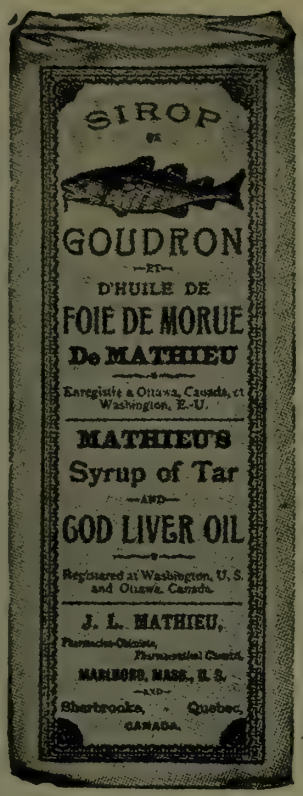
Therefore, the clerk who considers the question will see what that small amount totals up to in a year, and so as to make himself more valuable to his employer, he will endeavor at all times to give correct weight, no more and no less.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput Fils & Cie., Wholesale Depot Montreal

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

FOR SALE.

FOR SALE—Grocery and bakery business. Turnover of about $16,000 per annum. In thriving town of 1,100. Good cash business. Apply Box 392, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

SITUATIONS WANTED.

A YOUNG MAN of 20 desires position as assistant book-keeper, clerk or travelling salesman. English and French education. Two years' experience in a grocery, flour, feed and hay business. Apply Box 13, Sturgeon Falls, Ont.

A YOUNG MAN, ambitious, speaking French and English, would like to represent a reliable firm for Quebec City as side line. Address Box 394, CANADIAN GROCER, Toronto.

HOLLANDER, perfect butterine maker after the latest methods by milk-ripening with cultures, etc., etc., just now finishing his contract in America, wants situation. First class references, educated and able to take position as technical manager. Apply Box 393, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

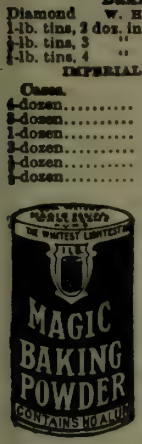
W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$3 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



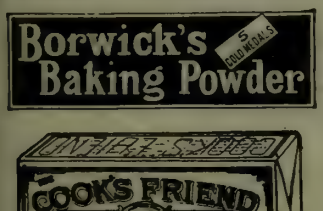
ROYAL BAKING POWDER

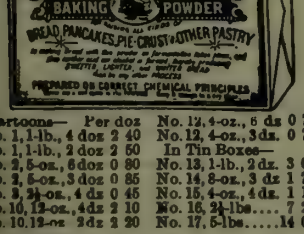
Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 65
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

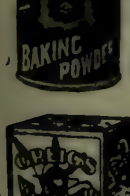
WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 2c. tins, 40c.





Cartoons—	Per doz		
No. 1, 1-lb.,	4 doz	2 40	No. 12, 4-oz., 6 ds 0 70
No. 1, 1-lb.,	2 doz	2 50	No. 12, 4-oz., 3 ds. 0 75
No. 2, 5-oz.,	6 doz	0 80	In Tin Boxes—
No. 2, 5-oz.,	3 doz	0 85	No. 13, 1-lb., 2 dz. 3 00
No. 3, 2½-oz.,	4 ds	0 45	No. 14, 8-oz., 3 dz 1 75
No. 3, 2½-oz.,	4 ds	0 45	No. 15, 4-oz., 4 dz. 1 10
No. 10, 12-oz.,	4 ds	2 10	No. 16, 2½-lbs. 7 25
No. 10, 12-oz	2 ds	2 20	No. 17, 5-lbs. 14 00



FOREST CITY BAKING POWDER

	Dozen
8 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
	Per doz	Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 10
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
		Green Fig	2 2

Greengage plum, stoneless	1 75	Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Weight allowed up to 25c per 100 lbs.

Rice

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	1 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—	Per lb.
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.



Unsweetened Chocolate—	
Supreme chocolate, ½s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½s and ¼s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

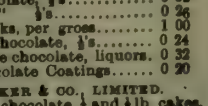
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0-90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ¼ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bds., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
		Cases.	Doz.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 80
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:	
St. Charles Milk, family size, per case	$3 50
Baby size, per case	1 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins "		"	0 31
" " 1 lb. tins "		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "		"	0 28
English breakfast, 1 lb. tins, "		"	0 18
Grand Prix, 1 and 2 lb. tins, "		"	0 30
Demi-Tasse, 1 and 2 lb. tins, "		"	0 30
Flower Pot, 1 lb. pots, "		"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 doz	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases	1 dozen	3 75 "
Tumblers, cases	2 dozen	1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00

Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books, each	04
100 books and over, each	03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

2 IN 1
Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



LARK'S PORK AND BEANS
Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Extra Fins	½ flacons	40 Bou.	10 50
" "	tins ½ kilo	100 tins	16 00
tra Fins	" ½ "	100 "	15 50
e Fins	" ½ "	100 "	15 00
s	" ½ "	100 "	13 00
Fins	" ½ "	100 "	12 00
yens No. 2	" ½ "	100 "	10 00
yens No. 3	" ½ "	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

		Case—	
litres	6 50	24 pints	6 25
quarts	5 75	24 ½-pints	4 25
		Tins—	
als., 2s	33 00	½ gals., 20s	13 50
als., 5s	29 00	½ gal., 42s Sq.	17 00
als., 10s	25 00	½ gal., 48s Rd.	15 50
als., 20s	26 00		

VICHY WATERS.

Nicolas, 50 qts	7 00
Neptune, 50 qts	6 00
Capitale, 50 qts	5 00
Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
chy Lemonade Savoureuse, 50's	7 50

CASTILLE SOAP

e Soleil," 72 per cent. Olive Oil		
e 25 lbs., 11 lb. bars	0 07½	lb.
12 lbs., 2½ lb. bars	0 08½	lb.
50 lbs., ½ lb. bars	3 50	case
100 lbs., ¾ oz.	3 75	case
e Lune," 65 per cent. Olive Oil		
e 25 lbs., 11 lb. bars	0 07	lb.
12 lbs., 2½ lb. bars	0 08	lb.
50 lbs., ½ lb. bars	3 25	case
100 lbs., 3½ oz. bars	1 80	case
200 lbs., 3½ oz. bars	3 40	case

mentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

x. 25 lbs., 1 lb.	0 07½
25 lbs., loose	0 07

DUFFY & CO. BRAND.

ape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
ple Juice, 12 qts	4 50
" 24 pts	4 75
ampagne de Pomme, 12 qts	5 00
" 24 pts	5 50
tte Golden Russett—	
arkling Cider, 12 qts	5 00
" 24 pts	5 50
ple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME (Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE. (Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE (Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75½

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force 36's	4 50
Gusto, 36's	2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 31-lb	0 11½
" 5-lb.	0 11½
" 10-lb	0 11

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 11
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu w[illegible], 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 75
Dulo, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

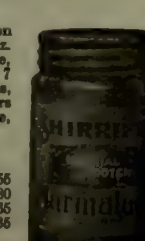
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

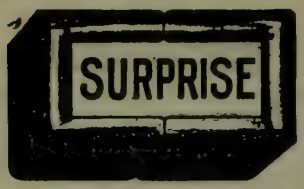
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



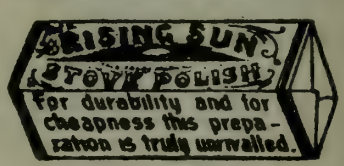
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

	Per case
No. 1, cases 60 1-lb. packages	1 case $2 85; 5 " 2 75
No. 2, " 120 ½-lb. "	1 case 2 85; 5 " 2 75
No. 3, " 30 1-lb. " 60 ½-lb. "	1 case 2 85; 5 " 2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

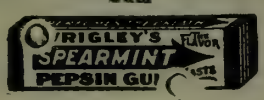
Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$3 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls.	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-6s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	56
Cut Smoking—Great West Pouches, 6s	50



Teas

THE "SALADA" TEA CO.

Wholesale Rets.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, 1's	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 26	0 35
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red " 1 lb. or ½		0 27	0 35
Green " 1s, ½ or ¼		0 30	0 40
Blue " 1s, ½ or ¼		0 35	0 50
Yellow " 1s, ½ or ¼		0 40	0 60
Purple " ½ only		0 55	0 80
Gold " ¼ only		0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 43
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per dos. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders

WHITE SWAN SPICE AND CEREALS, LTD



White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per dos

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

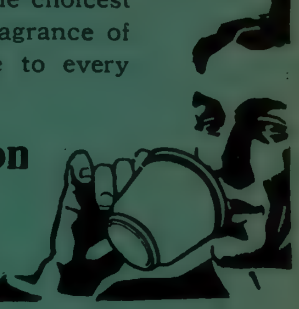


SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES

NEW LINES

Very attractive values.
Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT
LIMITED
Manufacturers

Uniformity | MONTREAL | Reliability

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

SALT FOR
TABLE
DAIRY
MEATS
HIDES

Verret, Stewart & Co., Limited

SALT SELLERS : : : : MONTREAL

Personal Salesmanship of the Dealer is Necessary If the Manufacturer is to Get the Best Results

A manufacturer may advertise a table delicacy extensively to the general public; and every dealer may stock that article; yet every dealer would have dozens of customers who would not ask for it; they would possibly consider it an extravagance —something beyond their means.

In order to get the widest distribution of his product the manufacturer must bring the **salesmanship of the dealer** to bear on the situation. This alone can overcome any prejudice in the mind of the consumer.

This **Personal Salesmanship** of the dealer has practically alone built up the business of many manufacturers. It is the most powerful agent the manufacturer can enlist in his service.

The dealer's attention can best be secured through the business paper he reads every week. That is why advertising in The Canadian Grocer has proved a splendid **business-builder** for so many large firms.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-762 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO AUGUST 4, 1911 No. 31

Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like It, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

This Is The Poster

that is appearing on the billboards throughout the Dominion and helping you and every other grocer to increase your sales of Benson's Prepared Corn. Yet this poster is but a single detail in our sale-making helps for dealers. Have YOU Benson's Prepared Corn in stock?

EDWARDSBURG
Starch Company, Limited
MONTREAL CARDINAL TORONTO
BRANTFORD VANCOUVER

EDWARDSBURG STARCH Co LIMITED



ALWAYS ASK FOR BENSON'S


SURPRISE
SURPRISE
A PURE HARD SOAP
"GOOD FOR ALL USES"
"MAKES CHILD'S PLAY OF WASH DAY"

Only the Best **Always the Best**

advertised on this page

Prepare for Fall

and order now

"Thistle" Haddies
The Best Packed
EVERY TIN lined and guaranteed.

Codou Macaroni
The Best Imported.

Cox's Gelatine
Always Reliable

Griffin's
Seeded Raisins and
Seedless Raisins

Griffin's
PRUNES
(Sterilized)

Prices Will Be Higher.

All packed by specialists and each the best of its kind.

Arthur P. Tippet & Co.

AGENTS

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 23

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

Currants
on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT
Lind Brokerage Co.
73 Front St. East - - TORONTO

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

When writing advertisers kindly mention having seen the advertisement in this paper.

Here's a new line that will interest you—

EBY-BLAIN, LIMITED
J. F. EBY, President
HUGH BLAIN, Vice-Pres.

Norwegian Herrings in Tomato Sauce

Advance samples show the quality to be particularly fine and there is a considerable saving in the price.

WE HAVE PARTICULARLY INTERESTING PRICES ON

GEM JAR RINGS— BLACK— WHITE— Pints and Quarts

All packed in cartons of 1 dozen

IF YOU ARE SHORT ON LOBSTERS SEND US YOUR ORDERS

NEW PACK LOBSTERS— ANCHOR brand,— Golden Key and Mephisto brands

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

Facts Worth Considering

BORDEN'S

EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

No. 3 Form "Canadian Grocer" series.

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" (Regd.) Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

For nearly a quarter of a century

"Granola Digestive" Biscuits

have maintained the highest degree of excellence in point of quality and food value.

They will be found appropriate for every occasion on which biscuits may be served, and are admirably adapted for general family use.

Macfarlane Lang & Co's

Biscuit Manufacturers,

Glasgow and London.

Peas that Please the Palate!



Instead of selling Foreign Peas to supply the demand for finer grade peas, sell our **Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted,** and **Early June Sifted.**

Stock a line that will help increase the demand for the higher grade peas, that will give your customers greater satisfaction, and will yield you a better profit.

The vivid green color which you notice in Foreign Peas is produced by a chemical that is not only injurious to health, but kills the true flavor of the peas.

We never use any chemicals or colorings in the preparation of our products; these peas are the very choicest of the pack, fine, tender and of exquisite flavor.

You can materially increase your profits and reputation by pushing the sale of Dominion Canners' Brands of Peas of Finer Quality.

Dominion Canners, Limited

Hamilton Canada

WESTON'S

FANCY MARSHMALLOW BISCUITS

ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

WRITE FOR PRICES AND SAMPLES.

George Weston, Limited

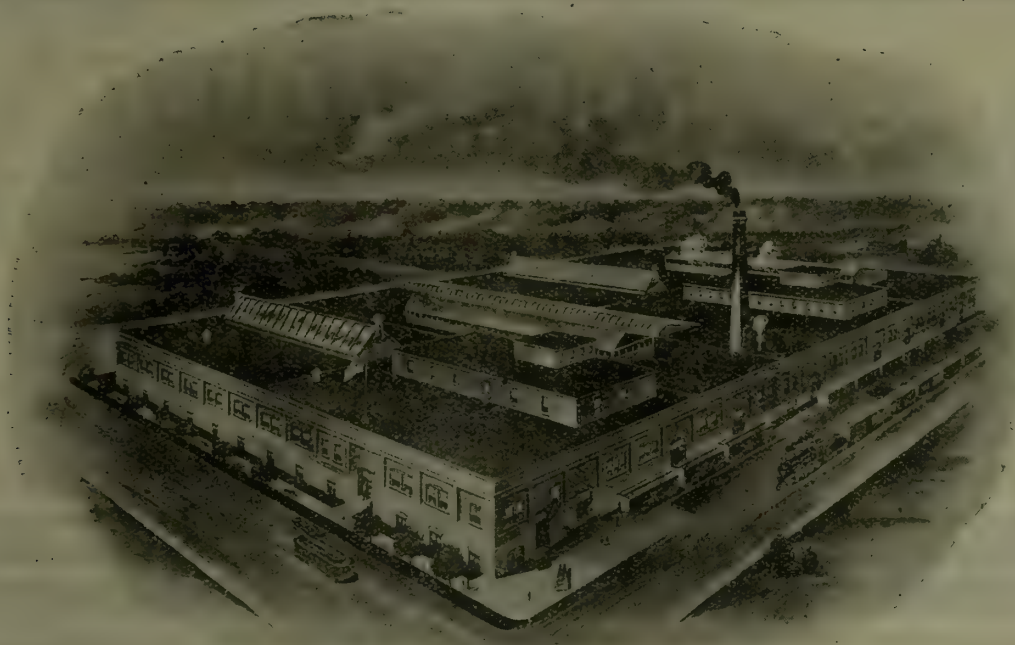
TORONTO

WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's

Raspberry, Black Currant and all other kinds

Now Ready for Delivery.

All Fruits Are Scarce.

Book your orders quickly.

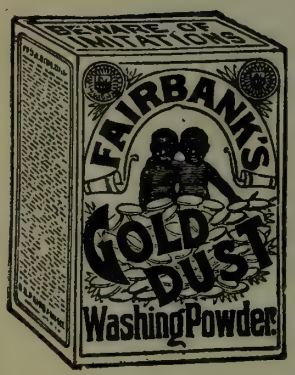
WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



is so well known, due to our extensive and persistent advertising, that any grocer can sell it, and it's so well liked on account of its cleansing power---so sure to give satisfaction, that it pays to sell it as often as possible.

It will pay you to push GOLD DUST, because you can sell more of it, and sell it with less effort, than any other washing powder, and because it will please your customers, which means holding them.

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

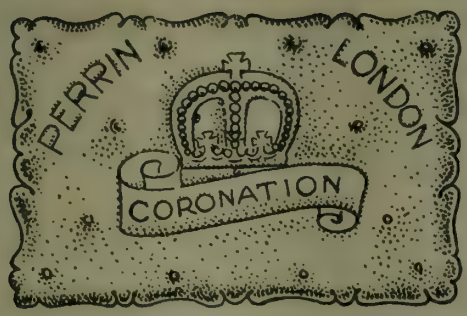
PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

SOMETHING NEW
DAINTY, TASTY AND
UP-TO-DATE

PERRIN'S



CORONATION BISCUIT



"Orsenigo" Brand Macaroni

We have just received a fresh arrival of "ORSENIGO" brand Macaroni in fancy 1 lb. packages, which we offer you at **$2.00** per box of 25 1-lb. packages.

HIGHEST QUALITY

Made from the very best **Tananrog** Russian wheat, which gives it that gluten quality necessary and indispensable for QUALITY Macaroni.

In **catchy, attractive and neat packages** which will be an ornament on your shelves.

Sure and Certain Big Seller

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO - - - MONTREAL

"FORCE"

This is the Ideal Summer Food!

Made from Wheat, blended with high-grade Barley Malt.

Grocers are serving their customers in the best way when they supply them with this superior cereal.

THE H-O COMPANY

Hamilton, - - - Ontario



SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

The Point in a Nutshell



Contractors to the War Office and Admiralty

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

¶ The difference between the Vinegar we make and the others you're sometimes asked to buy lies in the brewing. An honest attempt to produce a good article is not always awarded with success, but—

¶ **Since 1849** we have been renowned for the excellence of our plant and the perfection of our product.

¶ During that time our trade has developed and extended to all parts of the world.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

An Investment that Pays Handsomely!

If you wish to impress people with the idea that you are in the coffee business right, you should instal a

HOBART
Electric Coffee Mill



Its handsome exterior, beautifully enameled and nickeled, adds to the appearance of any grocery store, and the motor and grinding parts are so well arranged and of such excellent workmanship and materials that the grinding is effected in the quickest and most thorough manner.

Equipped with the Hobart Automatic Release, an effective protection against accidental damage to motor, etc.

Get in touch with us right away. We shall be happy to furnish full details and quote prices.

CANADIAN AGENTS:

The W. A. Freeman Company, Limited

HAMILTON, ONT.



Your Customers will ask for

"DOMINION" Silent Matches

knowing they are the most reliable on the market—heads won't fly off and light every time They have substantial stems and are packed in attractive, convenient boxes. Make a display of these on your counter or in the window and they will bring results.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
or Canada Brokerage Company, Limited, Toronto



When you are tired trying other Bottled Coffees

and tired listening to customers' complaints about them, stock

"KIT" COFFEE

Price—Nom. 5-oz. bottles, $1 55 per doz.
Nom. 10-oz. bottles, $3.00 per. doz.

The only Bottled Coffee that is a Success.

"KIT" Coffee is what your customer is looking for—a concentrated essence of finest flavor and aroma in a form that is HANDY TO USE.

The retail grocer who stocks "KIT" Coffee is sure of plenty of Coffee Business.

Canadian Agents:

THE HARRY HORNE CO., 309 King Street West, TORONTO
A. TYTLER, - - - - Temple Building, LONDON
J. A. CROOKS - - - - - Bedford, HALIFAX

KIT COFFEE CO., Govan, Glasgow

How are your Soap Sales?

Down? Then we can put them up. Up? Then we can put them higher up still. How do we do it? It's quite simple. We sell you

"Canada's Best" SOAP

and the soap, in a very literal sense. "does the rest." It is the soap customers come back for, the popular favorite which is always increasing in popularity.

SHALL WE SEND YOU A SAMPLE CASE?

United Soap Company
OF CANADA, LIMITED
MONTREAL







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.

CENTURY SALT

TRADE MARK

PURE, WHITE TABLE SALT

The superior quality, clear, white crystals that flow freely for table use makes ready sale for "Century Salt."



It is the kind that is demanded by discriminating people. Stock "Century Salt" and prove our claim.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

What's in a Name?

There's Quality and Purity in the name

CHIVERS

when connected with

Pickles and Malt Vinegar

You have now an opportunity of getting the highest grade of pickles on the English market to-day at an exceptionally low rate.

The Man of the Hour

is the man who can provide his customers with something tasty at a reasonable figure.

Let Us Show You

S. Chivers, Limited

CARDIFF, WALES

Canadian Branch, 112 St. Francois Xavier St., Montreal

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND





PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C E. Jarvis & Co., Vancouver, B.C.



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

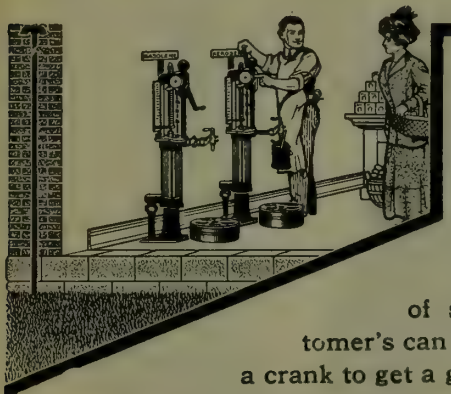
RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

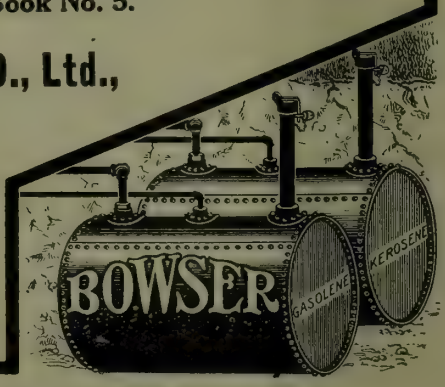
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



SIX GOOD LINES

CHIVERS' CARPET SOAP
Best and Simplest Carpet Cleaner in the world. . . . Over 50 years' success. Hundreds of testimonials. In Balls.

CHIVERS' CLOTH SOAP
For Cleaning Suits and Dresses. In Tablets.

CHIVERS' MOTOR SOAP
Specially prepared for removing oil, grease and dirt from the hands. In Tablets.

CHIVERS' PLATE POWDER
The effect on Silver and plated goods is really brilliant and pleasing. In boxes.



CHIVERS' FURNITURE POLISH
Unequalled for producing a quick and durable polish on all kinds of furniture. In jars.

CHIVERS' FLOOR FOLISH
Gives a bright and lasting polish to stained floors and linoleums. It is also splendid for all kinds of leather work. In small and large tins.

Sole Manufacturers:
F. CHIVERS & CO., ALBANY WORKS, BATH, ENG.

Agents for Canada:
HARRISON & SON
ST. NICHOLAS BLDG., MONTREAL
Who will esteem your enquiries.

When writing advertisers kindly mention having seen the advertisement in this paper.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



"Blackslee"

Slicer

None Better

FEW AS GOOD

PRICE

$150.00

SOLD ONLY BY

Ryan Brothers

110 James St. :: WINNIPEG

Tell Your Jobber You Want

ARMSBY'S

FROM THE LAND OF SUNSHINE

FRUITS

TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for Fall Delivery



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL. U.S.A.



She wouldn't take, as a gift, any other salt but

WINDSOR SALT

FOR TABLE OR DAIRY

She knows that "Windsor" Salt is pure—that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food the butter and the cheese.

She knows, too, that no other salt is "just as good."

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

"Club House" Brand
SPANISH OLIVES



are a superior line that you will be well advised to handle, because of our care in selecting and packing only the very finest Sevilla Olives and the exceptional skill and cleanliness with which they are packed—the brine for "Club House" Brand being made from our own pure Artesian water—make possible our absolute guarantee of satisfaction.

"Club House" Brand Olives are attractively packed and yield you a good profit.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Canada First



Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario
Head Offices: Hamilton, Ontario

DON'T ORDER BEFORE RECEIVING QUOTATIONS ON

NEW SEASON'S

JAPAN TEAS

FURUYA & NISHIMURA

HEAD OFFICE—NEW YORK. BRANCHES—MONTREAL and CHICAGO

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating, absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

McLEOD & CLARKSON, 847 Beatty Street, Vancouver; W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax



SUCCESS AWAITS THE GROCER

who features **BJELLAND'S**

Smoked Herrings in Bouillon

These delicious summer-caught herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
CANADIAN AGENTS

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS
"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure
Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD
BRAND
Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.
The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

IN THE LONG RUN

it pays best to consider your customers' interests as well as your own. At this time of the year, when the householder is putting down preserves, it is especially to your interest to give them the best sugar you can buy. The best is

St. Lawrence GRANULATED

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co
Orange, Mass.

Canadian Representatives
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co., St. John, N.B.

BAIRD'S
WORCESTERSHIRE SAUCE



is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

FOR STOVE POLISH

You can't beat the old reliable

JAMES DOME BLACK LEAD

Gives a quick, clean, lasting shine. Pays a good profit.

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

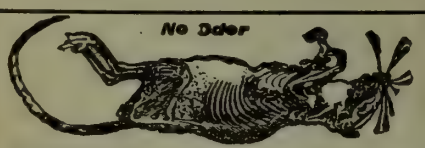
HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey,
MONTREAL, QUE.



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 391 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

Address Box 391, Canadian Grocer

MOP-STICKS
OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS., - Toronto, Ontario

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

HIGH-GRADE OLIVE PRODUCTS
"Falcon" Brand Olive Oil, which is bottled or put in cans in Provence, France, is unsurpassed for quality. Its *supremacy* is everywhere acknowledged. Why not have the "*Falcon*" *Quality* bottled under *your own label?*
A. F. MACLAGAN
409 St. Nicholas Building - Montreal

Blackstrap Molasses
FOR PRICES WRITE
W. S. GOODHUGH & CO.
304 Board of Trade Bldg.
MONTREAL

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ***ESTABLISHED 1871***

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER



Judgment
has been pronounced in the case of
"Club"
Health Salts
and the verdict is
"EXCELLENT"
There is no getting away from the fact that "CLUB HEALTH SALTS" is a leader.

Refreshing,
Effervescing
Beverage

Show it to your customers. They'll be pleased.

10 Cents Retail

S. H. Ewing & Sons
MONTREAL - TORONTO



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



Branches:
Toronto Winnipeg Hamilton Fort William

Get Wise

to catering for the better class trade!

PURNELL'S

Sauces, Pickles and Vinegars





are quality goods that will add to your reputation and profit. They will surely influence the more profitable family trade to your store.
All jobbers handle the complete Purnell line.

Our Agents in Canada are: Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

Purnell & Panter, Ltd.
BRISTOL, ENG.
Est. 1750. Contractors to the Admiralty.

The Seal of Public Approval

has been stamped on

QUEEN QUALITY PICKLES



a line you can stock and recommend with perfect confidence.

These pickles are made solely from choice selected vegetables and high grade vinegar, and the entire process is carried out in a factory that is a model of sanitary cleanliness.

"Queen Quality" Pickles are perfectly processed and will be found wholesome and tempting.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Taylor & Pringle Co.
Limited
Owen Sound, Ont.

Ramsay's

BEST BY TEST

Sweet Biscuits and Sodas

Made in the "Sunshine Bakery" by Expert Biscuit Makers

are in every way the most superior products of modern bakery. Their quality is the foundation on which their widespread reputation has been built—only the choicest of materials are used and the most painstaking care is exercised in the mixing and baking of the ingredients to produce the appetizing flavor and delicate crispness of the Ramsay Sweet Biscuits and Sodas. Once tried, your patrons will always ask for this brand. Put in a trial order and you will be convinced that Ramsay's are the most satisfying both to yourself and your customers.

RAMSAYS LIMITED, 29-31 Vitre Street MONTREAL

YOU—A FEW IFS—US
AND
BRITISH COLUMBIA

Are you represented in this Territory?

If Not

We would like to represent you.

If you are represented,

Are you successfully represented; i.e., are you getting the volume of business your goods deserve?

If Not

You can obtain it by appointing us.

We want your Agency——You want our Service

There is an ever increasing demand for good goods in B.C, but they must be properly introduced. This cannot be done by an agent who sits in his office most of the time, with an occasional visit to the wholesale trade. The Wholesaler has too many lines to specialize.

Our Organization is Complete

We have a staff of travellers calling upon both the wholesaler and retail trades **regularly** and **systematically.**

We Specialize on one Line at a Time

Amongst others we want a first class Canned Goods Agency.

This is our new 6-storey fireproof warehouse.

Consignments Handled



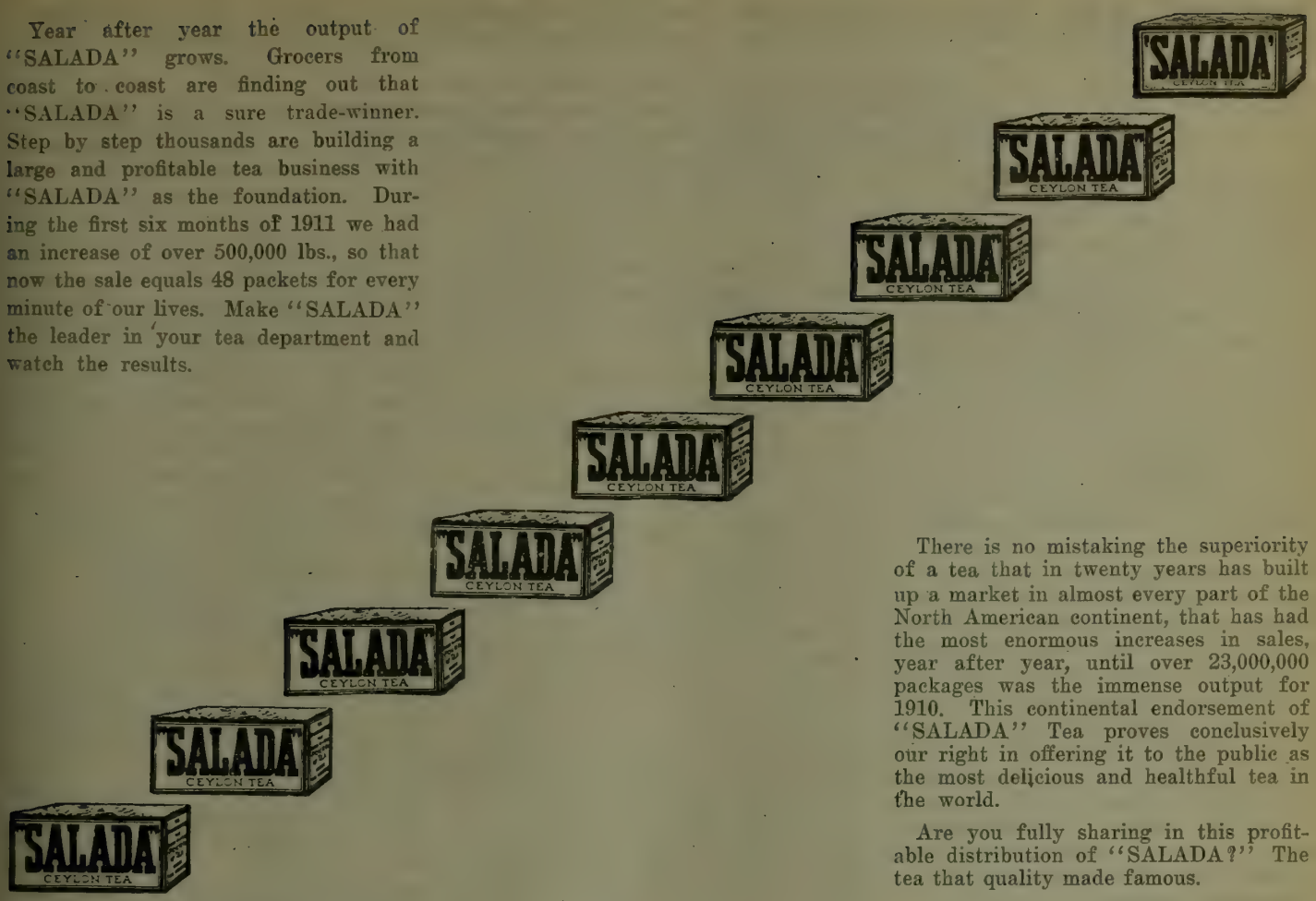
Merchandise Stored

We Purchase Some Lines Outright

THE STANDARD BROKERAGE CO.

Established 1903 **Vancouver, B.C.**

Year after year the output of "SALADA" grows. Grocers from coast to coast are finding out that "SALADA" is a sure trade-winner. Step by step thousands are building a large and profitable tea business with "SALADA" as the foundation. During the first six months of 1911 we had an increase of over 500,000 lbs., so that now the sale equals 48 packets for every minute of our lives. Make "SALADA" the leader in your tea department and watch the results.



There is no mistaking the superiority of a tea that in twenty years has built up a market in almost every part of the North American continent, that has had the most enormous increases in sales, year after year, until over 23,000,000 packages was the immense output for 1910. This continental endorsement of "SALADA" Tea proves conclusively our right in offering it to the public as the most delicious and healthful tea in the world.

Are you fully sharing in this profitable distribution of "SALADA?" The tea that quality made famous.

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How to Increase Efficiency of Clerks

A Question Made to Cover Entire Grocery Business — Merchant's Moral Responsibilities for Young Men Placed Beneath Him—Changed Conditions From Those of Good Old Days—Rudiments of Weighing—The Wonder as to Learning at all.

*By Henry Johnson, Jr.

There were certainly some searching questions propounded at the Grocers' Convention to which I have referred in recent articles; surely some of those grocers are thinkers, or such questions could not be couched in such concentrated, concrete form. Note this next one:

"How can we Increase the Efficiency of our Salespeople?"

Does that not open an imposing array of possibilities in the way of analytical discussion? Why, come to think of it, this question can readily be made to cover our entire business. For see: To teach we must learn. Further, to teach IS to learn; for the teacher ever learns more than he teaches and learns best by the very act of teaching. The very act of grasping a question with the purpose of finding the solution is always so stimulating to thought that we cannot formulate a single solution of even the simplest, most elementary question without increasing our own mental breadth and thus adding to our own mental stature.

Our Need and Duty.

This is a particularly deep question, too, and ramifies into many, many things. Not only our need for better help, but our duty to educate our help; our moral responsibility for those younger than ourselves who are placed under our tutilage. And in just the measure that we recognize that responsibility and fulfil this duty shall we enjoy the services of better helpers.

The changes which have come about in the grocery business during the past 30 years have really been rather hard on the young fellows. Back in the 80's there was no sort of argument about it; a boy simply had to be taught some things before he could be turned loose in a store. It was obvious even to him that he had something serious to learn—something he often cannot see in these present days of packages, paper bags, and slovenly wrappings: You of a generation ago will know what I mean. You remember how we had to start the boy at putting up sugar in a flat paper; then graduating him to rice, and beans, green coffee and crackers. Bless you! he had some respect for his calling those days. He could see at once, or if he could not, a single trial at the wrapping business showed him that he had something very definite to learn.

The Good Old Days.

Now that those "good old times" (Note quotation marks, please) have gone, what are we doing to give the required education to our helpers? They must be educated just the same; for it will not do for us to complain of imperfect service if we have no system for developing the faculties of our boys and girls. If we look about us to-day, we, shall find that, whereas the old education called for a good deal of leading and showing on the part of the proprietor, the present system is made up mostly of "don'ts." We put a green clerk onto the job, probably setting him to some task under another who has had little more technical training than himself, and from that time onwards it is apt to be: "Don't do that, Henry," at nearly every turn, until it becomes a matter of wonder that the boys develop at all. What is needed here is a system of the same old rudimentary drilling in the old tasks, just to instill into the minds of our boys the truth that the grocery business is something to be learned, not a matter that can be known by intuition; something so important that even teaching will not cover the ground, but that much must be absorbed sub-consciously, through long practice and leading along right ways. Every new clerk should be taught to wrap packages just as our fathers wrapped them.

Weighing Correctly.

Next, take the task of weighing correctly — the most important single thing about our business. It matters not what kind of scales you use, whether computing, even balance, automatic or other, it is the "man behind the gun" who counts for right weighing or the reverse. Thus, leading, careful, time-taking teaching must be given. It will not do simply to pick up a package and finding it overweight, say; "John, this is too heavy; you must not do that." No, do not blame the boy for that. Blame yourself for failing to teach him to begin with. All you have to do is watch the half-baked, slovenly, untrained way in which a clerk over-fills a package; digs out parts of the contents; fills again; again digs out; finally dribbles the goods in with exasperating, time-wasting slowness, to see the need for some systematic training in this matter of weighing. And mark you, it is not all in the clerks, either. I see many grocers do this same thing themselves, which, however, mostly goes to show that they, too, are of a recent generation and had little real apprenticeship in this business of beingg a grocer.

Rudiments of Weighing.

The first thing to learn about weighing is the size of bag it is proper to use for a given article: No. 2 for a pound of coffee, or Jap tea—also that the No. 2 bag is a quart bag and will hold a quart of beans; also that this multiple of 2 holds good all through the measured foods, such as No. 8 for a half peck, etc. The next step is to learn to fill the package slack, that is, allow for MORE to be put into it in the weighing—never so fill it that any has to be dug out of it. Next, place the package on the scale and, while continuing to fill it from the scoop in the RIGHT hand, keep one finger of the LEFT hand on the scale scoop or platform, to get the "feel" of how nearly the correct weight is being put into the package. This faculty to "feel" the weight is workmanlike, greatly time-saving, makes for the utmost accuracy, looks businesslike and will develop the utmost speed in anybody. If after a fair show at this kind of training the young man does not respond, then you have done your part and can justly feel that "it is not in him" and he can be eliminated, as he should be, if not fitted for the work. This is fair to both parties and will tend to "increase the efficiency of your help" both through the agency of development and elimination; whereas now your only course would seem to be elimination.

The Cost and Price Book.

Next, keep a cost and price book; then have a sample can or package of all goods provided with a paster which reads: "Sample; not to be sold." On that paster mark the price each, per dozen, and per case. The new clerk is to be shown around carefully, after he has passed through his weighing and wrapping apprenticeship, to acquaint him with the general arrangement of

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

the stock—and right here will be seen the need for the systematic departmentizing of your stock if you are not now handling things that way. Then he should be shown the price book, wherein the selling prices may be in plain figures, should be so, in fact, and the cost can be in cypher. It should be carefully impressed on him that everything has its place and must be replaced there EVERY TIME it is used; this is to be imperative and not to be excused by the statement that he was "busy" or anything like that. After which, he may be turned loose—and then carefully watched and guided with helpful hints—told what to DO, not what NOT to do.

Which gets us back to about where we started: That to have good clerks, we must first have good grocers. That to teach a thing, we must first know it. That, in short, the Efficiency of our Salespeople (a stilted phrase, borrowed from the department store, which does not make a hit with me) is strictly "up to us," and if we fail to have them, the fault is really chargeable to our own personal account and not to that of the presently rather neglected clerk

O, by the way; by all means have the boys read your trade paper—every bit of it, and talk with them about it.

To Purchase Sugar at an Open Price

Suggestion Advanced by Wholesaler Claims That It Would Eliminate All Conditions Tending Towards Demoralization of This Trade—Refiner Would Sell the Wholesaler, and He the Retailer, at Price Prevailing Time Order Was Booked.

Now that sugar has developed an unmistakable inclination to soar to higher price levels, it will probably be an opportune time for the trade to discuss the distribution of the staple, with a view of hitting upon the best method of purchasing by all the parties to the transaction.

From time to time men have come forward with suggestions calculated to work for a bettering of conditions, but none of these have had much effect in the handling of the product. Now it is a wholesaler, Hugh Blain, of Eby-Blain, Toronto, who puts forward a method, which, if not comprehensive enough to meet the wishes of all Canadian merchants, is at least worthy of serious consideration by manufacturers, wholesalers and retailers alike throughout the whole Dominion. Mr. Blain barely outlined this proposed method at the recent meeting of the Ontario Wholesale Grocers' Guild, held in Toronto, during a discussion on the best methods to be adopted in the handling of the staple, but, although his proposition was endorsed by some of the leaders in Guild work, it was not discussed at any length.

Briefly, Mr. Blain would have all sugar, bought by all parties through to the retailer, on an open basis. That is to say, he would have a wholesaler place an order with a refiner, for a certain quantity; the refiner would accept the order and charge the wholesaler the rate per hundred pounds at which the product was quoted at the time the order was received. Then, to project the example still further, the traveler representing the wholesaler would go out on his route and accept orders for sugar, on a precisely similar basis. The wholesaler would accept the order from his man and enter it upon the books, charging the retailer the price at which sugar wholesaled at the moment the order reached his office.

Speaking in support of his suggestion, Mr. Blain pointed out that he felt sure this "open system" would have the effect of eliminating all possibility of friction between wholesaler and retailer, arising out of fluctuation of prices, and the competition of wholesalers for the business. Conditions at present, he said, were not calculated to work for any great amount of harmony because there was too much selling of sugar to-morrow at to-day's prices. Sugar was being sold at prices other than those actually prevailing at the moment of sale, and this state of affairs was not growing any better. It was a pity, he said, because the trade was becoming more or less demoralized. He felt certain that the "open price" system would work for the changing of all this. There would still be the advantage to the wholesaler from careful buying; likewise the benefit to the retailer because of this careful purchasing by the wholesaler from whom he usually obtained his supply of sugar. The traveler would not have to do any hedging; he would simply book the order and transmit it on to his house where the prevailing quotation would be set against it. The wholesaler who proved to be possessed of good judgment would then be in a fair way of securing even more business than was the case when the "price" method was in vogue

At the Guild meeting already mentioned there was not any unanimous expression of opinion on the proposal. The tone of what discussion there was, however, was friendly, and it is probable that it was the simplicity and magnitude of the scheme, that prevented action by resolution at that time. But, apart from any action which wholesalers, individually or collectively, may take it would seem to be an opportune time for dealers throughout the country to turn the matter over in their minds. The scheme is at least worthy of careful consideration by retailers even if the only objects gained consist in familiarity with the subject when it does become, later on, a really important issue.



Leaving goods on the counter after the customer to whom they had been shown, has left the establishment is not calculated to convince the next arrival of your neatness and care of goods.

Phenomenal Rise in the Price of Sugar

Increase Reported on Tuesday Brought Total Advance for Year up to Ninety-Five Cents—In Month of July Alone, the Rise Amounted to Fifty-Five Cents on the Hundred—Advances Credited to Damage to Growing Beet Crops in Europe, and to Strong Raw Markets Generally.

The month of July saw the most excitement in sugar known in many a year. On July 1 the grocer could purchase this article at $4.60 per hundred-weight on a Montreal basis, but the closing days of the month saw it selling at $5.15, a total upward movement of 55 cents, an extraordinary advance in so short a time. The given reason for the sharp upward trend was the unfavorable condition of the growing beet crop in Europe. The weather throughout the growing districts had been extremely warm and rain was sorely needed and all reports of late from Europe have read: "Weather unfavorable for the growing crop." The leaf surface, on account of the hot and dry weather, is especially small, which is an unfavorable condition at this stage of growth, as, from now on, the sugar in the beet is gathered by the leaves and the larger the leaf area or surface the larger the sugar produced, as a rule.

Looking Backward.

If we look back over the past seven months' doings in the sugar market, we find some interesting features. From the lowest point of the year there has been a steady upward movement amounting to 95 cents, the market never wavering or showing any signs of weakness during that whole period. On January 24th, raws in New York dropped to $3.42, which proved to be the lowest point of the year. On February 1st refined was at the lowest point, namely $4.20, on a Montreal basis. At this time refiners were holding off in their purchases of raws, hoping for a lower market. While they were waiting, there came reports that the Cuban crop would be 200,000 tons short. At once there was a flurry. Speculators began to get busy but still refiners held off, hoping that things would take a turn and they would still be able to purchase at the low price. But this did not happen, for the raw market shot up fully 20 points, and refined advanced 10 cents, the beginning of the upward trend.

Then began a period of steadiness, with upward movements of 10 cents in refined on Mar. 3, and 24th and on Apr. 21st, as the shortness of the Cuban crop became more apparent, and as the European market remained ahead comparatively of the Cuban quotations. Final estimates of the Cuban crop put it at 1,527,000 tons as compared with 1,804,000, in 1910. It was evident that this shortage would have to be filled by shipments from elsewhere, either Europe or Java, and both of these were a considerable margin ahead of Cuban. For this reason those in touch with the market expected a strong sugar market during the preserving season, with the movement in prices depending on the demand during that period.

The Bolt from Europe.

It was at this stage that the unexpected happened. On June 30th, quotations from Europe were 11s. The first week in July this price began to gradually expand, while the European markets gave little reason for the advance. Within a week prices had increased a full shilling and reports began to come out that the beet crop in Europe had been damaged by warm weather. Of course the speculators in New York, knowing that refiners were short of supplies, took advantage of the situation and the price on Cuban raws began to move upward also. Reports from the beet districts continued unfavorable, beet prices moved upward, with Java and Cuban following. As raws ascended refined prices were also marked up. Following a 5c advance at the first of the month, refined went up 10 cents on 11th, 20th, 24th, 27th and 31st, making a total upward movement for the month of 55c, an extraordinary advance indeed.

"The market is still strong," said a jobber in touch with the situation, "with European quotations holding firm. During July the total upward movement in beet quotations was equivalent to 60 cents per hundred-weight, while Cuba has been acting in a similar manner."

"Still," he said, "the market is a speculative one. There has, without doubt, been considerable damage done to the European beet crop but the extent of the damage cannot be exactly estimated.

With Europe continuing to rise there can seemingly be no relief to high prices until the domestic sugar crop comes in the market in October. Prices will be regulated by the consumption which is ruled in turn by the supply of fruits available for preserving on the one hand, and also by the progress of the European beet crop."

No One to Predict.

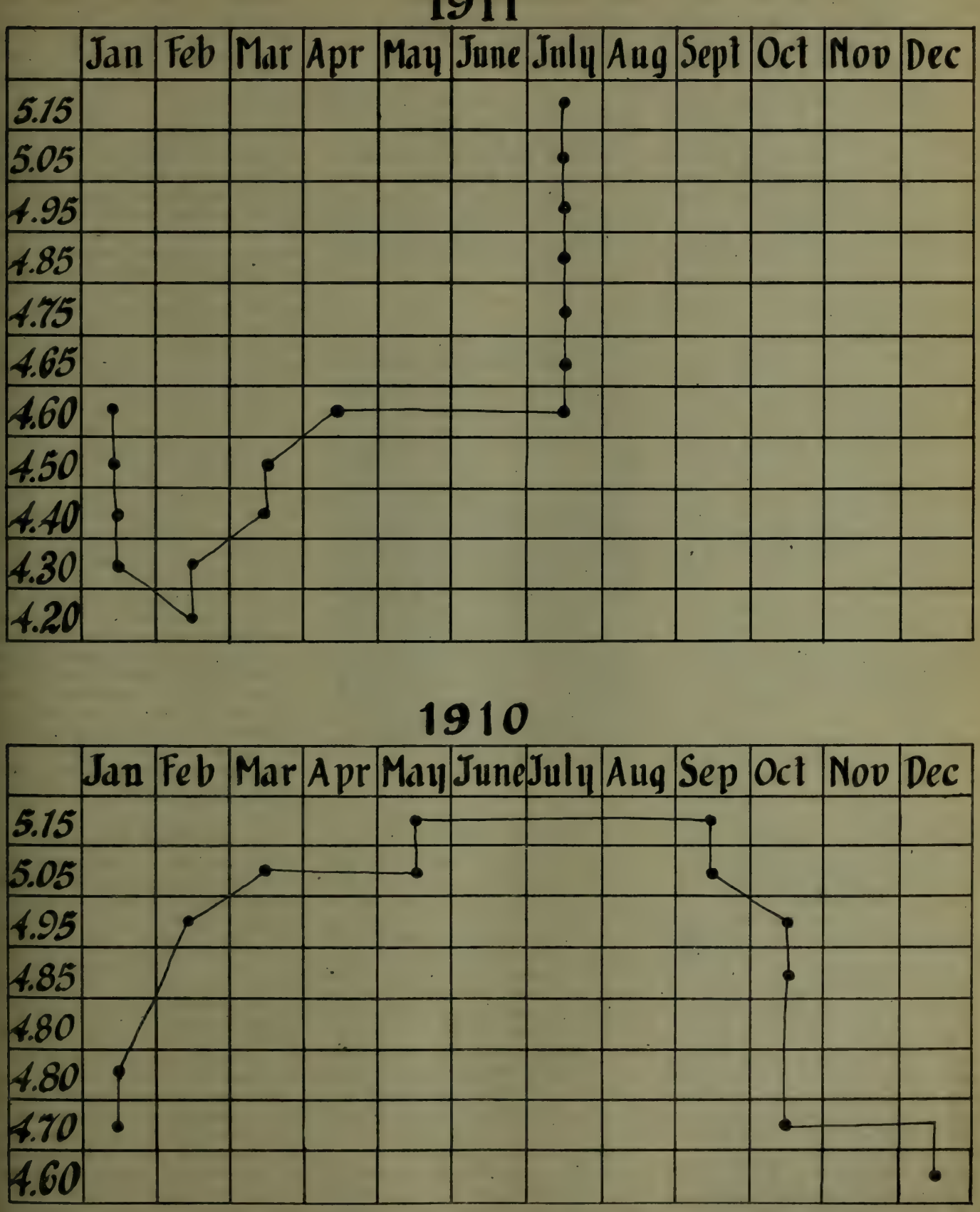
"No one would pretend to predict what course the market will take after October 1st. The dry spell in Europe during the past month is said to equal that of 1904 when the crop was severely damaged. Now on Oct. 1st of that year, refined in barrels at Montreal was $4.65, and by Feb. 1st it had advanced to $5.75. I would not want to say that the market will advance similarly this year nor would I say it will not. At the present it is pretty much a gamble and I do not think anyone would pretend to predict more than 8 weeks ahead just now. But, it looks," he concluded, "as if the market would hold till some time between Sept. 15 and Oct. 1st, and probably after that if conditions warrant."

As stated already the total upward movement in refined prices since the lowest point for the year has been 95 cents, and quotations are now equal to those of one year ago. In 1910, prices held firmly but without any great advances until September when on account of the slackness of demand, a decline of 10 cents was recorded. With the arrival of the new beet crop in October, prices declined a total of 35 cents with a further lowering of 10 cents on the 1st of December. Looking back over previous years, it is found that prices have generally held pretty firm during the preserving season. The fluctuations during the past two years are shown below:

The Fluctuations.

In 1909, the ups and downs of the sugar market were as follows:—

Jan. 1.	4.35
Feb. 5.	4.45
Mar. 5.	4.35
Mar. 12.	4.45
Mar. 19.	4.55
Mar. 26.	4.65
May 7.	4.55
July 30	4.60
Sept. 10.	4.70
Oct. 15.	4.60
Nov. 19.	4.70



COMPARATIVE SUGAR CHART COVERING TWO SEASONS—MONTREAL BASIS.

Practical Methods in Retail Stores

A Chatham Man Who Uses His Delivery Man to Secure Orders —Maritime Merchant Who Sells Gasolene to Good Advantage —The Drawing Power of Goods—Lethbridge Man Finds Tobacco a Good Side Line—Appearance as a Factor.

Deliveryman Takes Orders.

Chatham, Ont., Aug. 3.—"I don't know whether many grocers make use of this expedient, but latterly my deliveryman has been bringing me back quite a few additional orders from his trips," remarked a grocer recently.

"I find that very often a customer will forget some article when ordering, and remember it only when the goods arrive. Usually the customer will put off buying till another time, unless the article is urgently needed.

"My driver now is instructed, in making a delivery, to state to the customer that if she has any additional orders, he will be pleased to take them back with him to the store and see that they are promptly filled. He mentions the fact very deferentially and politely—those are his express instructions—and I find that even where there aren't any return orders, his thoughtfulness is appreciated. There are, of course, orders now and then, sometimes fairly large; and all this business counts up.

"It is coming to be recognized that my deliveryman is an ordertaker as well, and I find that occasionally customers will hail him as he passes and tell him to bring them something on his next trip. It might be difficult to do this with some deliverymen, who aren't well posted in regard to the stock, and, in fact, know precious little in regard to prices and quality, but I am fortunate in possessing a man who knows something of these things and is in a position to talk business."

Selling Gasolene.

St. John, N.B., July 6.—What has been found to be a profitable and interesting side-line for a few grocers in the northern section of the city is the sale of gasolene. It may be argued that a retail grocery store is hardly the place to find gasolene if there are hardware stores in the neighborhood, but this is not the case with at least three grocery shops of recognized standing in North End, for the dealers have during the last year or two cleaned up a tidy sum each summer through the sale of gasolene.

It has been found that it is not difficult to store, as a very large quantity is not kept constantly on hand, and what is in stock is kept in an out-of-the-way place and divided in small lots of from five to twenty gallons. It is stored in tins or large cans and sold the same way in the same tins, usually, as they are later returned by the customer. The reason for his delving extensively in the sale of gasolene was said by one of the grocers to be the fact that there were a large number of motor boat owners in the vicinity, and many of them were regular grocery customers of his. They needed to be supplied with gasolene quite frequently, and he might as well "make a dollar on it as any other." And he has.

Drawing Power of Goods.

Winnipeg, Man., Aug. 3.—A local grocer proves that a reputation for the best goods is a thing that brings trade to the merchant. "During the summer," he says, "the housewife has great difficulty in securing eggs, the quality of which she can depend on. Several years ago, I recognized this fact and I then made special arrangements for supplies of eggs which I was sure were decidedly fresh. Of course, in order to make sure of this fact, I have to pay a little more than for the ordinary run of eggs but I find that my customers are willing to pay more for eggs, which they can depend on. This egg specialty brings me considerable extra trade, many customers coming to my store for their egg supply and to them I am generally able to sell some other lines."

Tobacco Side Line.

Lethbridge, Alta., Aug. 3.—A local dealer believes that tobacco is a good side line for the grocer to carry because it not only gives a profit itself but helps to develop the business in general. At first he thought tobacco would be a poor line for him because few men visited his store, but he has now found it a good manner of drawing men to the store where they often are interested in other lines. What started this grocer thinking of tobacco was the fact that many people in the vicinity purchased their tobacco at the drug store and he could see no reason why they should not patronize the grocery just as well.

He did not go into it extensively at first, but still he put in a large enough assortment to please the majority of the users of the weed. For a while he used his windows until he got the customers coming, and he then fixed up a display case near the door where a good sized tobacco business is transacted.

Appearance a Factor.

New Westminster, B.C., Aug. 3.—"Appearances count for a great deal in business," said a local grocer recently. "And the merchant should see that everything about the store is so "spick and span" as to leave a good impression upon customers. The store that appears busy appeals to customers and for this reason, merchants should keep their clerks busy at some work. In the sale of food, such as the grocer is engaged in a cleanly appearance of everything is an important factor in selling goods. From the appearance of the store front and window, a customer generally forms their opinion of the interior and the goods sold there and the merchant should attempt to impress probable customers favorably. The appearances of clerks, wagons, horses, display, bill heads, etc., all have their place in moulding an impression of the store, favorable or otherwise upon the customer.

Keeps Lists of Accounts.

Toronto, Ont., Aug. 3.—W. C. Miller, a grocer on Yonge street has a method whereby he has before him at all times the names of all customers with overdue accounts and their amount. Each month he goes over his books and compiles a list of all customers who owe him, with the amount of the account. As the customers pay him, their names are marked off the list, so that he can at any time of the month at a glance see just what customers have not paid their bills.

Next month he makes another list but all who owe and have stopped dealing, he keeps in a separate column so that he can at any moment find out just what his bad debts amount to.

The Counter Check Book.

Montreal, Aug. 3.—The counter check book proved its value to a Montreal grocer enabling him to stop a leakage that had been draining his resources for some time. The cashier in going over the list of sales for the day once noticed that a slip was missing. This was an easy matter for each page in the check book is numbered and the general rule is to arrange them in numerical order after they have completed their first usefulness in the office.

Not long afterwards another slip was found missing and in looking over the duplicates it was found that they represented sales to this particular woman. It was afterwards discovered that when she received her slip from the office she went to the cashier and merely asked her to change a dollar or some other such thing in order to create the impression in the store that she had paid her bill. This woman, too, had what is known as plenty of money.

The Montreal Grocers Take a Day Off

Enjoyed Splendid Weather and Refreshing Air and a Boat Trip to the New King Edward Park Which had Been Selected as the Rendezvous—Banquet Proves Most Enjoyable — Foot and Horse Racing—The Speakers.

Staff Correspondence.

Montreal, Aug. 3.—The Montreal grocers and their employes no doubt felt the effects of the recent heat wave more than those whose occupations kept them outdoor, and who had not to keep hustling from early morning till late at night. It was a great relief for them to get off to King Edward Park for a nice cool breezy water trip and a big day's enjoyment at this popular amusement resort.

Words of praise were plentiful for M. J. D. Boileau, the president, and M. O. Fournier, secretary of the Association, because the excursionists realized that these two energetic workers and other members of the committee had succeeded in arranging a splendid programme, and making everything meet with the entire approval of all present.

The Races.

The Montreal grocers have always proven pretty good runners and there seems to be a great deal of rivalry between certain members of the Association in this respect. The crowd was no sooner on the island than a move was made towards an open stretch decided on as the race course. Perhaps the 220 yards was not so smooth as desired, yet the competitors seemed to come over it pretty well.

The man with the megaphone was J. T. Lussier, of course. He had also a bell with him this year. He found both necessary to get the entrants to the starting post, and when he found it necessary to summon anyone from a distance his voice seemed to sound all over the island. Yet he needed no sugar lumps or currants. No even chiclets.

J. A. Phaneuf looks as if he will figure in next year's Olympic festival. He is possessed of a great stride and does not break any blades of grass as he travels. He runs "as smoothly as the gentle stream," but he assures the Association that if he does decide to leave the grocery business he will always carry the colors of the R.M.A.

M. J. Mesnard is another crack runner and had a ding-dong battle with J. A. Phaneuf. In the first contest they ran a dead heat for the benefit of the onlookers and then went back to the post to show that they were only getting up steam.

The Fair Sex.

Ah, oui, the ladies were there, and didn't Mr. Boileau look after them ! The ladies' event was as big a success as ever, and if the first prize had been a man with a fortune the keeness evinced could not have been any greater. King Edward Park is not blessed with any too many restaurants and as the horse racing attracted quite a number of the grocers, it was decided not to hold the banquet till 7 o'clock. The idea met with the approval of the majority but



President Boileau was the Shepherd Elect.

there were some who felt that even a plate of soup would have kept things going till the fatted calf was killed.

"The Hour is at Hand."

This announcement from the ubiquitous A. Laniel gathered the crowd and soon the gaily decorated dining hall was filled to its capacity by the happiest looking lot that have ever set there. A gentle rap on the table from the fairy fingers of Monsieur Boileau secured silence and after giving all present a hearty welcome he did not waste much time in introducing the genial Mon. Armand Chaput.

This gentleman was no stranger but rather one of the most popular there, as was evidenced by the round of applause when he got up to speak and let his dinner get cold. He assured the retailers that any deputation to the Chamber of Commerce, Montreal, would be received in a brotherly spirit. Although the early closing question was troubling quite a lot, as they felt like demanding that the park be kept open till a very late hour, yet Mr. Chaput could not refrain from talking on the early closing laws as connected with the grocery stores. His sentiments were endorsed by all present.

Other Speakers.

M. Nap. Sequin, J. A. Beaudry, Jos. Ethier, J. D. Boileau, R. LeBlanc and M. T. Woods.

At the table of honor were J. D. Boileau, J. Ethier, N. Sequin, J. A. Beaudry, Armand Chaput, A. Laurendeau, J. Moquin, L. Moquin, D. Payette, J. G. Filion, J. A. Mesnard and others.

After the banquet, dancing and music took place and would have been kept up till a later hour has not the "Early closing laws" been in effect.

Grocerlets.

Who kept the dinner late? What were J. D. Boileau, J. Phaneuf and a few others doing in the banquet hall at 2.30?

Little Laniel kept a close eye on the banquet hall. He wanted to know if the freight boat had dropped their supplies overboard.

Did you see President Boileau taking care of the little ones—we mean the ladies? Gee! but he had a fatherly look!

Some of the grocers are being sought by the "bookies." Some one drew from them wholesale. Who made the $40? Yes, the races paid pretty well for some. Just some, remember.

The grocery business has often been termed the "wheel of fortune." Perhaps this has something to do with the fact that a number of the retailers played the wheel at the side show. But they were stung!

Where did J. A. Phaneuf get to? A search party went through the groves, but no trace. He was found O.K. in the store next day. No reward was offered.



M. Dufresne wanted to know why there was nothing served at the scheduled lunch hour.

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SUGAR ADVANCES AGAIN.

Sugar has advanced another twenty cents since the last price list was published in The Grocer, and there seems to be a general opinion that the end of the upward movement has not yet been reached.

Two weeks ago, when the news was sent out to a waiting world that the London, England, market had taken fright because of rumors and reports of damage to European beet crops there was a feeling that later on the news would be discounted by other word that the injury was less than had been feared on the spur of the moment. But this philosophical way of looking at things has not been productive of much contentment of mind during the subsequent period. There surely has been ample time and opportunity for those who so desired, to find out for their own satisfaction just how the crops stood. But, whatever the result of these investigations, the rise in values has not been checked; rather has it gone on with greater speed than before.

Even now the reports that have come from Europe regarding the damage to growing beet crops—have been little more than vague. No definite understanding has been arrived at as to the actual hurt. The fact that has been swinging the sugar pendulum upward on this continent seems to be the surety that there is going to be a big shortage in fall supplies anyway, because of the failure of Cuba to measure up to requirements. The damage to the European supply is accepted, on top of that, as sure to aggravate the trouble.

The crops on the other side of the Atlantic may not be damaged as much as has been anticipated, and the whole bubble may be pricked later on; but the real strength of the position of the holders of raw sugar on this side is based upon the shortage existing here now. The sugar world will probably, therefor, be on the anxious seat during the next few weeks.

SERVE CUSTOMERS PROMPTLY.

It is human nature to grow impatient when a person is forced to wait, and especially when it is some one else's fault.

You have seen the man who is waiting for a train. His surroundings may be beautiful, and of a kind which under ordinary circumstances he would enjoy, but just because he is forced to wait, instead of enjoying it he becomes impatient, and has all kinds of nasty things to say about the railroad and the service which it gives.

The merchant and clerk will see that this is applicable to the grocery business. The customer who is forced to wait is apt to be put in a bad buying mood and also to form unfavorable opinions regarding the store and its service. Therefore serve your customers as promptly as possible before these thoughts which are apt to affect the customer's buying forms in their mind.

CONDITION OF TOMATO CROP.

Reports to The Canadian Grocer during the past week would seem to indicate that the cool weather has kept back the growth of tomatoes in Prince Edward Island county.

This does not mean that the crop in that district of big tomato yields is to be a failure, for if warmer weather but come the total output should be well up to the average. The sun has been beating down with increased strength upon the province of Ontario generally during the week which is just closing, and it is quite probable that the vines will have taken on added strength because of that fact. It is sincerely to be hoped that this is so.

In the same district, the reports continue, peas and berries are short. No figures are as yet available to show the probable gatherings.

A correspondent in Nova Scotia sends word that canned peas and beans will probably go to the trade there at one dollar per dozen. The Maritime wholesalers, he declares, fear a considerable shortage and are anticipating higher prices.

The intense heat of the early days of July worked havoc with the berry crops, and the days of chill following one another towards the close of the same month spelled depreciation for the vine crops, which thrive in light soils, and which are absolutely dependent upon heat. It would almost seem as if the weather had been arranged with a special view to the discomfiture of the fruit and vegetable growers.

THE CANNED GOODS DEMAND.

Because of the shortage of supplies in small field fruits, it is altogether probable that the housewives of the nation will start the winter with but sparsely stocked preserved fruit shelves. This will, or, at least should, be, particularly the case with raspberries and strawberries. Both these berries, usually the source of fruit supply upon which much dependence is placed, practically failed, and what did go on the retail stands for sale was at such a high price that buying in quantities for "putting down" was out of the question except for the well-to-do. Peaches and plums are now relied upon in most quarters to make up the deficiency.

All this means that the retail grocer will supply the households of Canada with the bulk of the jams used during the coming winter season. It spells opportunity for him, and he should lay his plans now for an extensive business in these lines of canned goods. The products being produced at the canneries of Canada are steadily creeping into public favor, and the stocks put away by the busy housewife is reducing automatically as the years slip by. This may prove to be a critical year. The stocks sold from the shelves of the grocery store will be tried as

by fire, and if the verdict is satisfactory there will be a much greater demand for canned goods, in all lines, during the year following than will even be the case this year. The dealers should not overlook these facts.

FRUIT DAMAGED BY STORM.

There appears to be a relentless nemesis pursuing the Canadian apple crop, the Ontario part of it particularly. Last year there was a shortage in yield, as every dealer will remember, so very marked that the fruit was literally worth its weight in gold. There were not enough to go round. This season, when the country was resting under the impression that the output, while not as large as it might have been, would be considerably greater than last year, storms and hurricanes have ravaged the country and the prospective yield has been greatly reduced thereby.

Reports have been coming to The Canadian Grocer which go to show that the damage wrought during the blows of last week was greater than originally feared. It is now taken for granted that thirty per cent. of the Greening, half that percentage of Baldwins, and about forty per cent. of the fall varieties of apples in Ontario, as a whole, have been wiped out. Both Bartlett and Duchess pears have also suffered severely.

In Simcoe and in Brant close upon one-third of the expected yield of the green varieties of apples have been ruined. In Lambton county, the apples to the extent of almost twenty per cent. were blown off the trees, but in that county, according to report, the damage to plums and pears will not be so marked. The Niagara district also suffered but not to such an extent as other sections of the province already mentioned.

WESTERN CROP SITUATION.

Considerable difference of opinion is prevailing with regard to the condition of the growing crop at the present time. Reliable reports, however, indicate that owing to the continued mild weather that has been prevailing during the last week, the crop is not as far advanced by any means as it should be, in fact some experts state that it is two weeks late. During the last week, some good dry warm weather has been experienced over the various sections of Manitoba and Saskatchewan but it has not been general throughout the entire West.

Reports from Chicago that state that the north western crop is suffering from black rust are decided fabrications. No rust whatever has been reported so far by any of the Government experts throughout the Western provinces, and when the condition of the season is taken into consideration it is not likely that black rust will be very predominent this year.

Harvesting of barley started in Manitoba last week in various sections. The majority of this barley it is understood belongs to the variety known as Sixty Day. The later varieties are not ready yet, and are not likely to be ready for the next week.

To sum up the situation of the crop it might be well to say that the outlook is not as promising as it was two or three weeks ago. However, no severe damage has been done as yet, and should we get warm weather in August there is no doubt that a very good crop will be harvested this fall.

PLANNING FOR THE FAIR.

Only a month stands between the dealer and the fall fair, for with the close of the National Exposition at Toronto, the regular round of Agricultural Society exhibitions will commence.

One month is not too much time for the retailer to lay his plans to capture the trade of the visiting legions from the country districts. There is always a great deal to be done. The man across the street may already have thought the thing out thoroughly.

Windows can be arranged for, and a systematic scheme of interior decorations calculated to coax the reluctant dollars from the pockets of the farmer be worked out. Show cards can be lettered with an eye ahead to that period, and, generally speaking, a whole complete campaign, mapped out. There only remains a month to do all this.

WHEN WOMEN TALK.

What do the gossips say of your store? This is important, especially in the small town, where a large majority of your customers have an interchange of conversation. It is surprising how the good and bad points of the merchants in the town are brought out at assemblages of women such as sewing clubs, etc., or even in the conversation between a couple of women in the town. It is a means of advertising for your store, but it may be either good or bad. More often it is that the bad points are brought out and the good ones overlooked. Merchants should as far as lies in their power try to conduct their store in such a method that the gossips may find no faults which might serve as a subject of conversation.

THE FUTURE OF ORANGES.

Oranges have been stiffening in price during the past couple of weeks on all markets both in Canadian and in the United States. California late Valencias are the only kind now available, and on account of the high prices of fruits in general, and the somewhat shortness in the supply of many lines of Canadian fruits, a larger demand than usual for oranges for the season has been in evidence with a consequent advance in prices.

While some dealers have expressed the opinion that prices are liable to continue firm, there are others who argue that with the late fruits coming on the market that there will be a consequent slackening in the demand, while they also hint that shipments are now being curtailed which will work for a larger supply later on. Much, however, depends upon the supply of late fruits which will regulate largely the demand for oranges.

EDITORIAL NOTES.

The fourth annual meeting of the merchants of Galt, which was held last week to Grimsby Beach, on Lake Ontario, will doubtless go down into history there, as the largest ever held. May next year's be bigger.

* * *

The sudden dissolution of Parliament rendered impossible any immediate change in the parcels post regulations. But Parliament will meet again in the fall of this year, and no matter which of the two great parties is returned to the treasury benches it is certain that this question is sure to receive some attention before the next session of the law makers of the nation comes to an end. Certainly the Honorable Rodolphe Lemieux, the Postmaster General, has definite views regarding this matter, and he intimated, in response to a query last month in the house that certain changes were in the making. Dealers cannot afford to allow this thing to slip their attention, not even for a moment.

The Markets --- Sugar Advances 20c.

Sugar Goes Higher—Advance of 95 Cents Since Feb. 1st—Damage to Beet Crop in Europe the Cause—Market is Still Strong—Corn Syrup Advances in Ontario and Quebec—Due to Higher Corn Prices— Excited Prune Market on Coast — Tapioca Maintains Its Strength—Trade is Good.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Peanuts—½c increase.

Sugar—20c increase.

Valencia Raisins—Scarce.

Corn Syrups—Advanced.

Montreal, Aug. 3.—One of the features of the week has been further advances in refined sugar amounting to 20 cents, making the fifth advance within a month and placing local quotations at $5.15 per cwt. The market still shows considerable signs of strength, the raw sugar market under late damage reports from the beet growing district in Europe maintaining its strong position.

Wholesale dealers are asking $1.10 for any further orders for canned peas and even at that figure are not over desirous for orders, until they ascertain exactly how they are going to be situated in regard to supplies of this vegetable Jobbers are now wondering what price tomatoes will open at. One opinion was expressed that they would be as high as $1.17½, while it is generally believed that they will not be cheap at all.

Sugar.—In sympathy with the continued strong advices from American and European sources in the raw article and the further rises in prices for refined in New York the local market was strong and refiners advanced prices for all grades twenty cents per 100 lbs. since our last issue.

Granulated, bags	5 15
" 20-lb. bags	5 20
" Imperial	5 00
" Beaver	5 05
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 60
" " 50-lb. boxes	5 50
" " 25-lb. boxes	6 00
Powdered, bbls	5 40
" 50-lb. boxes	5 60
Phoenix	5 15
Bright coffee	4 90
No. 3 yellow	4 90
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—Owing to the higher price for corn, syrups have been advanced this week. Case goods are up 15 cents per case, while bulk is advanced ½ cent. Molasses should be watched very carefully as owing to the increase in prices of sugar, it is not at all unlikely that figures for molasses may also appear larger. There is a fair trade passing in molasses, while syrup is in good demand.

Molasses, to arrive, car load lots	0 28 0 29
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 28 0 33
" " " barrels	0 31 0 36
" " " half-barrels	0 33 0 38
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03⅝
" ½-bbls	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—Currants and raisins seem to be the most in demand of dried fruits. Advices from Greece by cable indicate no material change in the crop situation there. There is a slight demand for dates and it is expected that the Persian crop will be about a fortnight later than last year. There is a shortage in the new crop of apricots and the tone of the market is strong.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 13 0 15
Currants, fine filiatras, per lb., not cleaned	0 07
" cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 7½
Dates, Hallowee, loose	0 04½
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09½ 0 10
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07 0 07½
" select, per lb	0 08 0 08½
" 4-crown layers, per lb	0 08 0 09

Tea.—It was generally expected that the new laws governing the coloring of Japan teas would hurt the appearance, but the new arrivals prove this to be wrong. Recent reports show that rain has damaged the second leaf crop and it is strongly argued that the low grades will be of a rough nature. The market remains in a satisfactory condition, and there seems to be an all round increase with demand for Japans.

Japan—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" pea leaf	0 20 0 30
" pinnead	0 30 0 50

Coffee.—Local wholesalers are not inclined to predict any advances in the price of coffee and are awaiting news on the flowering of the trees during this month and next. Prices remain low and things are pretty quiet.

Mocha	0 22 0 30	Santos	0 19 0 22
Rio, No. 7	0 19 0 21	Maracaibo	0 21 0 25
Mexican	0 22 0 30		

Spices.—Now that the pickling season is at hand retailers ought to pay particular attention to the spice markets. The tone of the market is firm at present.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 23 0 32	Peppers, white	0 20 0 25

Rice and Tapioca.—The demand remains steady but no great activity is expected until the arrival of the new Japan and Honduras.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Nuts.—Trade in nuts is very quite just now, the only lines to show any increase being peanuts which have advanced ½ cent.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 17 0 18
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 34 0 37
Brokens	0 30 0 32

CANNED GOODS

Montreal.—Distributors of canned goods are giving little attention to offerings of anything in the line of vegetables save peas. These they want badly, but their difficulty is to find any seller able to accommodate them.

The prices of early vegetables are likely to show an increase owing to the scarcity caused by heat and lack of rain.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's Peas, sweet wrinkle, size No.2	....	1 25
2's—Peas, early June, size No. 3	1 12½	1 15
2's—Peas, standard, size No. 4	0 97½	1 10
Gal.—No. 4 standard	....	....
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal—Spinach, table	5 30	5 32½
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 02½	8 55
Gal. Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 77½	1 80
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 27½	2 30
½-lb. flats, per dozen	....	1 45
1-lb. flats, per dozen	....	2 47½
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	....	2 10

Lobster—
½-lb. flats, dozen, $2.75, $2.85; 1-lb. talls, dozen, $3.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Canned peas, which opened last week at $1, are being held by all firms at $1.25 per dozen. As pointed out last week, those who purchase after prices were named will have to pay whatever prices are warranted by the existing conditions and wholesalers believe that peas are worth the price now asked, $1.25. It is also pointed out that retail dealers who get their supply at $1 are entitled to the extra profit and should sell as if they had bought at the ruling price of $1.

Some difference exists in regard to beans which also opened at $1. "Our price for any beans sold now," said one jobber, "is $1.25 per dozen. Although we don't know definitely what percentage we will get, they will at least be short, probably not more than peas." Other firms were found which were however willing to sell yet at $1, but nearly everyone conceded that strawberries were worth $2 per dozen.

Where buyers have placed orders for standard peas only, they will receive 35 to 40 per cent., and they will be given the privilege of taking 15 cents per case for the amount short of 60 per cent. of their orders or of taking the balance up to 63 per cent. in early June and sweet wrinkle, 13 to 18 per cent. in early June and 10 per cent. sweet wrinkle. Those who ordered a general assortment will receive 63 per cent., 35 to 40 per cent. standards, 13 to 18 per cent. early June and 10 per cent. sweet wrinkles. Of extra fine sifted peas 95 per cent. will be delivered. If it had not been for the dry hot weather there would have been an ample pack and as it is the pack is in excess of last season.

Canners will deliver 90 per cent of 2's spinach, 70 per cent. of gal. rhubarb, 80 per cent. of 3's rhubarb, 65 per cent. of 2's strawberries, 80 per cent. of gal. strawberries and 60 per cent. of pint strawberries. Delivery of early packs has now commenced.

In regard to tomatoes, hail wrought some damage to the crop in the Niagara district this week. It will require extremely favorable conditions and a long season to give a full pack, and according to many, chances are against it. The prospects for corn are good and it now looks like a full pack of this vegetable. Peaches, plums, apples and grapes in the Niagara district were also damaged this last week by hail.

Spot stocks of corn are down to a low basis and prices are higher 5 to 10 cents per dozen. Tomatoes are ranging from $1.60 to $1.65, present supplies being brought from the States where prices are higher. Lobsters are quoted at $2.60 to $2.75 for halves, supplies being none too plentiful when it is considered that there in ten months' trade ahead. Coming on an absolutely bare market the new pack was quickly taken up.

Wholesalers expect prices on new pack salmon to be named at any time now. Late reports give the sockeye pack on the Skeena as much below last year. As far as "red springs" are concerned, they have run very well in the Skeena, but that does not affect canned salmon in Canada much as most of the catch are exported to Germany, mild, cured and uncanned. It is reported that one of the salmon steamers bound for Liverpool and London has been wrecked with a cargo of 91,860 cases. If this is true, and the total salmon supply is decreased by that amount, it will help along in the firmer feeling in salmon.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3's—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
FRUITS		
2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½
VEGETABLES		
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	6 27½	6 30
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25 2 27½	Cohoes, per doz.	1 77
½-lb. flats, dozen	1 42½ 1 45	Red Spring, doz.	2 10 2 15
1-lb. flats, dozen	2 45 2 47½		
Other salmon prices		Lobsters, halves, per dozen	2 60 2 75
Humpbacks, doz	1 30 1 35	Lobsters, quarters, per dozen	1 50
Pinks	1 30 1 35		
Northern River Sockeye			2 20 2 25
Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS—

Sugar—Up 20c.

Corn Syrup—Advanced.

Tapioca—Higher.

Canned lobster—Higher.

Spot corn—Advanced.

Peas—$1.25 asked for standards.

Toronto, Aug. 3.—Both country and city travelers have taken up their grips again, and with the energy accumulated during their two weeks' holiday are gathering in a satisfactory amount of trade for their various houses. Jobbers report that the summer trade has so far been

good, comparing favorably with other years, which with fair collections now reported, places trade in a satisfactory condition.

Sugar is up another 20 cents since our last report, further damage to the growing beet crop being responsible. The market is still strong and any further adverse reports from Europe will work for higher prices in refined. United States refined advanced 40 cents per cwt. during the past ten days as compared with 20c. in Canada.

Drought is also responsible for another advance in price this week, corn syrups having gone upward. Higher prices were asked for corn with the consequent advance in syrup. The high sugar market may have also exerted some influence in this direction.

Sugar.—The special emphasis given to the sugar market last week was well warranted, two advances of 10 cents having taken place since our last report. This brings sugar on the local market up to $5.25, a total advance of 55 cents since July 1st. The market is still strong and according to general opinion liable to hold until close on Oct. 1st anyway. While there is a feeling in some quarters that the damage to European beets has already been fully discounted, still sugar on this side is 30 points above Europe. While last sales of Cuban raws were made at $4.67, latest quotations on beets is 14s. equal to $4.98 duty paid New York. Prices for new crop December are 13s. 1d. equal to parity of $4.79, a full 1-8 cent above to-day's cane market, so that there is still a margin of safety. Some Java sugar is now loading which is quoted at $4.66 New York. The future movement depends on the weather in beet growing districts and any further adverse reports will no doubt cause further upward movements in price. Local demand for sugar is good.

Extra granulated, bags	5 25
" " 20 lb. bags	5 35
Imperial granulated	5 05
Beaver granulated	5 05
Yellow, bags	4 85
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 65
" " 50-lb. boxes	5 85
" " 25-lb. boxes	5 95
Powdered, brls	5 45
" 50-lb. boxes	5 45
" 25-lb. boxes	5 85
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45

Syrups and Molasses.—The higher price for corn is responsible for an advance in corn syrups this week. Bulk goods are up ½ cent per pound, while tin syrups have been advanced 15 cents per case. Molasses are also somewhat firmer in sympathy with the high price of sugar. Syrup trade is normal, while molasses is inclined to quietness.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 50
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	4 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—About the only thing being done in spot stocks is in currants and raisins for which demand is normal.

The situation in new crop currants and raisins shows little alteration. Just now there is an excited market in future prunes and what the outcome will be is somewhat uncertain. Prices for the moment at least are higher and there are some who look for them to hold. Reports are current that Europe is making big purchases of both California and Oregon stocks. On Tuesday of this week a wire to a local wholesaler from California said that prices were up ½ cent, while another one from Oregon gave news of large sales to Germany. All early stocks have been contracted for.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 20 0 21
Fancy, " "			0 20 0 22
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 13½
Dried apples			0 09 0 09½
Evaporated apples			0 16
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08½ 0 09
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06½
Full boxes	0 05½ 0 06	Fards choicest	0 10 0 10½

Tea.—The Ceylon tea market is ruling steady. One report says: "Exports from Ceylon for the first half of July, namely four million pounds, fall short of expectations, and the month's estimate has been reduced to 9½ millions as compared with actual shipments for July last year of 11 million pounds, whilst latest advices from Colombo indicate that the effects of the recent drought may in some instances be of more than a temporary nature."

Coffee.—No further firmness has set in in the coffee situation, while options in Europe towards the end of last week were slightly lower. The local situation is one of steadiness, with a satisfactory amount of business being transacted at ruling prices.

Rio, roasted	0 18 0 20	Mocha, roasted	25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 20 0 22	Mexican	0 25
Maricaibo, "	0 22 0 24	Gautemalo	0 22 0 24
Bogotas	0 24 0 25	Jamaica	0 20 0 22
		Chicory	0 12

Spices.—While there are no special features to report in spices, still the situation throughout the whole list is one of steadiness. A fair movement of supplies to the retailer in anticipation of the pickling season is now in order.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 90
Cinnamon	0 24	0 25	0 27	0 90	1 00
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	1 50	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 00	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 80
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 19
Celery seed, per lb. in bulk					0

Nuts.—Trade in shelled nuts is quite good, as is also the movement of peanuts, other lines being naturally at this season quiet. Peanuts still maintain their position of strength. Jobbers are somewhat interested in new crop almonds and walnuts and some orders have been booked.

Almonds, Formigetta	0 15	0 16
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils (new crop)	0 16	0 18
Peanuts, roasted	0 10	0 12½

Rice and Tapioca.—The strength in the primary market is being reflected on the local tapioca situation and some firms are asking as high as 7 cents for medium pearl and seed. The strength of the primary market may be noted from the fact that spot quotations in New York are at present below the parity of primary markets. Trade is quite satisfactory, while a moderate trade is in evidence in rice.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal			2 90
	Per lb.		
Rice, stand B	0 03	0 03¾	
Rangoon	0 03¼	0 03½	
Patna	0 05½	0 06½	
Japan	0 04½	0 06	
Java	0 06	0 07	
Carolina	0 10	0 11	
Sago, medimm brown	0 05½	0 06	
Tapioca—			
Bullet, double goat	....	0 08	
Medium pearl	0 06½	0 07	
Flake	....	0 08	
Seed	0 06½	0 07	

Beans.—Supplies are scarce and prices are well maintained.

Prime beans, per bushel	2 15	2 25
Hand picked beans, per bushel	2 25	2 35

MANITOBA MARKETS

POINTERS—

Sugar—Advanced 10c.

Coffee—Higher.

Beans—Advanced 5c.

Winnipeg, Aug. 3.—Active interest is being taken in the various lines of the grocery trade this week. The arrival of warm weather during the last few days is having some effect on the ripening of the crop, which according to many experts is regarded as being two weeks late now. The railroad companies are nevertheless determined to take time by

the forelock and the first excursion of the 50,000 to 60,000 harvesters needed this year, will leave Nova Scotia on August 1.

In the same way that the companies are fast preparing to handle the large crowds the retail country merchant has been putting in his supplies, to cater to the increased demand of the farmers to feed this extra help. The result has been that during the last two weeks many large orders have been speedily rushed out to customers who neglected to send in their orders earlier.

Apart from the interest in the increased trade expected while harvesting is on, the sharp advances in sugar, coffee and beans during the week have caused some commotion. The southern markets in raw sugar have been steadily advancing owing to the small stocks held by refineries, the report of bad crops, as well as an unprecedented demand. At any rate, this is the fourth advance of ten cents per cwt. that sugar has taken in the last three weeks. Reports indicate that the high point has by no means been reached yet, and local wholesalers predict that higher figures will be seen before the new crop arrives.

The coffee situation is also a very acute one at present. The fact that the supply of actual coffee the world over shows a decrease of nearly 4,000,000 bags as compared with last year is well worth considering. The exceptionally high price of coffee this year has consequently brought about the lowering of stocks held by the jobber, as he has bought sparingly to save interest and other charges. Reports are prevalent also that a large percentage of the crop is seriously damaged by rain, and that as high as 30 per cent. of the coffee already sold would not grade up to requirements of the trade. The result is that brokers will have difficulty in securing enough of the good stuff to meet their sales, which will result probably in higher prices. Considering these points it is little wonder that prices have been remaining firm.

Beans, the third line which has been advancing this week, is also being watched.

Sugar.—As stated above, this line took a further advance of 10 cents per cwt. this week. An unprecedented demand combined with lack of supplies at bases are the chief cause. Local stocks are only medium, and many large orders were shipped out last week. Present quotations are:—

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 50
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 00
" in boxes (25 lbs.)	6 25
Powdered sugar, in bbls	5 80
" " in boxes	5 80
" " in small quantities	6 55
Lump, hard, in bbls	6 50
" " in ½-bbls	6 60
" " in 100-lb. cases	6 50

Syrup.—There is nothing new in this line, and the interest in the recent strength has been "side tracked" by the advances in other lines. Quotations are as follows:—

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—At the present time the market is absolutely dead, and all are waiting for the arrival of the new crop.

Coffee.—An advance of half a cent. per pound is reported on all grades this week. The demand is strong and considerably higher prices are looked for. Local stocks are of medium size.

Coffee, standard Rio.	0 15
Coffee, choice	0 15
Coffee, extra choice	0 17

Beans and Peas.—A further advance of 5 cents per bushel in beans took place last week. This makes the third advance, totaling 20 cents per bushel in all, during the month. The demand has been extremely strong, and as eastern stocks are reported to be extremely low, higher figures are yet looked for.

Beans, 3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35
Peas, split, 100 lbs	2 85

NEW BRUNSWICK

St. John, N.B., Aug. 3.—With the travelers for the city and country districts from the majority of local houses away on their vacations, trade in grocery circles during the past week has not been so lively as might otherwise have been the case, but with their return next week, quite an impetus in business in anticipated.

In sympathy with sugar the price of molasses is now noticed taking an upward trend. The market is very firm, and higher prices, it is thought, will naturally follow the several advances in sugar. Fancy Barbadoes is now bringing 29 and 30, and since stocks in this line on the Island are said to be exhausted, an increase may be further expected.

As was confidently expected sugar is still firm and made an advance of thirty cents this week. Of the increase 20 cents was from the New York refineries, and 10 from the Canadian. Some of the local dealers are feeling well pleased with themselves because they appreciated a timely hint in The Grocer, and took advantage of it to protect themselves early in the upward movement.

Short supplies and high prices are being anticipated as regards the canned goods outlook for the coming season. Especially are local dealers of the opinion that in canned fruits the greatest difficulty will be presented, and high prices will prevail. Tomatoes, also, according to advices received, will be none too plentiful, and therefore the canned tomato has already increased ten cents in price. Grocers in St. John say that the demand for canned goods during the summer up to the present time has been most satisfactory, particularly in peas, corn, and tomatoes, and the stock on hand is none too great to meet present business. Spot stocks are said to be light, and the tendency of the wiser heads is to sort up for immediate use at once because the new pack will not be marketed for three months.

Native vegetables are daily increasing in abundance in the country market, and beets, carrots, and turnips, considering the earliness of the season, are fairly reasonable. Beans and peas have been on the market for some time, but have remained quite firm. The crop of new potatoes is giving much encouragement from present indications to both dealers and farmers, and the weather has been favorable to their growth. The price asked for them this week is $1.40 per bushel.

The following are the market prices:

Beans, hand picked, bus	2 30	2 35
Beans, yellow eye, bus	2 50	2 55
Cheese, new, lb.	0 12½	0 12¾
Currants, 1's, lb.	0 08¾	0 09
Canned goods—		
Peas, No. 4		1 02½
" No. 3		1 17½
" No. 2		1 22½
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 07½	2 10
Tomatoes	1 55	1 60
Strawberries	1 85	1 90
Flour, Manitoba	6 15	6 20
" Ontario	5 10	5 15
Fish—		
Cod, dry	5 50	5 60
Cornmeal, gran.		4 75
Cornmeal, bags		1 60
" bbls.		3 35
Oatmeal, bbls	5 50	5 55
Std. oatmeal		6 00
Rolled oatmeal		5 50
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 10½
Molasses, fcy. Barbados, gl	0 29	0 30
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham		0 16
Rice, lb	0 03½	0 03½
Lard, compound lb	0 11	0 11½
Lard, pure, lb.	0 11½	0 12
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	19 25	21 50
Salmon, case—		
Red spring	8 00	8 50
Cohoes	7 00	7 25
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	5 20	5 30
Austrian	5 10	5 20
Bright yellow	5 00	5 10
No. 1 yellow	4 70	4 80
Paris lumps	6 00	6 25

NOVA SCOTIA MARKETS.

Halifax, Aug. 3.—Sugar prices continue to soar. Since last report there has been an increase of twenty cents per hundred. This makes a total advance during the past fortnight of forty cents per hundred.

This season's pack of canned peas and beans will go to the trade at $1 per dozen. As the packers are only making light deliveries, wholesale dealers would not be surprised at an early advance in prices.

According to advices received here there will be a shortage of California raisins, and already there has been an advance of a quarter of a cent per pound.

Stocks of Bermuda onions on the local market were pretty well cleaned up this week. The few offerings were quoted at $1.85 per crate.

First class oranges are high. California stock is quoted at $4.75 to $5 per

Continued on Page 40.

Of Vital Importance!





THE selection of fruit preserves for your stock means more to your future business than at first seems possible.

Your customers naturally know what suits them when it comes to selecting preserves. It is of vital importance to your business that you keep the purest goods nearest those preserved at home. You will get this in the

E.D.S. BRAND PRESERVES

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Our claim is backed by government test in every province of the Dominion---E.D.S. brand proved to be the only brand submitted which was absolutely pure The delicious pure ripe fruit flavor is not lost through the addition of harmful dyes and preservatives. There is no excess moisture.

Carry the E. D. S. brand and you will win customers and profit immensely.

Made only by **E.D.Smith,** at his own Fruit Farms **Winona, Ont.**

Agents: NEWTON A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.

A New "Star"!

AND

A New "Success"!

You Should be "In" on This!

Assorted Flavors

Attractively Wrapped

Unsurpassed in Quality



Manufactured by

O-PEE-CHEE GUM CO., LIMITED

LONDON, - CANADA

OPPORTUNITY FOR AN ENERGETIC YOUTH

of about 18 or 20 years of age, for position offering splendid prospects for advancement, must be accurate and prepared to apply himself to work which will be connected with THE CANADIAN GROCER.

QUALIFICATIONS WANTED

1. Some Knowledge of the Grocery Business, applicant to state fully nature of work he has done in this connection.
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APPLY BY LETTER, GIVING INFORMATION ALONG ABOVE LINES AND STATE SALARY EXPECTED.

THE CANADIAN GROCER

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

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W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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COR. WHARF AND YATES STS. - VICTORIA
Branch at 141 Water Street, Vancouver.

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IN

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"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell---we ADVERTISE; and, therefore, we CANNOT be unknown."

McLEOD & CLARKSON

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

Exercise Care

in the selection of the soaps you handle.

Select the soap with the dirt-releasing and removing qualities, the soap that will not injure or discolor the fabric, but leave it clean and white. Select

WONDERFUL SOAP

and you will profit by these sterling qualities which have made it the favorite with good housewives.

Its attractive labels assist your sales.

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Sterling brand goods are sterling in quality and are always reliable.

That Appetizing Relish

that people of refined tastes rave over and do not care to be without at their dinner. Please your customers by keeping this brand—it will reap good results for you.



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"I use your forty-cent Red Rose myself and it is good. I am increasing my sales of it every week."

If you did not say or think something like this I feel sure you would if you would just use a package in your home—It is really, truly, good tea—so good that it may surprise you.

Red Rose Tea

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T. H. ESTABROOKS
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ROYAL SHIELD BRAND COFFEES

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WINNIPEG

Selected beans, evenly roasted and ground on premises, guaranteed absolutely pure and of the highest quality of any coffee on the market. We supervise the packing of every pound of Royal Shield Brand Coffee we sell.

ORDER YOUR REQUIREMENTS NOW.

Our Royal Brand Teas, Extracts, Jelly Powders, etc., are of the same high standard as our "Royal Brand Coffees." Get our prices now.

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Write to our nearest office regarding our prices on standard Canned Fruits and Vegetables. Only the choice brands stocked.

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

THE MARKETS.

Continued from Page 35

case. Lemons are also high and scarce, good stock selling from $6 to $6.50 per case.

Flour is in light demand and prices are considered low. Ontario blends range from $5 to $5.10. Rolled oats per barrel are quoted from $5.40 to $5.50. American clear pork is selling at $21.50 and beef at $16 to $17 per barrel. Hams and bacon are in good demand, with prices firm. Butter remains steady, but the supply of Nova Scotia eggs shows a heavy falling off. Good fresh stock is quoted at 21 cents per dozen. Potatoes are now coming on the market in good supply. The stock is excellent for so early in the season. As the old potatoes have all been cleaned up, the new stock is in good demand. They are quoted at $1.60 per bushel this week.

FOREST CITY NOTES.

London, Ont., Aug. 3.—(Special)—The executive of the local Retail Grocers' Association, at the visit they made to Toronto recently, extended an invitation to President Miller of the Toronto Retail Grocers' Association and the executive of that organization to visit London on the occasion of the picnic here the Port Huron grocers and their friends. That will be on August 23rd next.

The London grocers have decided to hold another moonlight excursion to Port Stanley on August 14. The detail work for this outing has been left in the hands of President Norman McLeod, Thomas Shaw and E. J. Ryan.

RAIN HELPS BEAN CROP.

Chatham, Ont., Aug. 3. (Special).—The Western Ontario peninsula, comprising Kent and Essex and adjacent territory, which includes practically the entire bean-growing section of Ontario, was visited by rains recently. Reports from outlying sections indicate that the bean crop, which was commencing to suffer from the prolonged drought, has benefited immensely as a result of the general rains. A report from the Blenheim district, which is one of the most important bean growing sections, states that in some fields the plants have already attained their full growth, and never looked so well before.

EARLY CLOSING AT CHATHAM.

Chatham, Ont., Aug. 3 (Special).—Practically all the outlying grocers of the Maple City have joined hands in support of early closing, and have signed an agreement to the effect that they will henceforth close their places of business at 7.30 every evening, Saturdays and days before holidays being excepted. Sixteen grocers have subscribed their names to the agreement.

CIVIC HOLIDAY DATES.

From many towns and cities in Ontario information has reached this office relating to the days set aside for Civic Holidays, and also the weekly half holiday. The table given below covers those municipal holidays soon to be held and also includes a few which have been held recently. It will be noted, in this connection that the date for Belleville and Kingston has passed already.

The letters "C. H." and "W. H." at the top of the column stand for "Civic holiday" and "weekly half-holiday":—

	C.H.	W.H.
Barrie	Aug. 14	Wednesday
Brantford	....	Wednesday
Belleville	July 31	Wednesday
Brockville	Aug. 7	Wednesday
Cobourg	(?) Aug. 16	Wednesday
Collingwood	Aug. 14	.....
Chatham	(?) Aug. 14	.....
Galt	.....	Thursday
Guelph	Aug. 7	Thursday
Hamilton	Aug. 7	.....
Kingston	July 31	Close at 5
Lindsay	Aug. 14	Close at 5
North Bay	(?)	
	2nd or 3rd Wed. Aug.	Wednesday
Oshawa	Aug. 7	Thursday
Peterboro	Aug. 7	Thursday
Orillia	.....	.....
Owen Sound	Aug. 7	Wednesday
Port Arthur	Aug. 9	.....
Port Hope	Aug. 1	Wednesday
Sault Ste. Marie	.....	Thursday
St. Mary's	Aug. 7	Wednesday
St. Thomas	Aug. 7	Wednesday
St. Catharines	Aug. 7	Wednesday
Trenton	Aug. 7	Wednesday
Whitby	Aug. 7	Thursday
Windsor	Aug. 7	.....
Woodstock	Aug. 7	.....

Blanks indicate, in the case of Civic Holiday, that the date is uncertain. In Cobourg, the holiday will likely fall on one of the afternoons during horse show, Aug. 16th, but in the morning the stores will open. In Chatham the grocers hold a half holiday during 1st week of August. In North Bay, the holiday is usually held on the second or third Wednesday of August. Orillia will observe the holiday on the day of the Firemen's Tournament at Huntsville, the date of which has not been definitely fixed. Blanks in the case of the weekly half holiday indicate that none is observed. In St. Mary's, St. Catharines, Windsor, Barrie, Galt, the half holiday is not universal.

CABLE NEWS FROM INDIA.

Half of India is stricken with a drought, and the monsoon, on which all crops depend, is spasmodic. The outlook for vegetation is very serious. Tea, requiring, as it does, a great deal of moisture, will suffer badly, and the 1911 crop is likely to be short. Advance prices for this commodity will doubtless follow.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The Montreal Biscuit Co., Montreal, held its annual picnic this year to Lavaltre, by S.S. "Three Rivers," where a most enjoyable time was spent. The firm showed themselves as capable of providing a good social time as "good things" from a confectionery standpoint.

W. H. Millman, of W. H. Millman & Sons, has arrived home after two months' absence visiting Germany, Holland, Belguim, Scotland and England in the firm's interests and casually enjoying a holiday, which he deserved. He says he is now ready for business again.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

Particular People Select McLean's

"WHITE MOSS" COCOANUT



You need not look for "White Moss" to be returned with—
"Don't like this, it's ground, we want shredded cocoanut"

Canadian Cocoanut Co., Montreal
SOLE MAKERS

Quality is the Main Consideration

in the manufacture of Foodstuffs

"GLOBE"



GLOBE

Macaroni and Vermicelli

are made from hard wheat, no maize or rice flour mixed with them, and are absolutely free from any glutinous substance.

Manufactured in a modern scrupulously clean factory by experts, who see that the quality is as perfect as skilled labor can make it.

Stock now and be ready for the fall trade.

D. SPINELLI & CO.,
REGISTERED
MONTREAL, - - QUEBEC

BARREL PORK

SHORT CUT
HEAVY MESS
GUNNS PLATE PORK
GUNNS LEAN PORK
PICKLED ROLLS

—

SPECIAL PRICES

—

GUNNS LIMITED
PORK AND BEEF PACKERS
WEST TORONTO

Fearman's English Breakfast Bacon

Unsurpassed for quality, a little higher in price, but well worth the money.

F. W. Fearman Co.
LIMITED
HAMILTON

A CHOICE ARTICLE

FOR THE

Campers and Summer Widowers



REINDEER
Condensed Coffee

is made from the best grade of Coffee, Pure Granulated Sugar and full Cream Milk.

It is RICH and always READY, by simply adding boiling water; one can making twenty-five cupsful. Will keep in same can after opening. Your Jobber can supply you at factory prices on all REINDEER BRAND GOODS.



REINDEER
LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses	70-72 Front St. East
FERGUS	TORONTO

Live Hog Prices Fluctuate Slightly

After a Slight Advance Prices Drop Back — Demand From Packers Not So Keen—English Bacon Market is Steady—Provision Prices Maintain Steady Position — Butter is Slightly Firmer—Eggs Not So Plentiful.

Provisions in general seem to maintain their position of steadiness. Especially is this so in those lines that are in good demand at this season such as smoked hams and rolls, and cooked hams. Prices on these have been stiffening at the various centres since the advent of the warm weather and are still steady as supplies are not large.

At the end of last week, live hog prices were slightly advanced but have since eased off to their original position. Supplies on some markets have been larger, while the demand from packers has not been quite so keen. The English bacon market according to a late cable is steady with only moderate supplies. United States live hog markets are steady.

The butter market is inclined to firmness. There seems to be no overplus of supplies, although Montreal reports receipts in excess of last year for the same period. There is a steady home consumption, while the export movement is quite good.

The egg supply is below that of last year but prices are practically unchanged. Finest quality are in good demand. Shrinkage is still a feature of considerable annoyance to dealers.

MONTREAL.

Provisions.—On Saturday last a strong feeling prevailed in the market for live hogs and prices advanced with sales of selected lots at $8.00, but on Monday the market grew weaker again on account of increased supplies and prices declined to $7.50 to $7.75 per 100 lbs. weighed off cars.

An active trade continues to be done in all lines of cured meat, there being a good demand owing to the warm weather.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 10¾
" " " 5 " "	0 10¾
" " " 3 " "	0 11
Pails wood, 20 lbs. net, per lb	0 10¾
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10¼
Tierces, 3 5 lbs., per lb	0 10½
One pound bricks	0 11¾
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 10
" 5 " " "	0 10½
" 3 " " "	0 10½
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	09½
Tubs, 50 lbs. net, per lb	09½
Tierces, 375 lbs., per lb	09½
One pound bricks	1 ¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 50
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 00
" 200 "	14 50
" 900 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 25 10 50

Butter.—Receipts of butter are much in advance of those for corresponding period last year. The local market is firmer owing to the higher trend of prices in the country, the strength of the market being largely due to the improved export demand. Shipments for the past week having amounted to 8,114 packages.

Creamery	0 24½ 0 25
Dairy, tubs, lb	0 18 0 20

Eggs.—The receipt of eggs is not so good as this time last year. There continues to be a fairly good demand and prices show no change.

New laids	0 27 0 28
Selects	0 24
No. 1	0 20

Cheese.—There is some decrease in receipts of 40,000 boxes this week from figures of corresponding period last year. The local market is firm, due to the fact that some Americans are buying for speculation.

Quebec, large	0 12
Western, large	0 12¼
" twins	0 12¼
" small, 20 lbs	0 12¼
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The market in general for pork products is steady. There are few price changes. Large hams are marked up ½ cent, while long clear bacon is higher at 11½ cents. Stocks of provisions are not large. Live hogs during the week have moved up 10 cents and dropped back the same amount.

Smoked meats—	
Light hams, per lb	0 17 0 17½
Medium hams, per lb	0 17
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoke.	
Long clear bacon, per lb	0 11½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	22 50 23 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10 0 10½
" tubs "	0 10½ 0 10¾
" pails "	0 10½ 0 10¾
" compour ds, per lb	0 08½ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter.—While butter is arriving fairly free, still there is no overplus of supplies on the market, demand coming well up to offerings. Prices are accordingly steady.

	Per lb.
Fresh creamery print	0 24 0 25
Creamery solids	0 22 0 23
Farmers' separator butter	0 19 0 21
Dairy prints, choice	0 18 0 20
No. 1 tubs or boxes	0 17
No. 2 tubs or boxes	0 15 0 16

Eggs.—Some firms report that eggs are not arriving so freely of late, although there is no scarcity of supplies locally. Shrinkage is still in evidence in supplies. Best quality stocks are in good demand and are bringing 22 to 23 cents per dozen.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese.—Prices in cheese are unchanged this week. The general tone at present seems to be one of steadiness. Trade is normal in volume.

New cheese—		New twins	0 13½
Large	0 13	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry.—Arrivals in all the lines listed have been larger of late and prices are down 1 cent per pound all round. Considerable spring chickens have been coming forward. Trade on the whole is normal.

Fowl, live	0 12 0 13	Duckling, live	0 13 0 14
Broilers, live	0 15 0 17		

WINNIPEG.

Butter.—Fresh made creamery bricks continue to decline, and at present sell at 23c per lb. while Manitoba fresh made boxes are quiet at 1c lower. The supply of dairy butter is also light, and strictly No. 1 is quoted at 16c while No. 2 is at 12c to 14c and No. 3, 7 to 9c.

Cheese.—Owing to the increased demand for new cheese and the limited supplies that have arrived in the city an advance of from ½c to ¾c per lb. has taken place. The quality of the cheese shows a decided improvement over that of last year, and the price quoted at the present time is 11c to 11½c. for Manitoba new made.

Eggs.—Owing to the limited supply of fresh eggs the price has advanced 1c per doz. during the week. Strictly guaranteed fresh eggs are very hard to secure, and retailers are selling what they have secured from farmers at 36c per doz. The wholesale price for ordinary eggs is 18c per doz.

Dustless sweeping compounds are lines that would stand some attention. Anything that tends to lessen the labor about the house appeals to every housewife. If you have not already established a trade in this line, it would be well to consider its possibilities.

The partnership between John Livingstone and M. M. Newman, groceries and small wares, Picton, Wellington, Napanee and Gananoque, Ont., doing business under the name of The Fair, has been dissolved, A. G. Wagorn, buying out M. M. Newman's interest.

Letters to the Editor

Editor Canadian Grocer.

I was glad to see in your issue of the 21st inst. a letter from a Hamilton grocer on organization. It is time the grocers of this Province organized to look after their own interests. The Wholesale Grocers' Guild will not do it, judging them on their past efforts.

The Hamilton grocer asks who is the retailer. One of the gentlemen elected to the manufacturers' committee might answer that question, but as I understand it, he who sells to consumers is a retailer. Now, I know of several London wholesale grocers who sell to consumers and yet these are the men who want the manufacturers to make declarations. How many wholesale houses sell restaurants, Chinese laundries, yes, and their wholesale dry goods and hardware men? More than that, I know of some of them who sell their personal friends as little as five pounds of tea and still want the manufacturer to make a declaration. If the retailers of this Province would organize, the manufacturers would have to come to them as they do in many states in the U.S.A.

London Grocer.

July 31, 1911.

The Firming Up of Provisions in Last Two Months

One year ago live hogs on the Toronto market were quoted at $1.65 per cwt above the present price of $7.35. The present price, however, shows some slight advance from the first of the year, prices on Jan. 1st of hogs at country points being $6.90. Then began a gradual downward movement and $5.75 was reached in May. Since then the English bacon market has been firming up, which, combined with the none too plentiful supply and the keen demand from packers, has raised prices to the present level of $7.35.

Provisions are also a little higher than at the first of the year, but a considerable margin below those ruling a year ago. There has been a particularly good demand for smoked and cooked meats this summer and prices have ruled high. Lard has shown a big decline from 15 cents in tubs a year ago to 13¼ at the first of the year, while now the quotation is down to 10½ cents. A comparison of prices ruling on the Toronto market is given below :—

	1910 Aug. 1	1911 Jan. 1	1911 Aug. 1
Long clear bacon	15	12½	11¼
Smoked breakfast bacon	20	17	18
Roll bacon	15½	12½	12
Light hams	19½	16	17½
Medium hams	19½	15½	17
Large hams	18½	15	15½
Cooked hams	27	21	27
Plain backs	19½	18	20
Lard in tubs	15	13¼	10½

A comparison of prices may be secured in another way. If on Aug. 1, 1910, a person purchased a pound of each of the lines listed, the total cost would have been $1.69½, while the same could be purchased on Jan. 1 at $1.40¾ and on Aug. 1 for $1.48¾.

The chart for live hogs at country points as quoted by Toronto dealers for the past seven months is as follows :

Jan. 6	$6.90
Jan. 13	7.10
Feb. 17	7.00
Mar. 3	6.90
Mar. 24	6.75
Apr. 1	6.65
Apr. 14	6.15
May 5	6.00
May 12	5.75
June 2	6.00
June 9	6.40
June 16	6.75
June 23	7.10
July 1	6.90
July 7	6.75
July 21	7.10
Aug. 1	7.35

PICTON LIBRARY CASE.

Prosecution Launched by the Retail Merchants' Association.

Picton, Ont., Aug. 3.—(Special)—A police court summons has been issued against G. Green, of Toronto, and also some merchants of this place, who have been connected with the formation of a library voting contest and the case will have its preliminary airing in the police court to-morrow afternoon. Considerable interest is evidenced.

It appears that, about the first of July, the promoter launched his voting scheme here. Lately E. M. Trowern, general secretary of the Retail Merchants' Association of Canada, arrived in Picton and commenced an investigation into the matter. He ascertained the magnitude of the contest, and then took the question up with Roland Brown, Crown Attorney, and the summons followed.

The case will be prosecuted under the provisions of The Trading Stamp Act, and the R.M.A. secretary contends that the contest comes clearly within its scope. The Act, he says, must be enforced, if the retail trade is to be kept above suspicion.

RETAILERS TURN JOBBERS.

One hundred Chicago grocers have formed a wholesale company to conduct a co-operative buying system. The Retailers' Wholesale Company, as it is known, is incorporated for $10,000, and the prime object is to give the individual members a greater buying power and secure for them the profit that now goes to the jobber.

MAKE AN END OF THE "BAD ACCOUNTS"

Give every credit customer an Allison Coupon Book, make collections easy, eliminate errors and disputes, stop the costly "leaks," and please the customer better than any other credit plan ever devised.

Allison Coupon Books

practically put credit business on a cash basis, to the general satisfaction of everyone concerned

HERE'S HOW THEY WORK



A man wants credit. You think he is good. Just give him a $10 Allison Coupon Book. Have him sign the receipt or note in the front of the book, which you tear out and keep. Charge him with $10.— No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind., U.S.A.

KOKOBUT — KOKOBUT

MORE ECONOMICAL
MORE WHOLESOME
MORE DIGESTIBLE
THAN BUTTER

100%
Pure Vegetable Fat

BE UP-TO-DATE AND SELL
THE PERFECT COOKING BUTTER

Dominion Cocoanut Butters
LIMITED
46 University St., - Montreal

KOKOBUT — KOKOBUT



The constant and rapid increase in the demand for Magic Baking Powder shows the public's appreciation of a medium priced baking powder that can be relied upon as being pure and wholesome.

MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED, TORONTO, ONT.

Winnipeg Montreal

The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw **Shredded Wheat** being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of **Shredded Wheat** 112,000,000 times.

Last year we demonstrated **Shredded Wheat** in many cities and towns and gave away, including house-to-house sampling, 20,000,000 **Shredded Wheat Biscuits.**

This Year We're Doing Even More Advertising

Is it any wonder that **Shredded Wheat** is the easiest-to-sell cereal food?

And it pays you a good profit.

The Canadian Shredded Wheat Company, Limited.
Niagara Falls, Ontario.





TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of **The Banner** are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.



¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.
Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Good Summer Trade in Confectionery

Confectionery in Good Demand—Consumption of Sweets Increasing—Chocolates a Favorite Line—Flour is Steady—Trade is of Hand-to-Mouth Character—Wheat Remains Within Narrow Margin—No Special Features in Cereals.

The trade in confectionery is good, both in regard to the present demand, and also business on the whole. Dealers state that the consumption of confectionery in Canada is on the increase and accordingly the wide-awake grocer who is featuring this line will derive the benefit of the increased use of sweetmeats. Chocolates are a favorite line, the demand for medium-priced ones especially being good. Those dealers who are giving the necessary attention to these lines are well satisfied with the trade, as the summer is an excellent time for the sale of all kinds of confections.

The general situation in both the flour and cereal markets has undergone little change. Wheat hovers around the same point, so that the flour market is steady but without any special features. Trade is of a hand-to-mouth character and consequently not overly brisk. Some trade was done for export at eastern points in new crop winter wheat flour last week, but values this week are a little out of line.

Black rust was reported to have damaged wheat somewhat in both the Canadian and American West last week. It seems, however, that it has not in the Canadian side and it is regarded as questionable whether there has been any serious damage done on the United States side either. Nearly 7,000,000 bushels increase in the United States visible supply of wheat lowered prices somewhat at Chicago at the beginning of the week.

MONTREAL.

Flour.—The tone of the flour market is steady and prices remain unchanged.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Rolled Oats.—The demand for rolled oats and corn meal remains fairly satisfactory and prices rule firm. There is a fair volume of business passing in car lots.

Fine oatmeal, bags	2 47½
Standard oatmeal, bags	2 47½
Granulated " "	2 47½
Bolted cornmeal, 10% bags	1 70 1 80
Rolled oats, jute bags, 90 lb	2 25
" " cotton bags, 90 lb	2 30
" " barrels	4 75

TORONTO.

Flour.—The general situation in the flour market shows little alteration, wheat values having shown no change this week. The general tone of the market is, however, one of steadiness. There was some trade transacted for export last week in new crop Ontario wheat flour, but prices of Ontario wheat having advanced, have put values out of line for the present at least. According to reports, Ontario wheat will run much heavier this year for while it generally runs 60 to 62 lbs. to the bushel, this year it will reach close on 65 lbs. There will be very little smut this year either, while last year there was a great deal.

Manitoba Wheat.

1st Patent, in car lots		5 10
2nd Patent, in car lots		4 60
Strong bakers, in car lots		4 40
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—A steady summer demand is in evidence in cereals in general, with no special features at present to the market situation. Prices on the whole are steady, although corn and oats just at the present are somewhat less firm.

Rolled oats, small lots, 90 lb. sacks	2 35
" " 25 bags to car lots	2 25
Standard and granulated oatmeal, 98 lb. sacks	2 70
Rolled wheat, small lots, 100 lb. brls	2 90
" " 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 90

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

Flour.—The domestic demand for flour has been quite satisfactory during the last two or three weeks, and mills report that they have no fault to find in this line. Stocks at country points are fairly small, consequently it is expected that the demand which is at present prevailing will continue to exist. The export trade is fair, but the millers are still complaining of low bids. They claim that flour was not advanced enough when wheat was up to the higher figure, and now that there is a lower tendency in grain, flour values are not unreasonable. The result is that prices remain unchanged in quotations, namely: 1st patents $2.65 per 98 lb. sack, 2nds $2.45, 3rds $2.25; 1st Clares, $2.00, and common grades $1.50.

Cereals.—Except for the demand from the East, business is quiet. Local dealers do not look for much improvement until the new crop is off. Bran is still quoted at $17.00 a ton net, in sacks delivered to the trade, shorts at $19.00, oats, barley and mixed chop at $25.00 per ton.

DON'T WORRY.

Don't worry about the business the other fellow is getting. Go out and get what is coming to you.

"Perfection Cream Sodas" Lasting Crispness Pleases

To people who know and value good soda biscuits there is a pleasure in using Mooney's "Perfection Cream."

They differ from other sodas in that they have a light, flaky crispness, which they retain longer than does any other brand.

Try them with your most exclusive trade and watch the pleasing results.

The MOONEY Biscuit & Candy Co. LIMITED

Factories at Stratford, Ont. Winnipeg, Man.

BRANCHES at Hamilton, Ottawa Sydney, C.B.; Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Nfld.





MR. GROCER-MAN!

Your Interests Are Ours, Too. Sell

MAPLEINE

A DISTINCTIVE FLAVORING

BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil - mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere. Nice profit, demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson Co., 26 Front St. East.

Crescent Mfg. Co., Seattle, Wash.

When writing advertisers kindly mention having seen the advertisement in this paper.

PRESIDENT MILLER EXTENDS.

Novel Idea Introduced in His New Window Scheme.

Wm. C. Miller, president of the Toronto Retail Grocers' Association, has recently made extensive alterations to his store at 632 Yonge St. Besides a general re-arrangement and enlargement of the interior, a new idea, the first to be used in a grocery store in Toronto has been introduced into the make-up of the window. It consists of a double platform, the main display being about three feet above the sidewalk while the space underneath serves as a silent salesman. In this way the value of the window as a medium of showing goods is about doubled.

Mr. Miller believes that money spent in display is well spent. "It pays to have your goods displayed in a proper manner," he says, "because it sells them." He will arrange his shelf display along systematic lines, so that the clerks will know exactly where to go to secure a certain article. Along one side he will have nothing but goods in glass, along the other side canned goods alone, while the back shelving will show other package goods. Each sections will be divided into the different lines carried. He will keep large package goods, such as cereals, etc., in the reserve stock room.

A new silent salesman for bottled goods has been installed, a show case in the centre of the store will feature cakes as a side line, while a meat slicing counter has been put in at the rear of the store. In front of this counter is a biscuit display rack just high enough that customers may see the meats displayed but will not be able to handle them. Counters will be placed along one side only, allowing more space for interior display and for customers to move about the store.

TEACH THE CLERK.

When the store is first opened in the morning is the time to assemble all goods that you know you will use during the day, arrange the shelves and dust and sweep properly. That is also the best time to wash the windows and sweep the pavement before there are people around to be splashed and spattered by the operations.

Do not sweep the dust and papers out to the store house or back of the building and allow them to stay there. Burn the paper or place it in the proper receptacle but do not allow it to accumulate about the store or back shed.

It is a good thing to make large profits, but it is mighty poor business to advertise the fact.

Some clerks hand out just what you ask for. Another sells what you ask for and then goes right on and sells you more.

Next in importance to showing the goods is the use of plenty of show cards. They make people look at the goods.

FOR YOUR ADVERTISING.

This coffee has a distinctive character. It is heavy, rich, smooth, thick and of fine flavor.

Our flour bakes creamy and delicious bread, biscuits and cakes.

Pure appetizing catsup—prepared from the choicest, sound, ripe fresh tomatoes. A real appetizer.

Canned tongue and ham—prepared in the most careful manner from the best meats, and appetizingly seasoned.

Use our baking powder if you wish your biscuits and cakes to be light, dainty and delicious.



Front View of Vanwart Bros.' Store, St. John, N.B. Note the large amount of display window for groceries, meats and fish.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

ANCHOR BRAND FLOUR

"The Flour" that meets every expectation of the housewife.

Manfd. by
LEITCH BROTHERS FLOUR MILLS
Oak Lake, Man. 15

WANTED

To whom it may concern:

We wish to get in touch with shippers of **BEANS** and evaporated **APPLES** who desire representation in the West by a first-class firm. Address

Box 34, CANADIAN GROCER
WINNIPEG.

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

How Too Much Talk Tires Out the Listener

Mark Twain Explains How Preacher Out-Talked His Subject and Allowed Ardor of His Congregation to Cool—How This Applies in Clerkdom—A Few Suggestions for Salesmen Inclined to be Tempestuous.

The talk, and the manner in which he talks, is an important part in the make up of every salesman. On it depends, to large extent, the impression made on the customer. It works either good or bad, and also the amount of the sales which that clerk makes depends upon the manner in which the arguments are presented to the customer.

A clerk may talk too much as well as too little. By not knowing when to stop he may spoil the whole effect of his arguments. Mark Twain tells a story showing the result of too much talk and illustrating the necessity of knowing when to stop talking. "A man," he says, "went to church to hear a missionary give an address. The speaker dwelt upon his favorite subject, telling of the need of funds to carry on the work, and doing so in such a manner that this man became enthusiastic and impatient for them to pass the collection plate that he might give them all his handy cash and then rush to the bank to draw out his available cash of $200 for the cause. But the speaker wanted to clinch his arguments and he continued on and on in a long, tiresome, and nerve-racking talk. This man began to lose interest. His enthusiasm began to depart. When at last the speaker had finished his long drawn out discourse, and the plate was passed, this man who had previously been worked up to fever heat quietly added 10 cents to the collection."

Thus the salesman, who after handing out a convincing line of selling talk, spoils it all by not knowing when to stop.

There is however, grave danger of the clerk not talking enough. When he has taken a customer's order he allows them to depart with a "thank you," instead of introducing to them some line other than what they have purchased and attempting to sell it to them.

Then there is the salesman who might be called "the rhymer." He rushes over everything he carries in stock from A to Z in less time than he should devote to one article. He might just as well have saved his breath and his customer's nerves as far as results are concerned.

The correct way is to take one thing at a time and do it well. Say: "Mrs. Customer, we are making a special of these pickles this week. The regular price is 25 cents but we are selling them this week at 2 for 45 cents. As you use a lot I thought you would like to know." This is the kind of talk that interests the customers and gets results.

Another brand of clerk has plenty to say and talks about everything from the weather to the church news but will forget entirely to introduce any real business into his talk. The valuable salesman is the one who can sell over and above actual demand and when he has a customer before him, is his opportunity to do so. Instead of talking about the weather and on similar subjects, let him deal with things that will bring results.

Some clerks are mechanical talkers. In the morning they will select some subject and to each and every customer who visits the store that day they will give the same talk. Generally this kind of a clerk is great on weather talk and a customer visiting the store twice in the same day will be greeted with the same comments about the weather.

Knowing the importance of talk every clerk should select his subjects, his grammar and his manners that he may escape the errors which he is liable to commit.

THE WEEK'S TRADE CHANGES.

Grocery Dealers Throughout Canada Buy, Sell and Open New Stores.

ONTARIO.—M. Gormon & Co., general merchants, Eganville, succeeded by Luloff & Co.

J. A. Naish, grocer, Hamilton, has sold.

Louis Deunoindett, grocer, Hamilton, has sold out.

Wm. Beswick, grocer, Hamilton, has sold his Mary street store to Geo. Gassar.

A. Newland, grocer, Toronto, deceased.

John Goggin has opened a grocery store at Bracebridge.

Geo. Arsove, formerly of Hamilton, has opened a grocery store on King St., Toronto.

QUEBEC.—G. E. Reid, general merchant, Portage Du Fort, sold out.

WESTERN PROVINCES. — Stringer & Co., have opened a general store at Swan River, Man.

R. S. Johnson, grocer, Winnipeg, has sold to E. A. Whatley.

Alex. A. E. Smith has opened a grocery store at Winnipeg.

D. Price, grocer, Winnipeg, Man., has sold to B. C. Neal.

A. W. Smith, grocer, Winnipeg, has sold to S. P. Wilson.

Deeder Bros. have opened a grocery store in Winnipeg.

J. Fred Shaw, grocer, Winnipeg, has sold to F. C. Wilson.

Theodore Enss has opened a grocery store at Blane Lake, Sask.

Gilmour & MacLean have opened a general store at Marcelin, Sask.

W. W. McRae, grocer, Moose Jaw, Sask., has sold to J. H. White.

The new building of the Moose Wholesale Grocery Co., Weyburn, Sask., is about completed.

Bradd & Dudley, grocers, Saskatoon, Sask., have sold to McGill & Co.

T. Thorawildson, general merchant, Leslie, Sask., has sold to John Olofsson.

F. A. G. Cosnell, grocer, Regina, succeeded by A. L. Herdman.

D. B. Weaver, has opened a grocery business at Calgary, Alta.

Alexander & Howard have opened a grocery store at Edmonton, Alta.

Robinson Bros. are opening a general store at Munson, Alta.

H. E. Patenaude, grocer, Edmonton, Alta., has sold to A. B. Cote.

J. McLaughlin, has opened a grocery at Calgary, Alta.

King & Co., have opened a general store at Penticton, B.C.

Curry & Co., have opened a grocery store at Vancouver, B.C.

Etta M. Dailey has purchased A. L. Anderson's interest in the grocery of A. H. Wilson & Co., Blaine, B.C.

W. Campbell is opening a grocery store at Vancouver, B.C.

A grocery store is being opened at Vancouver, B.C., by C. Burt.

Leggatt & Williams, general merchants, Prince Rupert, B.C., dissolved, A. B. B. William continuing.

STORE HINTS.

Window displays must be something more than attractive. They must make people want the goods.

Use plain language in your advertisements that will be understood by everyone. It is next to impossible to get an advertisement too simple for the mind of the average reader.

Do your window displays show the goods you are advertising in the newspaper, or do you run the two without any relation to one another?

The successful merchant is generally a man who is able to take advice at times.

Tell your customers all about the good qualities of your goods but don't claim one bit more than the facts warrant or you cannot expect to retain the confidence of your patrons.

Mere hard work will not bring success. There must be some brain work connected with it.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Custard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND



Are You Aware

that **Canadian Wheat** is used in Italy by manufacturers of

Macaroni, Vermicelli, Spaghetti ?

You Must Pay Customs Duty

if you stock imported goods and surely you want to save money. Let us prove to you that

L'Etoile (Star) Brand

MADE IN CANADA is as good and better than the imported. No duty to pay. Hence full value of your money in the quality of the goods.

Our goods are made by European Experts with European Machinery.

L'ETOILE

Cie Francaise des Pates Alimentaires
6-9 HARMONY STREET, - MONTREAL

Profitable Spare Time Work

WHAT would you do with some extra money? If you wish to supplement your salary by congenial work after hours let us appoint you our representative for your district.

The work will consist in looking after the renewals of old subscriptions and the securing of new ones, and as **MacLean's Magazine** is a very easy seller, you can by this means **increase your** earnings very materially.

Men of energy and selling ability can find full scope for **their whole time** in this well paid employment.

The MacLean Publishing Company
143-149 University Avenue, - Toronto, Canada

CALIFORNIA FRUITS

Peaches, Plums, Pears

We handle the Anchor Brand, they are fine Canadian Peaches. Early varieties Plums and Pears.

TOMATOES, CUCUMBERS APPLES

are now coming in freely.

PRICES RIGHT

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Positively Pleasing

is the steadily-increasing Demand for those Honestly-packed, Extra Fancy

"ST. NICHOLAS"

AND

"HOME GUARD"

Lemons

J. J. McCABE

AGENT

TORONTO, : : ONT.

Oranges are Firm; Tomatoes are Lower

Fruit Prices Fluctuate—Oranges are Higher Under Better Demand—Tomatoes Lower—Supplies are Larger — Lemons are Fairly Steady—Canadian Late Fruits Make Their Appearance —Canadian New Potatoes in Larger Supply.

The total volume of business in fruits is large, comparing most favorably with other years. Canadian fruits as they appear, are being given prominence, but there being somewhat of a short supply in a number of lines, trade is not as large as it otherwise would be. The small supply of numerous fruits has resulted in a better demand for oranges, which are generally quiet at this season. This improved trade, combined with no overplus of supplies has resulted in higher prices in this fruit during the past couple of weeks.

The warmer weather this week has created a better demand for lemons. Prices in general are pretty well maintained, supply and demand governing at various centres. There is conceded, however, to be no exceptionally large stocks at any centre. The quality of recent arrivals is good, being somewhat of an improvement on some earlier shipments.

Tomatoes are still being imported from across the border, but the larger amount of business is being done in the Canadian article. Supplies are increasing with a consequent downward movement in price. Watermelons are in good supply, being taken up well at somewhat easier prices.

Various districts of the Dominion are beginning to send out shipments of plums, peaches and pears, but the supplies are as yet limited. California fruits are still being imported, and are meeting with ready sale.

Although the supply of Canadian new potatoes is on the increase, it still falls far below the total demand. Country districts are consuming about all supplies in their own neighborhood, so that the large towns and cities depend principally on the imported product.

MONTREAL.

Green Fruits. — There is a large amount of business passing just now and dealers are receiving high prices all round.

It will be noticed that there are a number of changes in price since last week.

Bananas and Valencia oranges are slightly higher, while cocoanuts can be had at lower figures.

Apricots, California, box	2 25	2 50
Apples, Spies, extra fancy	9 00	9 50
Bananas, bunch	1 75	2 25
Bananas, crated	2 00	2 50
Blueberries, Can. box 22 qts		2 75
Lemons	5 00	5 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 75	5 25
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	2 50	3 00
Pears, Cal., crate	3 50	4 50
Pineapples—		
Floridas, case	3 75	4 00
Plums, California box	2 50	2 75
Raspberries, box		0 15
Strawberries, Canadian		0 15
Watermelons, each	0 50	0 60
Cantaloupes, Cal	5 00	6 00
Cherries, Canadian	1 50	1 60
Cherries, California, box		2 75
Cocoanuts, bags		3 75
Currants, red, basket	1 00	1 25
Currants, black, basket	1 25	1 75
Grape fruit, Flo.	3 75	4 50

Vegetables.—Local dealers, while admitting a fair volume of business, state that things are not so satisfactory as should be, owing, no doubt, to the high price prevailing.

Wax beans show a decrease, while potatoes are on the increase.

New Californian potatoes are now very scarce.

Beans, wax, hamper	2 00	
Beets, doz		1 00
Carrots, doz		0 25
Cabbage, doz	0 40	0 80
Corn, per doz	0 10	12½
Cucumbers, doz.	0 10	0 15
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 40	0 50
Onions—		
Bermuda, crate		3 00
Montreal potatoes, new, bag	1 50	1 75
per barrel	3 00	4 75
Radishes, dozen bunches		0 20
Tomatoes, Jerseys, bushel		2 25
Turnips, bunch		0 40

TORONTO.

Green Fruits.—The warmer weather has brought an improved movement of lemons. Market prices are somewhat uncertain, for while some firms are quoting lower at $5.00, others have maintained prices as high as $5.75 for No. 1 stock. Oranges are firmer again, under limited supplies, and prices are slightly higher at $4.75 to $5.00 for late Valencias.

Prices of Canadian small fruits vary from day to day. Red raspberries are practically done, Lawton berries now being offered, while blueberries are quite plentiful at $1.00 to $1.50 per 11-qt. basket. Canadian plums, peaches and pears are now on the market, although in rather limited quantities. Considerable business is also being done in the California fruits. Tomatoes are lower in price, 85c to $1.00 per basket being the ruling quotations. Canadian green apples are in ample supply, with demand good. Watermelons are slightly lower.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli		5 00
Limes, box	1 25	1 50
Oranges—		
Late valencias	4 75	5 00
Pineapples crate	3 50	4 50
Lawton berries	0 10	0 13
Blueberries, bsk	1 00	1 50
Black currants, basket	1 75	2 00
Red currants, basket	1 25	1 50
Gooseberries, basket	1 50	1 75
Can. tomatoes, 11-qt. baskets	0 85	1 00
Rhubarb, doz	0 25	0 40
California		
Peaches, box	1 75	2 25
Plums	2 00	2 50
Pears	3 75	4 00
Cherries, Canadian, 11-qt. bsk	1 25	1 35
Watermelons	0 35	0 50
Canadian plums, small basket	0 35	0 40
11-qt. basket	0 50	0 75
Can. peaches,—		
small basket	0 35	0 40
11-qt. basket	0 50	1 00
Can. pears, small basket		0 50
11-qt. basket	0 60	1 00

Vegetables.—There is a good movement of new potatoes at the lower price of $4.75 to $5.00. However, at the end

of last week prices in New York became slightly firmer, although it has not been felt here. More of the Canadian product are coming forward but the supply as yet falls far short of the demand. They are going to the retailer at $1.50 per bushel. Canadian cucumbers are plentiful and lower in price, 25 to 30 cents per basket being asked this week.

Canadian beet, basket	0 30	0 40	Canadian beans, 11 qt. basket	0 60	0 75
Cabbage, Canadian, crate	2 50	2 75	Onions—		
Carrots, new, doz.	0 40	0 50	American cooking, 70 lb. bag.		1 40
Cucumbers, Canadian, bsk.	0 25	0 30	Spanish	3 00	3 50
Lettuce, Canadian, head	0 25	0 30	Potatoes, new, barrels	4 75	5 00
			Parsley, per doz		0 75
			New turnips, per 11-qt. basket	0 25	0 35

WINNIPEG.

Fresh Fruit.—There is little new in fresh fruits, except that an active trade still continues, and that strawberries are off the market. Raspberries are in strong demand at $5.00 a crate, cantaloupes, and watermelons are also being used extensively in the warm weather, and are quoted at the same figure, the

"Whitco" Brand

VIRGINIA JUMBO PEANUTS

It has been our aim to procure the best in Peanuts and pack them under our own special Brand. Nothing but the Choicest Selected Virginia Jumbo Nuts are allowed in sacks bearing our registered Brand.

The price is no higher than ordinary stock. Why not have the best?

In ordering insist on

"WHITCO" BRAND

EITHER GREEN OR ROASTED FRESH DAILY.

WHITE & CO., LTD.

WHOLESALE FRUITS, ETC.

TORONTO & HAMILTON.

Lawton Berries

OR

Thimbleberries

Plums, Peaches,

Harvest Apples,

Tomatoes, etc., etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS
OF CANADIAN FRUITS

HAMILTON, ONT.

SEASONABLE FRUITS

PEACHES PEARS PLUMS

CANTALOUPES WATER MELONS

TOMATOES CUCUMBERS POTATOES

ORANGES LEMONS BANANAS

Place a standing order to be filled from fresh arrivals each morning.

The House of Quality

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



LEMON JUICE

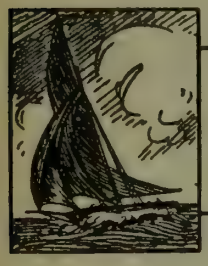


You buy and sell Lemons for the juice contained in them. Our brands contain more juice to the square inch because they are carefully selected and packed in standard sized boxes, are more uniform throughout—not a couple of dozen on top with fancy papers. Mention our packs for best results.

W. B. STRINGER, Sales Agent FOLLINA, BROS., Italy

former per crate, and the latter per dozen.

Green Vegetables.—American vegetables are almost entirely off the market, and except for a few lines, home grown goods are being used entirely. Prices have been dropping considerably, but at the present time the demand is fairly strong owing to the warmer weather during the last week, and it is expected that present quotations will remain firm.



Fish - Oysters



Fairly Satisfactory Trade in Fish

Bright Spots at Intervals Help—Summer Demand Naturally Inclined to Quietness—Prices on the Whole are Steady—Mackerel Prices Remain High—Due to Small Spring Catch—Scarcity of Bait on Nova Scotian Coast.

Bright spots here and there in the fish trade make business on the whole fairly satisfactory for the season. Prices generally are steady. Owing to the small catch of Spring mackerel prices still rule high.

While the weather on the Nova Scotian coast has been favorable for the fishermen of late, lack of bait has kept the catches small. While receipts of haddock are somewhat larger, cod is scarce.

QUEBEC.

Montreal.—Although this is the dull fish season, dealers find things brightening up and towards the middle of the month will be getting ready for the heavy business.

It is reported that the bankers have been hampered by lack of bait, but supplies have been procured.

Owing to the small catch of spring mackerel prices are still pretty high. There is a scarcity of Gaspe salmon at present.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 10
Bluefish, per lb.	0 12	Salmon, B.C., lb	0 15
Dressed perch, per lb	0 10	Salmon, Gaspe	0 16
Dressed bullheads, per lb.	0 10	Shad, buck, each	0 30
Eels, fresh, each	0 25	Shad, roe, each	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04½	Sea bass, per lb.	0 10
Steak cod headless, per lb.	0 05	Trout, brook	0 25
		Lake trout, lb.	0 11
		Pike, per lb.	0 08
		Pickerel or dore	0 14
		Whitefish, lb.	0 11 0 12

FROZEN

Haddock	0 03	Salmon, B.C., red	0 09 0 10
Halibut, per lb.	0 09	Gaspe salmon, per lb.	0 15
Pike, round, lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Gras pike	0 05	Whitefish, large, lb.	0 07½ 0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls.	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, half bl.	8 50
No. 1 mackerel, pail.	2 00	Salmon, Labrador, tres, 300 lbs.	21 00
No. 1 mackerel, ½bbls.	8 00	Salt eels, per lb.	0 07
Scotia herring, No. 2, bbl.		Sea trout, ½ brl.	6 50
Lake trout, half bbl.	6 00	Sea trout, bbls.	12 00
Choice mackerel, half pail	2 00	Scotch herring	6 00
Salmon, B.C., red, bbl.	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl.	12 00	Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 00
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 9, 10
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 75

ONTARIO.

Toronto.—Dealers say that a steady trade for the season is in evidence in fish, business on the whole comparing favorably with other years. Fresh halibut is arriving freely and is being taken up at 10 cents per pound. Trout is also a favorite line. Prices on the whole are seemingly steady.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal.	1 25

NOVA SCOTIA.

Halifax.—The local fish markets are inactive at present. While the weather has been favorable for the fishermen, bait is scarce, and in consequence the catches on the inshore grounds are small. There has been some improvement in the receipts of haddock, but cod is scarce. The demand for fish for local consumption is light, the sales for the past week or so being below the average. Fresh mackerel are becoming scarce, and the few fish received have retailed at 25 cents a piece. Stocks of finnan haddies are light, and in consequence of the scarcity of fish, there is not much doing in the export trade.

During the week some large fares of fish have been landed at Gloucester by vessels of the banking fleet, and the price of cod has been advanced 12½ cents per hundred pounds. Codfish are in good demand in all the markets. Prices of salt mackerel are firm, and those who have stocks on hand are holding out for higher figures. Swordfish are plentiful, but they are not a ready seller on the local market.

Canned lobsters are high, and the export trade is good. They are quoted from $16.00 to $17.00 per case.

A Dried Fruit Situation Not Equalled in Years

At the first of the year, prices on dried fruits were considered extra high, but what must the person who makes a comparison of prices think of the quotations ruling at the present time. Six months ago prices were described as high and the situation as acute. Since then supplies have been gradually growing smaller and prices gradually advancing, so that the situation now is one unparalleled in many years. Many of the lines especially prunes and evaporated apples are hardly available at all while there is a decided bareness of stocks of all lines, and the new fruits are assured an extremely bare market.

A comparison of prices ruling on the Toronto market on Jan 1st and on July 1st is given below. It shows that a pound of each of the articles listed on Jan. 1st, would have cost $1.00½, while at the present time, they would amount up to $1.21.

	Jan. 1	July 1
Prunes, 30s to 40s	13½	17
Prunes, 40s to 50s	12½	16½
Apricots—choice	17	21
Dried peaches	10½	13½
Evaporated apples	12	16
Currants—Filiatras	8	8
Valencia raisins	9	9
Seeded raisins—choice	8	9½
Tapnet figs	4½	4½
Dates—Hallowees	5½	6

The Board of Health of Port Arthur, Ont., has ordered that the delivery of bread shall be made with each loaf in separate wrapper.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

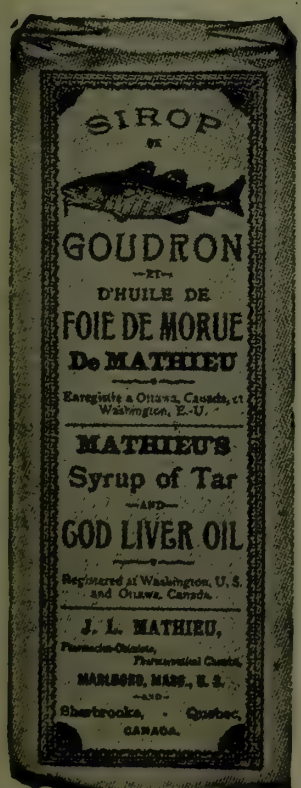


CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man.; Shallcross, McCaulay Co., Calgary, Alta; Johnston & Yockney, Edmonton, Alta.; Shallcross, McCaulay Co., Vancouver and Victoria, B.C.





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot, Montreal

QUAKER BRAND

LOBSTERS

In Pounds and Halves, Flats.

Quality Superlative

Write for Quotations or Ask our Travelers.

MATHEWSON'S SONS,
MONTREAL

HOLD FRUIT EXHIBITION.

Hopes Held Out for New Brunswick as Fruit Growing Province.

St. John, N. B., Aug. 3 (Special).—While it has always been a matter of belief with those interested in the matter that New Brunswick has remarkable possibilities as a centre for fruit growing, yet during the last month or two, the discussion has become far more noticeable and widespread than has been the case for a long time. Even at this early date, plans are under way for the holding of a fall fruit exhibition in November or October. To stimulate interest, and to encourage the fruit growing industry in the province, local merchants in different branches of trade to the number of fifteen have subscribed prizes of $10 each to be awarded as the board of directors of the fair deem wise. The Board of Trade has also donated a handsome silver cup for a prize in the exhibition.

The clerks of Moncton are organizing themselves into an organization for their advancement, protection, and interests. Such associations flourish in other cities and the clerks of the railway city are of the opinion that they can make a success of their body, the aims of which will be similar to clerks' associations elsewhere.

THE BETTERMENT OF EGGS.

Why Merchants Should Exercise the Greatest Degree of Care.

The wholesaler is making complaints about the larger number of bad eggs which he is receiving and the loss occasioned by it. He is not the only person, because from both merchants and consumers come similar reports. The merchant no doubt wishes, as far as it lies in his power, to eliminate this loss, and should consider ways and means of doing so. Many country merchants are not strict enough in this respect. They do not give the attention they should to guard against the receiving of poor quality eggs. It would be well if he would candle all eggs as received so that the farmer would have to bear the loss as he should, and not the merchant, commission man or consumer. He might also be able to do a little educational work among the farmers from whom he receives supplies, so that the standard of the eggs brought to market may be improved. This has been done by means of egg circles in some parts of the country but where they do not exist, the dealer should attempt some educative work among the farmers.

The bad egg question has become so bad in some parts of the United States that strict regulations have had to be made. In Nebraska, dealers are required to candle all eggs purchased by them while one section of the ordinance reads: "It is unlawful for the farmer, merchant or other dealer to sell or offer for sale bad eggs."

A circular has been issued giving instructions to farmers, which might be valuable for the dealer to use in his campaign:

"Provide plenty of clean dry nests for your hens. Gather the eggs daily in cool weather and twice a day in hot or rainy weather.

"Do not wash eggs. Use dirty and small eggs at home. Keep your eggs in a cool, dry place, which is free from odors. Don't sell eggs which have been in an incubator. Market your eggs daily if possible; if not, every other day. Don't sell eggs which were found in a stolen nest. Keep the eggs out of the sun when taking them to town. Don't keep eggs near oil, onions, etc., as they readily absorb odors."

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

A number of large factories are situated in the east end of Montreal, but perhaps there is none so striking as the newly built factory of Ramsay's Limited. This firm is better known to the trade from coast to coast as the Imperial Syrup Co., but since it was decided to manufacture biscuits and confectionery on an extensive scale the name was changed, and to-day numerous housewives in Canada on buying biscuits insist on being provided with Ramsay's. The Sunshine Bakery in the east end of Montreal is the home of Farm Cream Sodas, and the proprietors are particularly fortunate in having secured the services of a number of biscuit experts from the Old Country, even if the wages demanded are much higher than the ordinary. Those not already acquainted with these high grade lines should get in touch right away, and take advantage of the extensive advertising campaign now being carried on by the manufacturers.

Scotland is universally and aptly called the "Land o' Cakes," for no other country in the world produces such sweet yet wholesome and nutritious teatable delicacies—especially those highly digestive biscuits and short-cakes which have nourished the hardy Scot for many ages past. Macfarlane, Lang & Co., Ltd., of Glasgow, true to their native traditions, combine in their biscuits and cakes the highest degree of taste and quality with the greatest food value. Such biscuits as "Granola Digestive," "Rich Tea," "Playmate," "Large Water" and the up-to-date "Coronation Biscuit" are all quite distinctive in character and flavor, yet are all equally palatable and satisfying. The biscuits manufactured by Messrs. Macfarlane, Lang & Co. are meeting with a warm welcome from the Canadian trade and public. They are now sold by grocers all over Canada and will undoubtedly attain the success which their quality warrants.

Advices from England state that Holbrooks, Limited, of Birmingham, manufacturers of sauces, etc., have been commanded to supply the House of Lords and the English House of Commons with their leading product, Holbrooks Worcestershire Sauce. This is a signal honor coveted by all manufacturers of food products, for only those goods of the highest reputation are favored with such distinctions and only after the most searching examination. This item of news is of particular interest to the trade on this side of the Atlantic just now for it is a well known fact that the products of this English house have been coming much to the front recently. Holbrooks, Limited, were the first to grasp the many opportunities which the Dominion affords to English manufacturers and they jumped into the market with both feet, so to speak, by opening offices in Toronto to supervise their Canadian trade on the spot. This information is history but it may not be generally known to what proportions their trade has grown by this system of development. Their Toronto branch has now become their executive offices for not only Canada but the entire Continent from Halifax to Vancouver and from Boston to San Francisco, with subsidiary offices in Chicago and Montreal and controlling local distributing agents in all the important centres of Canada and the United States as well as from 25 to 30 specialty salesmen.

The Standard Brokerage Company, Vancouver, B.C., whose advertisement appears in this issue, commenced business in 1903. They are now one of the leading commission houses in Vancouver, representing several large Canadian and British manufacturers. In February of this year they moved to their present premises in the new wholesale section of Vancouver, and have one of the most up-to-date warehouses in this city. They have a staff of travelers, and cover the whole of British Columbia territory. They are extending their business, and are looking for one or two more first-class agencies, amongst others, a canned goods line. They purchase some goods outright. The firm is composed of Arthur Nelson, W. B. Shakespeare and A. P. Watkins (who joined the firm recently, after fourteen years' experience with the Hudson's Bay Company).

HOLBROOKS

WORCESTERSHIRE

SAUCE



Imported Absolutely !!

A Worcestershire Sauce to suit the most exclusive taste.

Used in the Dining Rooms of the House of Lords and the English House of Commons.

A high grade English product, well advertised throughout Canada, with a liberal profit to the retailer.

HOLBROOKS LIMITED

CANADIAN AND AMERICAN OFFICES:

40 SCOTT ST. — MANAGER H. GILBERT NOBBS — TORONTO

Head Office and Manufactory - - Birmingham, England

Breweries - - - Stourport, Worcestershire, England

The Grocer's Encyclopedia--The Lime

Some Interesting Facts About This Fruit Which Flourishes Down in the Tropical Islands of the British West Indies—Its Medicinal Properties—Method and Manner of Growth—Yield of a Tree—Suggestions to the Dealer.

The sale of limes or lime fruit in Canada is as yet rather limited. This is probably due to the fact that the majority of dealers in fruit are not as well acquainted with this product as they should be. However, its nature and use is becoming better known and its sale will no doubt show substantial increase as dealers begin to recognize the opportunities for the extension of its sale.

Producer of Citric Acid.

The lime is one of the most important producers of citric acid, well known for its medicinal properties. The juice is highly valued for making cooling drinks with the aid of sugar and water. Those dealers who give it prominence, especially during the warm weather, find that it meets with a ready sale. Along with other properties, it is regarded as an effective purifier of the blood. Hotels use the fruit more or less extensively for flavoring fish, meats, etc., as well as for mixing with drinks. In the West Indies, it is used for cooking and making sauces in much the same way as lemons are used here.

The lime is about half the size of the average lemon or even somewhat smaller and of a species closely related to the lemon and orange. They are more juicy than the lemon and their acidity more acrid. In fact they are the more keenly acid of all fruits, but somewhat flat and bitter.

Where They Thrive.

While the native home of the lime is South Eastern Asia, it has spread to many other tropical countries. Canada's supply comes from the British West India Islands of Dominica and Antiqua, principally the former. Some are also produced in Florida and California, although the quantity is not large. They are of a globular or roundish oval shape, and as stated before smaller than a lemon and with a thinner rind. They have a nob at the tip resembling a nipple.

The lime tree is not a large one—in fact it might be called a shrub. An average yield is 70 barrels of fruit per acre while in full bearing.

In some places the trees are raised from seed in nurseries, and transplanted when 10 or 18 inches high to the orchard, where they are planted in rows about 15 feet apart, or 150 to 200 to an acre, light, rich, sandy loam being best suited to their growth. The flowers are small, white and very fragrant. The trees bear fruit in three or four years after transplanting and continue bearing for about twenty years. They are easily damaged by frost.

As stated before the Island of Dominica is a big producer of limes, and the quality measures up to any other grown throughout the world. The luxuriant growth is attributed to the rich volcanic nature of the soil. The trees attain the size of apple or pear trees and produce more limes to the acre than anywhere else in the world.

Those dealers who have given attention to this line of fruits, have received good results. The lime makes a thirst quencher that appeals to everyone during the warm weather. It is for this reason that the total consumption in the Dominion is on the increase, and the dealers who feature them are deriving the benefits.

Need of Explanation.

When the dealer stocks them for the first time, he will need to explain their good qualities to his customers, and give them prominence both in display and personal talk until a demand has been created.

Limes are imported into Canada by way of New York in boxes containing about 100. For a time around the first of July, there was somewhat of a scarcity but are now quite plentiful. At present they are selling in Eastern Canada at $1.25 to $1.50 per box.

TRADE NOTES.

Gifts of any kind whatsoever, even the New Year calendars, have been placed under the ban by the Retail Grocers' Association of North Minneapolis. They will discontinue giving Christmas presents, premiums, discounts on bills and gifts of all kinds.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta. | Vancouver, B.C
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO

McDOUGALL

Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland

CLAY PIPES

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

There's Profit in Every 7-20-4 Cigar

There's Satisfaction In Every Smoke

A cigar department in a grocery store is a profit-producing section, especially if you feature the cigar that is making a hit with the connoisseur smoker—the

7-20-4 CIGAR

This cigar is the most satisfying of any moderate-priced article; made of superior quality leaf and properly rolled.

WRITE FOR DETAILS AND PRICES

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—General store and stock of $6,000 in village of 900 or 1000. Good business, owing to good farming country around. To be sold at a snap as owner is ordered to Coast for his health. Apply Box 395, CANADIAN GROCER, Toronto

SPLENDID opening for dry goods and grocery store in thriving town on Grand Trunk Pacific, Tofield to Calgary. Investigate. Further information Box 1266, Calgary.

SALESMAN FOR MARITIME PROVINCES

LARGE ENGLISH SPECIALTY MANUFACTURERS require live, ambitious young Specialty Salesman to cover the retail grocery trade of Eastern Quebec and Maritime Provinces. Must be well acquainted with the trade in that section and show progressive record. Good prospects for right man. Write, giving fullest information, which will be treated confidentially, Box 396, CANADIAN GROCER, Toronto.

SITUATIONS WANTED.

TEA CLERK seeks position. Wide experience. Book-keeping and knowledge of invoice stenographing. Energetic and capable man. Particulars, REDDEN, Colborne, Ont.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 65
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 50
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 8-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	
Per doz	
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies	
Red currant	2 00
Black currant	2 15
Crabapple	1 45
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Blue

Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, ¼-gross box 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



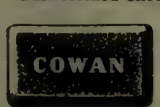
Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

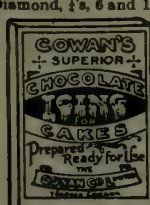
Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90



Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 5's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

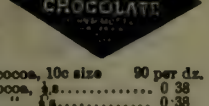
Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼-lb. cakes, 35c. lb.; Breakfast cocoa, 1-lb., ½, ¼, 1 and 5-lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½-lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½-lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼-lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda ½, 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	Pails.	25 and Tins.	50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 0	...	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pou, 1 lb. pots, "	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases	1 dozen	2 75 "
Tumblers, cases	2 dozen	1 35 "
35-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. ti 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz



Ground or bean—

	W.S.P.	R.P
1 and ¼	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

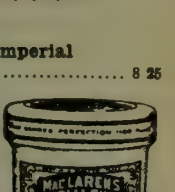
Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz	12 00

Roquefort—

Large size, doz.	2 40
Smal' size, doz	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 6¢
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.35; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors) doz.	1 00
2 " " "	1 75
3½ " " "	2 00
4 " " "	3 00
5 " " "	3 75
8 " " "	5 50
16 " " "	10 00
32 " " "	18 00

Discount on application.





CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof.

"2 in 1" is a popular favorite, and sells all the time.

SEE TO YOUR STOCKS

The F. F. Dalley Co., Ltd.

HAMILTON, ONT., and BUFFALO, N.Y.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.

Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS
Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons	40 Bou.	10 50
" " tins	½ kilo	100 tins	16 00
Extra Fins "	½ "	100 "	15 50
Tres Fins "	½ "	100 "	15 00
Fins "	½ "	100 "	13 00
Mi-Fins "	½ "	100 "	12 00
Moyens No. 2 "	½ "	100 "	10 00
Moyens No. 3 "	½ "	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
⅛ gals., 2s	23 00	½ gals., 20s	13 50
¼ gals., 4s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 100 lbs., ¾ oz.	3 75	case

"La Luna," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., ¾ oz. bars	1 80	case
" 200 lbs., ¾ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal

3 Squares, in neat carton..... per lb.
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs ..lb. 0 05½
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME STOVE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75½

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

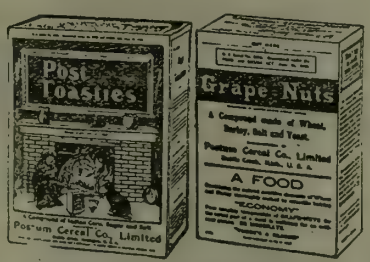
	Doz.
Large size, 1¼ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force 36's..... 4.50
Gusto, 36's..... 2.85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 31-lb	0 11½
" 5-lb	0 11½
" 10-lb	0 11

F.O.B. Montreal



GUNNS "RAPIDFIRST" LARD COMPOUND.



Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans. per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" 100 sticks	0 75
Dulo, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
5 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

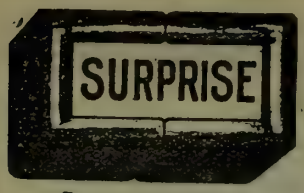
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 15



Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

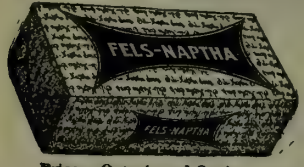
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
[illegible]	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain Laundry Starches	Cents per lb.
40 lbs. Canada Laundry	0 05½
40 lbs. Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs. No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs. kegs, No. 1 white	0 06
200 lbs. bbls., No. 1 white	0 06
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs. Silver gloss, in 6 lb. canisters	0 07½
36 lbs. Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs. kegs, Silver gloss, large crystals	0 06½
28 lbs. Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 48 cart's, per case	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS

Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $8.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND

CONCENTRATED SOUPS



Ve etable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ¼-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

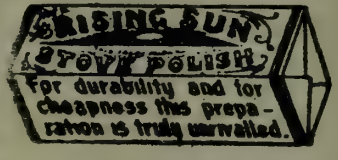
MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 90
5 cases		2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03½	"
¼-barrels, 175 lbs.	0 03½	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 25
5-lb. tins, 1 doz. in case, per case	2 60
10-lb. tins, ½ doz. in case, per case	2 50
20-lb. tins, ¼ doz. in case, per case	2 45
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 38½	1 70
Pails, 25 lbs., each	1 20

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S [illegible]

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per doz
H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
6½ lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

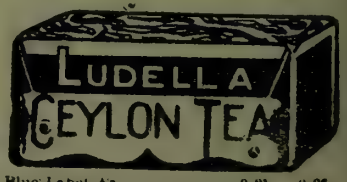
Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Ponchos, 8s	50

Teas



THE 'SALADA' TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 33
Green " ½s or ¼	0 30	0 40
Blue " ½s or ¼	0 35	0 50
Yellow " ½s or ¼	0 40	0 50
Purple " ¼ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 30
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

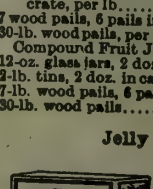
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz.	$2 30

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



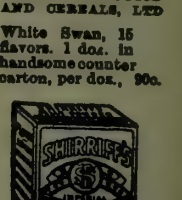
WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

KEEP SNAP ALWAYS ON HAND

DIRTY HANDS



Whether soiled by paint, tar, grease, ink or the ordinary grime of home, outdoor or business work, can be quickly, easily and effectively cleaned without the slightest harm to the skin and no roughness after the hands are

MADE WHITE WITH

SNAP

the greatest of hand cleaners.

SNAP COMPANY Limited MONTREAL

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



Five Roses is Packed to Suit Your Trade

Think now of the Selling Advantages of *good* flour packages.

To please your *own* particular trade, Brother Grocer,— FIVE ROSES is packed in Bags, Barrels, Half Barrels.

In Barrels of our *own* manufacture—better than can be bought.

It's the *best* flour barrel made—sturdy, strong, long-lived, so useful about the house.

Barrels of 196 lbs. and the half barrel—the 98 pounder.

Bags of Cotton or Jute.

Quality packages to match the flour.

Bags that sift the *least*—best cotton, clean, neat, sanitary, striking design, easy to handle.

You can sell FIVE ROSES in *five* sizes.

In *seven* pound bags, *fourteens*, *twenty-fours*, *forty-nines*, *ninety-eights*.

You profit according to size, Brother Grocer.

Sell FIVE ROSES always—
All ways.

Lake of the Woods Milling Company, Limited
"The House of Character,"
MONTREAL

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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VOL. XXV. PUBLICATION OFFICE: TORONTO AUGUST 11, 1911 No. 32

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Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,
403 St. Paul Street, MONTREAL
30 Church Street, TORONTO
AGENTS FOR THE DOMINION OF CANADA

This Is The Poster

that is appearing on the billboards throughout the Dominion and helping you and every other grocer to increase your sales of Benson's Prepared Corn. Yet this poster is but a single detail in our sale-making helps for dealers. Have YOU Benson's Prepared Corn in stock?

EDWARDSBURG
Starch Company, Limited
MONTREAL CARDINAL TORONTO
BRANTFORD VANCOUVER

EDWARDSBURG STARCH Co LIMITED



ALWAYS ASK FOR BENSON'S



How Can I Save Money?

You Can Save Money

for yourself and customers by serving them with the best product of its kind, no matter what that kind may be.

You save yourself money, because reliable products, which are known to the consumer or have in them the quality, that when once used always used, never stick to your shelves and become fly-specked members of the has-been counter.

You save your customer's money, because a quality product, although it may be a shade higher in price, can be served or prepared without any waste in a much more attractive manner and more readily than the inferior product, thereby saving your customer's time which is money, giving better satisfaction and insures your customer's confidence in prepared food products and in you.

You can readily see that you can save money by looking after the fine points of your business, as some might say trifles, but it is trifles that make perfection, although perfection is no trifle.

MacLAREN'S
IMPERIAL PRODUCTS
NOTHING BETTER

A Few Trifles That Will Help Perfect Your Business

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S IMPERIAL OLIVES
MacLAREN'S IMPERIAL HONEY
MacLAREN'S IMPERIAL PEANUT BUTTER
MacLAREN'S IMPERIAL PREPARED MUSTARD
MacLAREN'S CANADA CREAM CHEESE
IMPERIAL DESSERT JELLY

FOR SALE BY ALL JOBBERS

FOR FURTHER PARTICULARS WRITE

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES: NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES: WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH

Highest Quality

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

Codou's Macaroni

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

Highest Quality

ARTHUR P. TIPPET & CO.

Agents

Montreal *Toronto*

NOTICE THE NAME

CLARK'S



"A SUCCESSFUL MERCHANT"

And take the opportunity of increasing your Customers, your profits, and your reputation, by carrying a bigger assortment of CLARK'S PERFECTLY PREPARED MEATS.

It doesn't signify that because you haven't been asked for certain of CLARK'S DELICACIES that you would not have any demand for them.

CLARK'S PREPARATIONS are extensively advertised all over the Dominion, and if you would but provide your Customers with the opportunity of buying what they want, you would very soon realize that it pays to cater to the public taste.

If it pays us to advertise, *surely it must pay you to sell the goods we advertise.*

Why not make a start right now and order an assortment from your Wholesaler.

WM. CLARK, MONTREAL

Manufacturer of the Celebrated "CHATEAU" Brand Concentrated Soups.









The Sauce With The Different Taste



The difference is decidedly in its favor and being in its favor will create a demand that will be profitable to you. When your customer asks for a select sauce recommend

BRAND'S A1 SAUCE

It is composed of the finest ingredients procurable. The formula is a very rare receipt of "Old Country" origin and one which has been used in Royal households.

Even the factory conditions where A1 is made have a tendency to make this famous brand a little superior to any other. Put up in neat bottles, attractively labelled, making good shelf display. Secure your stock now.

BRAND & CO., LIMITED Purveyors to H.M. the Late King Edward VII.

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McLEOD & CLARKSON, VANCOUVER, B.C.

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857
Sales Offices and Agencies:—
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Mason & Hickey, Winnipeg and Calgary
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By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be supplied in all parts of the Dominion.

SAMPLES AND FULL PARTICULARS FROM

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NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

An important fact to remember is that

"Granola Digestive" Biscuits

are quite distinctive in character, and must not be confused with the ordinary varieties of wholemeal or digestive biscuits.

The word "Granola" —registered as a trade mark— is stamped upon each biscuit, and also appears upon all labels and packages.

Macfarlane Lang & Co's

Biscuit Manufacturers,

Glasgow and London.

Consider Your Customers First By Passing Them Out These Brands



"Simcoe"

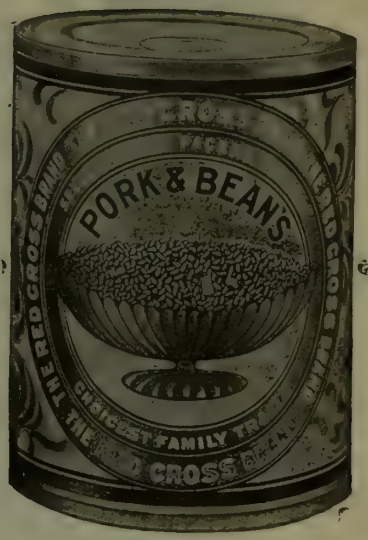
Baked Beans

With Tomato and Chili Sauce

"Red Cross"

Baked Beans

"Red Cross"



PORK & BEANS

You serve your customer's best interests and at the same time you are laying the foundation for future business. Every can contains hand-picked beans, prepared by a special process that gives them a rich, nutty flavor, packed solidly.

We put them up, both plain and with tomato or chili sauce, in large and small sized cans, suitable for family, hotel or restaurant use. Push "Simcoe" and "Red Cross."

Your customers will look for the green label on the top of every can of 3's Family size. See that it is there.



There are more beans to the can in our Family size 3's than in the 3's Flat size offered by other packers.

Dominion Canners
Limited
Hamilton - Canada

Dominion Canners
Limited
Hamilton - Canada



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

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WAGSTAFFE'S

Fine Old English

PURE JAMS, JELLIES, MARMALADES,

ETC.



The most up-to-date Fruit Preserving Plant in Canada, the Walls in processing rooms are constructed of white enamelled Bricks, the floor is of mastic, and has every modern sanitary method that skill or money can procure. *Cleanliness is our motto.*

Wagstaffe's New Season's

Raspberry, Black Currant and all other kinds

Now Ready for Delivery.

All Fruits Are Scarce.

Book your orders quickly.

WAGSTAFFE Limited

Pure Fruit Preservers

HAMILTON ONTARIO

KOPS NON-ALCOHOLIC ALE



Prepared from ingredients of undoubted purity, the bitter principle being derived from the finest hops. It has a delicious and appetizing aroma, and is an agreeable, salutary bitter, and whilst it will be found to act as a tonic stomachic and an aid to digestion, it is so free of alcohol that it will be found a veritable boon to total abstainers, sufficiently aerated to make them pleasantly sharp.

HAVE YOU TRIED IT?

By introducing it to your customers you will be creating NEW and very profitable trade. Printed catalogues and full particulars from us or our agents.

KOPS BREWERIES, London, S.W., England

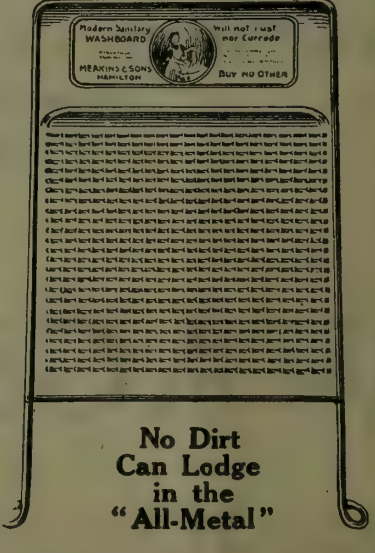
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SANITARY WASHBOARDS

Have the qualities which recommend them to particular buyers.

These washboards are of **metal construction throughout** and have **no wood to warp and no nails to come loose or rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**



No Dirt Can Lodge in the "All-Metal"

Send for Particulars and Prices to

Meakins & Sons, Hamilton, Ont.



ABOUT 110 TO THE LB.





ABOUT 110 TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



SOMETHING THAT SELLS QUICKLY

We would not be kept so busy filling orders from different parts of Canada, nor would we be paying for this space regularly if we had not faith in our goods.

"Orsenigo" Brand Macaroni

is a brand that you will stock some day. Your customers will want it, and you should waste no time in taking advantage of present low prices.

The Best Tananrog Russian Wheat

is used, which gives it that Gluten Quality necessary and indispensable in Quality Macaroni.

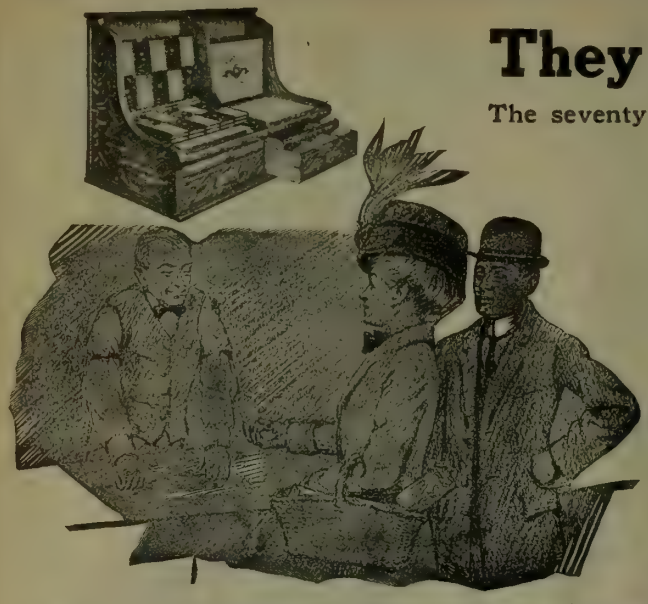
25 1-lb. Packages for $2.00

Write Immediately

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO - - - MONTREAL



They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

find that their customers ask for their saleslips—the itemized accounts of their purchases---showing the total amount due. *They want to know what they owe.*

¶ The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge, (*if he fails to write the slip the customer asks for it.*)

¶ It is an automatic credit limit.

¶ The McCaskey System cuts out useless bookkeeping. It keeps every account posted and totaled to date. It is an automatic collector. It furnishes proof of loss in case of fire.

¶ It flags the merchant at every danger point.

¶ No merchant can afford to be without it---it is sold on easy payments if desired and pays for itself.
¶ Information is free. Write for catalog to-day.

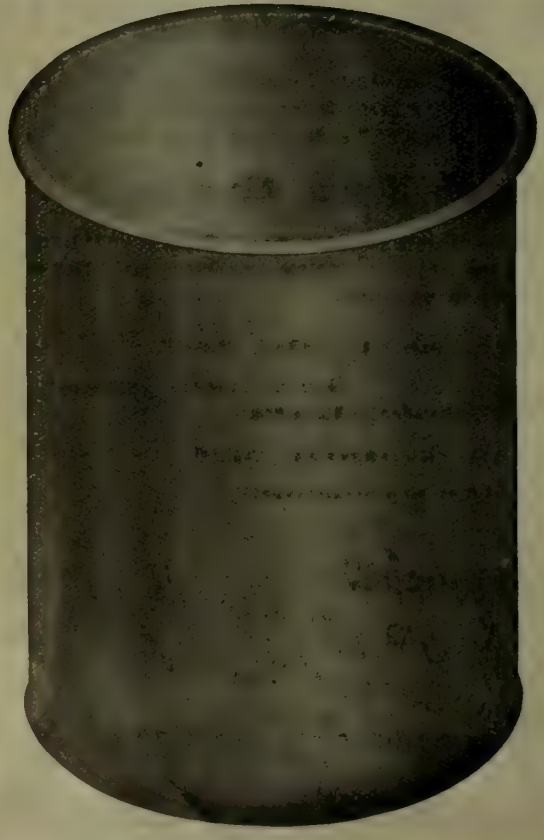
Dominion Register Co., Limited

90-98 Ontario Street, **Toronto, Canada**

Agencies in all Principal Cities.

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.



SANITARY CANS

FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

"DOMINION" Silent Matches



"Noiseless" and "Reliable" are the two main features of the "Dominion" Silent Match. They are made of good quality, straight grained wood with sure lighting heads that won't fly off.

Display these matches in your windows and on your cases. They are attractively boxed and will sell readily, giving entire satisfaction every time. Look up your stock now

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

OR THE SELLING AGENTS
Canada Brokerage Company, Limited, Toronto

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd

Ramsay's
BEST BY TEST

Farm Cream

Sodas

MADE BY RAMSAYS, MONTREAL

The rich, creamy flavor of "Farm Cream" Sodas not only pleases the taste of your customers, but adds coins to your treasury.

Every pound you sell to your old customers strengthens their faith in you and to new ones ensures you their regular patronage and goodwill. Ramsay's "Farm Cream" Sodas are always crisp and delicious.

Factory---29-31 Vitre St., MONTREAL







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Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.

Effectiveness Appearance Durability



Here are three leading features which should make every grocer instal a

HOBART
Coffee Grinder

It is a necessary adjunct to every up-to-date store, and is equipped with automatic release—an effective protection against accidental damage to motor.

The appearance of your counter is improved by the handsome exterior of the "Hobart," which is just as good as it looks.

It is perfect in design and workmanship and performs the grinding operation in the most efficient and quickest possible manner. Made of the best materials.

Write for free details and prices.

W. A. Freeman Co.
Limited
Hamilton

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles
AND
Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

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The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

Prompt shipments our specialty.

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Woodruff & Edwards Co.

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None Better

FEW AS GOOD

PRICE

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SOLD ONLY BY

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"Perrin's Candies sell other Goods."

D. S. PERRIN & CO. Limited

LONDON CANADA

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Mexican Vanilla Bean Gatherer

Take home a bottle of Shirriff's True Vanilla to-night. Have your wife use it for flavoring her sauces, puddings and cakes. Get her verdict. Then you'll know how pleased other women—your customers—will be when they have tried it on your recommendation.



Shirriff's

True Vanilla



is made from first-quality Mexican Vanilla Beans. It is the REAL extract—aged until its strength, flavor and bouquet excel all others. Very economical—a little drop goes a long way.

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Will Satisfy

This Mark on Every Box

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All First-Class Jobbers Handle.

Our extensive Advertising Campaign this year is making new customers for



"FORCE"

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THE SIGN OF PURITY

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The above lines are fully guaranteed for quality, appearance and sale.

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Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

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THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

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Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

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Aylmer - - Ontario

Head Offices: Hamilton, Ontario

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NEW SEASON'S

JAPAN TEAS

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Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

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All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
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Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

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Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

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Limited
Toronto, Ontario

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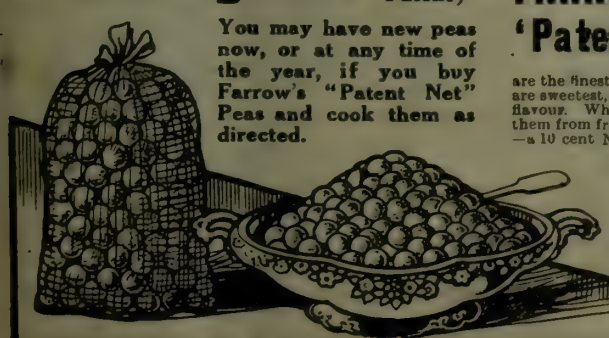
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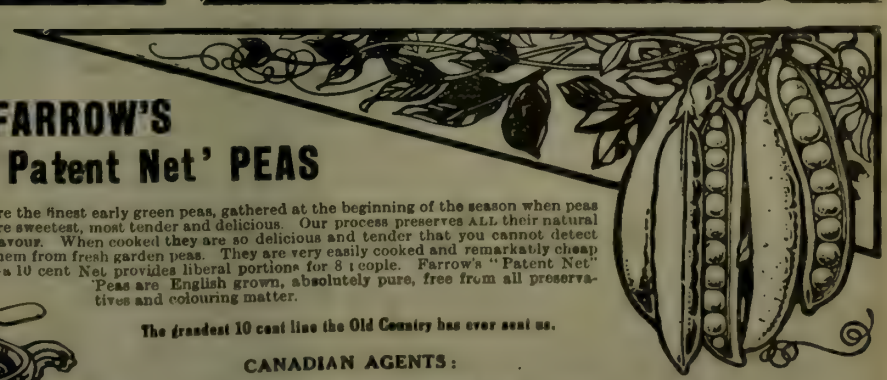
New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.



The grandest 10 cent line the Old Country has ever sent us.

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A well-assorted stock of

"Melagama"

TEA and COFFEE

is a paying proposition for the grocer. The profit is good and they are quick sellers. A trial order will be appreciated and filled promptly. See price list on last page in this issue.

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Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

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Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

"KING OSCAR"

NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



By Special royal permission.

"King Oscar" Brand are the primest Autumn-caught fish, canned in our modern sanitary factory and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING (J. A. Henderson)

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it pays best to consider your customers' interests as well as your own. At this time of the year, when the householder is putting down preserves, it is especially to your interest to give them the best sugar you can buy. The best is

St. Lawrence

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For You

Nothing like getting and KEEPING new trade, and you can do both by handling

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Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

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Your jobber has it.

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ORANGE MASS
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CHEWING TOBACCO

Rock City Tobacco Co.
Quebec - and - Winnipeg



Trade Mark of Quality

TO OUR MANY FRIENDS

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SWEETHEART BRAND PURE SPICES

now in the hands of our travellers. "QUALITY" OUR MOTTO.

I X L Spice & Coffee Mills, Ltd.
LONDON, ONTARIO

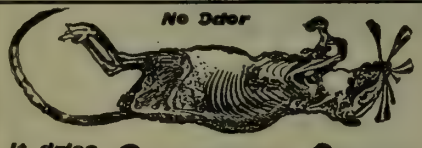
WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey,
MONTREAL, QUE.



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The manufacturers of a leading staple grocery line with an excellent connection, having found it advisable to canvass the retail trade—in addition to the wholesale, would be pleased to consider handling other lines on a commission basis throughout Ontario and the Maritime Provinces.

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Manufacturers and Buyers of Dried, Evaporated and Canned Apples
'ngersoll, - - Ontario
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might bring inquiries. Better write for rates to
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THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

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This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
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Blackstrap Molasses
FOR PRICES WRITE
W. S. GOODHUGH & CO.
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MONTREAL

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
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SUMMERSIDE, P.E.I.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

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We are spending money in telling your customers about our lines and they are interested because we are receiving numerous inquiries.
ARE THEY COMING TO US because you are not stocking the goods?



should be featured strongly.
¼-lb. tins, $0.90 per doz.
½-lb. size, 1.75 per doz
GIVE IT A TRIAL.
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MONTREAL, Branch TORONTO

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To whom it may concern:
We wish to get in touch with shippers of **BEANS** and evaporated **APPLES** and **HONEY** manufacturers who desire representation in the West by a first-class firm. Address
Box 34, CANADIAN GROCER
WINNIPEG

To earn the subtle distinction of being the "best grocer" in town sell FRUIT OF GOOD REPUTE.

MEYER'S CURRANTS

Have an unequalled reputation

The "best grocer" enjoys better profits. Meyer's Currants will demonstrate why. But take no other.

W. MEYER & CO., Limited, Patras, Greece

Packers of High Grade Currants and Salona Olives

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Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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J. W. GORHAM & CO.

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We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

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on spot, Ceroni's pack, fine filiatras, cleaned and uncleaned. No better packer in Greece.

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ST. JOHN, - - - N.B.
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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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TORONTO

Grocery Brokers and Agents.

Established 1885

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

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Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

MacLaren Imperial Cheese Co.
Limited

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Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT

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Wholesale Commission Brokers and Manufacturers' Agents.

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Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

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P. O. Drawer 99
EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

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St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS "REGAL," "NATIONAL," "LAURENTIA," "DAILY BREAD" OF EQUAL PURITY

INQUIRIES SOLICITED

THE

St. Lawrence Flour Mills Company, Limited

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"

EVAPO-RATED MILK





ST. CHARLES MILK

IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

AN APOLOGY

Owing to the very heavy heat we have been unable to make shipments of the famous

Meadow - Sweet Cheese

further West than Ontario.

We Want

you, however, not to forget the name "Meadow-Sweet," It stands for purity in the package cheese line and there will be a big business passing during the Fall.

Jobbers Everywhere

are in line to supply the big Fall demand.

GET YOUR ORDER IN

The Meadow-Sweet Cheese Co.
21 Bonsecours St., Montreal

Let Us Make This One Point Clear



CANADIAN MADE Macaroni is just as good as the imported, and as you have to pay **no duty** on the former, the goods are naturally cheaper. Hence **larger profits.**

The European Expert,

Monsieur Amouroux, who has just installed his latest patented machinery for us, bringing it all the way from France, voluntarily made this statement:

"Your goods are just as good as those made in France or elsewhere."

SEND A TRIAL ORDER.

Macaroni, Vermicelli, Spaghetti.

L'ETOILE

Cie Francaise des Pates Alimentaires
6-9 HARMONY STREET, - MONTREAL

Talking About Spices

Do you know that we import all our Spices direct from the country of growth? We clean and grind our Spices in our own mill—one of the finest, up-to-date, spice mills in the country. This enables us to give you Spices of Unexcelled Quality and at prices Exceptionally Low. Our lines of PACKAGE SPICES are new, packed in very attractive packages and are money makers.

Why not get in on the good things and send us your Spice orders?

EBY-BLAIN, LIMITED

Wholesale Importing and Manufacturing Grocers.

TORONTO

CANNED PEAS

The crop is short all over. Why not buy imported peas?

We have now in store
700 Cases L. A. Price & Cie., Bordeaux
French and Belgium

FINEST GOODS PACKED

"PRICES RIGHT TOO."

L. CHAPUT, FILS & CIE. Wholesale Grocers and Importers
MONTREAL



SOME DEALERS ALWAYS WANT TO SELL WHAT THE PUBLIC DO NOT WANT TO BUY



In other words, anything that the people desire and are willing to pay for, they handle reluctantly. They think it is profitable to fight the consumer, but it is not. That kind of man eventually goes out of business, for anything that he sells with reluctance the public soon cease asking him for, and get elsewhere.

In Canada and the United States,



is the only tea for which there is a universal demand. It pleases every tea drinker and pays the grocer, in actual profit, very much better than any other tea. There is no article in a grocer's stock in which an investment of $30.00 will show, at the end of the year, so much profit. That $30.00 can be turned over every month or oftener and each time it will show 25 per cent. profit, so that at the end of the year he has made at least 300 per cent. on his original investment.

Some grocers (but they are getting fewer) prefer to invest a hundred or more dollars in bulk and other slow-selling packet teas because they make a little more per pound than they do on "SALADA" but they can't turn over this $100 worth of tea inside of two years—profit 30 per cent. in the two years, against 300 per cent. in one year with "SALADA."

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Safest to Figure From the Selling End

Wholesaler Gives Reasons to Support His Conviction That the Merchant Should do Estimating From Sales End of the Business, Rather Than the Buying—The Things to be Considered Before Actual Cost is Arrived at—Result Closer to Selling Than to Invoice Price—Some Examples.

By Hugh Blain.

I have carefully read the correspondence in your issue of the 7th July under "How are you going to figure Profits?"

Mr. Johnson, jr., is no doubt right in figuring the percentage of increase in population, which has only one element to consider, viz., the actual increase on a fixed basis of calculation. When, however, he comes to deal with money transactions, he has to take into account several features incidental to, and which must be reckoned with, in finding the cost of property, but which he has not made altogether clear. A property worth (costing) $1,000 one year ago, may have cost the holder more or less than $1,000 to-day. He must add interest and perhaps taxes, insurance, etc., and, if it has been sold, the legal fees in connection with the transfer of title and he may have to deduct a revenue earned or a charge for occupancy.

Getting at Cost.

In the case stated, where he sells for $1,500, he does not make 50 per cent. unless the revenue was exactly equal to cost of holding it, nor 33 1-3 per cent. unless his outlay in the meantime was exactly $125 more than the revenue. He cannot tell in advance, he must wait until he can ascertain exactly what the property costs, before he can find the actual rate of profit. The same reasoning applies to his sale at $800, because you must add what it costs to carry and transfer the property, to the $1,000 and deduct the revenue, if any, to get at the actual cost. In the case of vacant property where there is no revenue, interest at 6 per cent. alone would cost $60 which would make the property cost $1,060 or a loss of $260 or 24 28-53 per cent., and if taxes or other charges, amounting to say $40 more, it would cost $100 during the year, and the total would be $1,100 and he would lose $300 or 27 3-11 per cent.

In merchandising business you must, in like manner, add to the invoice net cash price, all expenses such as interest freight, cartage, rent, light, wages, salary, depreciation, and a great many foreseen and unforeseen disbursements, all of which have to be provided for in holding and handling the goods, while the profits are the only revenue. These added together make the actual cost, and this is the proper basis on which to calculate your profit or loss. This sum, divided into what you have lost or made, will give you the percentage of loss or gain, and this cost, so ascertained, compared with your sales, will show your profit on your loss.

Selling End Safest.

As already stated, the cost cannot be ascertained in advance, but it will be found in almost every case to be much nearer the selling price than the invoice price, and if you must fix on an arbitrary basis, then what is approximately nearest, if it be safe, should be selected, which is, as already mentioned, the selling price, and the percentage ascertained by calculating on the selling basis, is the safest for the merchant, because if his business is a paying one, he is sure that he is at least making as much as he calculates, while working on the invoice price, he never makes the profit he thinks he does, and is sure to be disappointed at the end of the year.

The Rule.

Your correspondent gives a "Table of quick methods" to find the selling price as compared with the invoice price, but does not give the rule. The rule is, to subtract the percentage required from 100, then multiply the invoice price by 100 and divide this sum by the sum you get by subtracting the percentage wanted from 100. For example, to sell the article mentioned as bought for $3.75 at a price to give him 25 per cent. on the selling price, taking 25 from 100 gives 75, multiply $3.75 by 100 and divide by 75 The result will be $5. To prove the rule, 25 p.c. of $5 is $1.25, which added to $3.75 makes $5. This is absolute, and after subtracting the percentage required from 100, the question becomes one in simple proportion.

To simplify it, deduct the percentage from 100, treat the sum as a decimal and divide it into the price at which you bought. An article costing $7.30 you want to sell at a profit of 27 per cent.; take 27 from 100 giving 73; remove the decimal point two figures to the left, making 73, divide into 27.30 gives $10.00, the price to be sold at. Having a selling price given, to find what an article should cost, add the percentage you want to make to 100 and divide this sum into the selling price after multiplying by 100. In the case already cited (sold at $1,500) if you want to find the cost at a figure to give you 33 1-3 per cent., divide 133 1-3 into $1,500, multiply by 100 and it will give you $1,125 as what should be the total cost. To prove this, add 33 1-3 per cent. of $1,125 equal to $375 to $1,125 and the result is $1,500.

A Misleading Belief.

I have frequently asked a customer what profit he made, and have been told about 25 per cent. His opinion was that when he bought an article at $1 and sold it at $1.25 he was making 25 per cent., and upon inquiry he admitted that he was depending upon the results of his business from the standpoint of the rate of profits he was making on the volume of his sales for the year. I would then point out that $1.25 was the sale price and that the 25c. which had been added was not 25 per cent. on $1.25, but to be exact it was only 20 per cent. while he was depending upon getting 25 per cent. In fact he was doing business all the year in the belief that he was making 25 per cent. on his sales when he was only making 20 per cent. and, of course, was disappointed because he found that upon a turnover of say $10,000, he only made $2,000 over and above the amount of his purchases, instead of $2,500. You can readily see how deceptive this would be for him to make only $2,000 when he thought he was making $2,500. He perhaps knew that his expenses would be about $2,000 and wondered why he had not made any money during the year.

Safety the Important Thing.

This question is especially vital to the success of every wholesale and retail merchant, and your paper is doing a splendid service in educating the business community how to figure profits. Above all things in business the important feature is safety, and in the absence of a known cost it is safe to take the selling price, and the selling price represents the turnover, and all merchants calculate their rate of profits on the turnover at the end of the year.

I think I have covered the ground fairly well (without using mathematical terms) and trust it will be of some interest to your readers.

Profits in Raising Grade of Business

Suggestions for Lessening the Losses and Bettering the Working Conditions of Retail Grocers Throughout the Country—Some Coffee Ideas—Working From the Top Down—Knowledge of Knowing When to Stop Necessary—Pushing to Success.

By Henry Johnson, Jr.

It would hardly be right to call the next problem touched on at the recent convention of retail grocers as a question—rather is it an assortment of questions, as follows:

"How shall we increase the profits, lessen the losses and shorten the hours of the retail merchant?"

Surely, the attainment of these three desirable ends will carry us a long way forward toward the millennium; yet not only are these ends worthy of all effort to attain them but they can be attained; and not only that, but they will be attained, because we are now in process of their attainment.

Wheels Within Wheels.

But these are sweeping questions. The first involves all others, practically, since, to increase the profits really means to decrease the losses at the same time—though not absolutely so; and the full and complete answer to this question should cover almost all there is to successful merchandising.

To increase present profits we must RAISE THE GRADE of our business; that is the only way I have yet evolved to express the idea. For you cannot increase the profits through raising prices nor always through reducing costs; certainly not by substitution of inferior goods; and not thru merely knowing how to figure margins in the best way. No: you must blend all these things—except reduction of quality—into one and apply the result to the elevation of your business. This elevation is accomplished through taking time and giving deep meditation to the problem of how to advance the sale of goods which pay us well. Take the most important item first—coffee. Look over what you have, to satisfy yourself whether it is just the right assortment; whether it admits of pushing, with resultant satisfaction and profit, as it stands now. If it does, go to work on it. If it does not, work on it from the other end—to make it right FIRST. This last can be accomplished through taking the matter up with your roaster—going into heart-to-heart details with him; telling him just what you are after and how it is up to him to get you on the right track. If he is the right man, as I assume he is, he will see that you are in serious earnest and will give the matter the consideration it deserves. Then you mark what he tells you—learn the details of this complicated and profitable line as fast and fully as you can. Then when you have the right line, fix the right prices.

A Generous Margin.

Never mind temporary conditions, nor high markets, nor anything of that sort; but start with a generous margin for yourself—a margin which is wide enough to make it reasonably certain that you will not have to change your selling prices for years. I fixed my scale of prices when I bought a roaster, in 1902; and that scale was generous enough to enable me to stick at the same figures until January, 1911, when I advanced a flat 5c per pound. Now I feel reasonably sure that I shall never go back on those figures, no matter where the cost may go to; hence, as the market declines, I shall get back all I have gradually lost during the steady advance of the past three years.

Raising the Grade.

Suppose your line sells at 40c, 35c, 30c, 25c, 22c, and 20c. That gives you six blends, which is enough for almost any store—certainly enough until your coffee trade exceeds a ton a month, when it may be widened to, say, ten blends. Note two things. That I name the higher grades first and work downwards; and that the lowest price named is 20c. In some localities—in many localities, in fact—it will be well to have one at 18c, and maybe even at 15c, though these should be avoided wherever possible. But the plan is to RAISE THE GRADE, and this is part of the plan. But to go back: The higher prices are named first, as a matter of psychology, since the suggestion conveyed is that the best is the desirable coffee and every decline from that is reaching an article less desirable—hence the tendency on the part of the buyer is to constantly lean toward the better grades. The 20c limit is placed for the excellent reason that you cannot sell anything GOOD for less and make any profit for yourself. Lastly, even where it is presently necessary to have one at 18c or 15c, the method I propose will gradually eliminate, often very rapidly, the need for anything below 20c value.

(Continued on page 30).

CARTOON TALKS ON SERVICE



In this drawing the cartoonist advises dealers and clerks not to handle the berries in a box when trying to make a sale.

Short Cut Course in Card Writing

LESSON II.

Instructions in Letter Formation and Shading—How to Hold the Brush in Order to Get Best Results—Gradual Development—Constant Practice Essential to Success—Watch the Arrow.

By J. C. Edwards. (Copyright Applied for).

The previous lesson (No. 1) dealt with "Single Brush Stroke Block Capitals." The capitals or upper cases, as printers know them, are used either as a whole word or line of words, or as the beginning of a word or series of words.

In show card writing the custom is to begin every line with a capital and in many cases every word. However, the privileges that a show card writer enjoys are greater than that of a printer, so long as he uses good judgment.

The capital letter is not as speedy a letter as the lower case or small letters, and is, therefore, used mainly for emphasizing or strengthening certain portions of the card, while the rest of the lettering may be done in either lower case or capitals and lower case.

One illustration on this page shows the proper position for holding the brush while lettering, another cut shows the mode of lining a card, and the inset in the upper left hand corner of the large plate shows the outfit necessary for the beginner, also another position of the brush while lettering.

Shading the Letter.

It will be noticed in the plate on the opposite page that each completed miniature letter has been shaded on the left side and bottom. This is the simplest form and quickest accomplished shade in general use in card writing. The main point to observe is that the shading on each letter is at the same angle. Say that the light falls on the letter at about 45 degrees it will cast a shadow about as shown in the accompanying card and plate. Shade with a mixture of zinc white and lampblack if a grey is desired. Do not get the shade too dark and always leave a narrow space between the shade and letter in relief shading. This shade is particularly advisable, as the wet shading ink is liable to cause the block letter to run and smear the lighter shade.

Spacing Rules.

A great deal of practice is required to properly space a card, but if a person follows the simple rule that an even amount of space should be left around the lettering, there will be little or no trouble.

For instance, the space between the line and the letter "P" should be the same as that between the little "e" and the line in the word practice.

The same rule applies in the other lines and also at the top and bottom of the lettering. Of course, where a light shading on the letter is used, there need be little notice taken of the spacing of the shade, as the letter stands out prominently and the shade is merely a relief on the supposed shadow of the letter itself, as will be noticed in the various shaded words in this lesson.



Showing position of brush in hand while drawing straight lines.



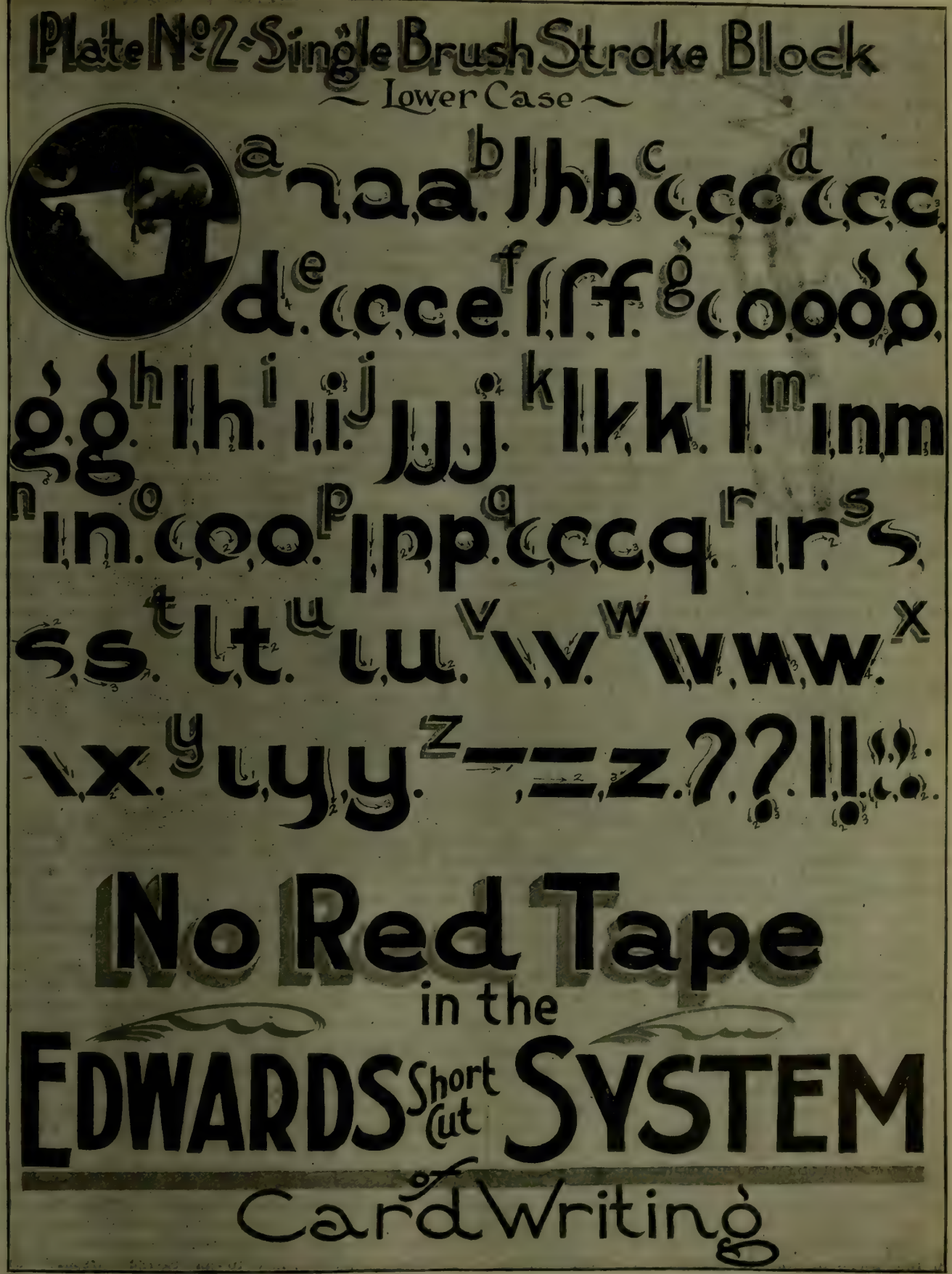
Showing position of brush in hand while lettering.

No Stroke is Too Easy to Practise Often—Watch the Arrows.

The letter "a" consists of three strokes as indicated by the arrows and numbers in the plate. Turn the brush slightly in the hand in the first stroke at each curve; the other two strokes are



Card showing application of the single brush stroke block in bold face and condensed form.



Watch the arrows in these plates. They indicate the approved stroke for letter formation.

simply done with a single movement, being careful to over-lap them at the curve. The letter "b" shows the straight line ending with the curve at the bottom to the left and the reverse curve indicated by arrows 2 and 3.

"c" introduces another set of strokes which will appear in a great many of the letters in this and other alphabets and have already been shown in the capitals. "g" shows the "o" strokes with the segma—the figure at the top of the "g" which is an important one and should be practised much, as it appears often in many of the later lessons.

The straight lines come in the h, i, k, l, and many others in combination with the "o" or "c" formations and follow the various movements in the formation of each and every other letter. Note the arrows and the small marks indicating where curves are overlapped and you will soon learn the strokes accurately and with practice will be able to handle the brush with precision and speed.

Note.—Use a red sable flat brush in albata, about No. 6 to No. 8, a T square and a good lettering ink in black.

A stamped envelope to The Canadian Grocer, or to the author of this course in care of the MacLean Publishing Co., Toronto, will bring any information desired.

PROFITS IN RAISING GRADE OF BUSINESS.

(Continued from page 27).

Push for the Business.

Now PUSH! You have the right stuff—you KNOW you have it—you need take no back seat for anybody—have the strong courage of your well-founded conviction and GET THE BUSINESS. This is a long campaign; one without any end; for if you are to RAISE the GRADE of your selling, you must work at it all the time; and the game is worth the candle. First, train yourself, and your clerks steadily, and with infinite, kindly patience, to name prices on coffees—and naturally on all other things—from the top down. Work this all the time. Herein will come the greatest test of your ability as a salesman—to know when and where to stop in naming prices downward, so as to "get off" at exactly the right station. Some buyers can be raised quickly; some more slowly. Be careful about this. Raise them as fast as they will stand for it—but not fast enough to get them thinking that your store is high-priced. Advertise your coffees—never mind if this seems to overload that department, for the sale of coffees to people who are now buying elsewhere, whether your customers or others' customers, will mean the sale of other goods in steadily increasing proportions. Display coffees; have a sample can, or bowl, of one coffee on your show case with a price-tag, or neat sign on it, indicating that this is the coffee you are working on this week and that you are shading the price 2c a pound as an inducement for the buyer to try this one. Do this every week, beginning with the 40c and running down to the 25c, occasionally displaying the 20c, say once in four weeks. Use your windows in the same way. Thus you will soon make your store the coffee-store of your town.

Dressing the Window.

Now observe: You cannot do this without quickly becoming conscious of any short-comings in your business. If you start to use a window which you have long neglected you will speedily and automatically realize that you have been abusing the best advertising medium you have—have been allowing the very forefront, the vestibule, of your store to be an adverse advertising medium, so that you have not only neglected to make it a good medium, but have been making it the worst handicap on your own progress. Likewise, when you come to use your show case, if you find it all littered up with miscellany in dusty, hodge-podge disorder, you will realize that here you have been handicapping your business in another direction. In both instances you will "clean up," vastly to your own betterment. And so it will go throughout your whole store methods. You will walk in an atmosphere of betterment every minute of the day—ideas will occur to you with every tick of the clock—before you know it, you will have the reputation for the neatest store in town.

You will next tackle any other goods to which your attention happens to be directed.. Maybe chocolates, or canned vegetables, or soups—a line which has developed wonderful possibilities during the last five years—and whatever you take up you will look into in the same way; bettering the assortment, increasing the line, making attractive displays.

Feeling the Pulse.

In every particular you will keep your finger on the pulse of your trade, just as the physcian does when administering anaesthesia (which is not saying that you are going to chloroform your trade, you know!) to see that you are not crowding things too fast. Keep your old line; have the cheaper goods, only do not display them; be quick to note whether a customer seems to want to be "let alone" with what she has had, and fulfill her expectations without a trace of friction; in other words, have the lower priced things, but intelligently push the the better goods. Your advertising and all your finer goods will attract new trade of the best character and before you fully realize it, you will be doing a much larger business on a much higher plane.

Did I say there was a lot to this question? Yes: too much for this article. I must "continue in my next."

SWAT THE FLY.

If the grocer would stop to think that every fly is capable of carrying around with it a million germs and that only a few flies means a few million germs he would increase his efforts to rid his shop of every single one. All kinds of bacteria, all imaginable disease-causing microbes fasten themselves to the spongy, hair covered feet of the fly, and if the grocer allows him he will come into the shop and wipe his feet upon the different foodstuffs the grocer has on display.

There is no more industrious spreader of disease than the common house fly, and the dealer who is interested in the health of his customers upon whom he depends for his living will see that his foods are not exposed to the fly. His store is greatly improved in appearance by the absence of the fly so that it is to both his own and his customers' interest to banish it from the premises.

Remember the remedy, as has been set down before. Have every door and opening both back and front perfectly screened. The cost is small and results good. Then attempt to clear out all those that have taken up their habitation within and also clean up the surroundings of your store so that there will be no attraction for them.

WHAT EXTRACTS ARE.

The term "extract" is generally applied to those preparations obtained by evaporating expressed juices, or the decoctions, infusions or tinctures of vegetable or animal substances, until a mass of a solid, semi-solid, syrupy or fluid consistence is formed. Extracts differ from essences in that the former are less concentrated and usually contain water, alcohol, ether or other matter in which the base, or extract itself, has been dissolved. When water is employed, they are called aqueous extracts; when spirit is used as the solvent, they are called alcoholic extracts. When underproof spirits are used, they are termed spirituous extracts; when acetic acid is employed, they are distinguished as acetic extracts. Sometimes ether is used, and then the extracts are called etheral. Simple extract is a term applied to an extract prepared from a single plant, seed, fruit, flower or other vegetable substance. A compound extract is one prepared from two or more of such substances.

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STILL ANOTHER SUGAR ADVANCE.

A further advance of 10 cents this week in refined sugar, places that staple 65 cents above the price ruling on July 1st. Even now the market exhibits considerable strength, so that any further adverse reports from Europe regarding the beet crop will probably result in reflected strength in the refined situation.

It is impossible just at the present to make any close estimate of the final output of the crop: many predictions are made including one as low as 6,500,000 tons, which is considered too low, but a conservative estimate sets the total European beet crop at 7,000,000 tons against 8,100,000 tons in 1910-11 and 6,136,911 in 1909-10 —provided that improved weather conditions prevail during the remainder of the season.

While there is a feeling in some quarters that the damage to European beets has been fully discounted, under the impetus given by speculation which has entered into the market, still with raws on this side a full 30 points below Europe there seems still a margin of safety, while late advances in new crop, October and December tends to strengthen this idea.

WESTERN CROP SITUATION.

Much indignation is being expressed both by the Press and the grain growers of the West upon the continued reports that are being circulated of damage done by black rust to the growing crop. From reports received daily by The Grocer, it would indicate that these are being made by interested parties who desire to cause a scare on the Winnipeg grain market. No damage of any extent has as yet been reported. The season has undoubtedly been an admirable one for the development of this disease, but Western farmers are beginning to realize that it is better to treat the seed before sowing, and consequently little damage is reported.

The weather during the past week has been more favorable toward the ripening of the crop, although it is not yet all that could be desired. However, reports indicate that if a sharp frost does not appear too early, a good crop will be harvested. Help from the eastern provinces has already begun to arrive in the West, and for the next four weeks, harvesting excursions will be the order of the day.

Barley cutting is already in progress, and some fields of wheat in the higher localities have been cut within the week. In two weeks it is expected, however, that the three provinces of the West will be in the throes of a gigantic harvest.

LOOK TO VINEGAR STOCKS.

With the pickling season approaching, the grocer should now be giving some attention to his stocks of vinegar. It is necessary that he be fully supplied, when the demand commences, for when it does come, it is with a rush.

The dealer who hopes to retain a customer's trade from year to year must necessarily supply her with quality vinegar. The housewife who finds her pickles spoiling through lack of best quality vinegar is likely, and most rightly too, to withdraw her trade from that store.

Leaks are liable to cut away the profits in vinegar unless carefully looked after. In this respect, leaking taps are the chief offenders, and to avoid this, many dealers have found a vinegar pump a good investment. Then, again, a dealer sends out vinegar in his own jars quite often and these are never returned. To overcome this defect, most grocers now charge for all jars or sealers sent out for this purpose. If the customer returns them, the amount charged is refunded.

BATTLE FOR YOUR OWN.

In one day last week, a mail order house in Toronto sent out catalogues weighing a total of 30 tons.

This gives an idea of the extensive manner in which consumers throughout the country are being reached by the big mail order houses in the city. It shows the large amount of money that is being spent by these houses to advertise to the people outside their own city and the attempt that is being made to draw trade that rightly belongs to the merchants in the smaller towns and villages. It should bring these merchants to a realization of the necessity of combating this evil of the trade.

Let this be the rallying cry for those merchants who are losing trade through the inroads of the mail order house to battle for the trade that rightly belongs to them. If the big stores are winning away their customers, let them make a determined effort to offset it. Now is the time to act before the outsider gets a hold on your trade that will not be so easily broken.

EDITORIAL NOTES.

Offer suggestions to the clerk on how they might improve their selling power.

Go to the store in the morning with a determination to increase your sales during the day.

At the convention of Merchants' Clerks, of the Province of Quebec, held in Quebec City recently, Charlemagne Rodier, legal adviser in connection with the early closing movement in Montreal, delivered an address in which he declared that hygienic, as well as humane reasons urged the limitation of the hours of the store clerk to ten. Controller Ainey, of Montreal, spoke in laudatory terms of the example of Quebec, and thought Montreal would do well to follow the lead of the Ancient Capital. He would limit, he said, to fourteen years, the age at which children could be employed in stores.

Practical Methods in Retail Stores

London Dealer Who Has Display Cases for Vegetables and Fruit on Sidewalk — Featuring Specials on Awnings — Systematic Collecting of Accounts—Wall Spaces for Bags—Calgary Man Believes Sanitary Methods Pay Well—Order-taking.

Show Cases in Front of Store.

London, Ont., Aug. 10. (Special).—Scandrett Brothers have taken advantage of the sidewalk space in front of their windows on Dundas street to instal two cases for the display of vegetables, fruit, poultry and such perishable goods. The case is not original, being made by a firm in Toronto, Ont., but the interest of the affair lies in the way in which they have been built to fit the space.

The Scandrett windows are farther back by a couple of feet than the store fronts on each side. The cases are about four and a half feet high, including the feet, and of course shut off almost entirely the view of the windows from the street, but they present seasonable goods in an insistent way, which is more important. A galvanized iron box in each holds a supply of ice to keep the goods cool, and handles at the ends permit of the whole thing being carried in. The space beneath the cases, the glass fronts and tops, constitute an excellent way of complying with the demands of the most exacting health inspector, in the matter of exposing goods.

System of Collecting Accounts.

Vancouver, B.C., Aug. 10.—A local merchant believes that the only way to successfully collect accounts is by a systematic follow-up method which continually keeps the matter before the customer.

He goes through his books at intervals and picks out all those accounts that are past due and that should be paid. For each of these he has a follow-up system of letters which he sends to each debtor at intervals. The idea in this is to start in a mild manner with a mere suggestion to the customer in reference to the account, gradually following it up with stronger letters. It is best to collect an account with the least unpleasantness possible for the merchant wishes to have the good will of as many people as possible. This merchant has a book in which he places the wording of each letter sent out, so that when he wishes to send another, he can look back and see just what he said before and therefore judge how strong this letter following should be.

Features Specials on Awnings.

St. John, N.B., Aug. 10.—The importance of having what he called a "useful" awning was referred to the other day by a local grocer. He has four windows in his store with an awning over each, and one over the doorway as well.

"I don't believe," he said, "in letting any opportunity slip by when I can do a little advertising without costing me much. On account of having quite a stretch of awning I am able to feature specials each day on the coverings on the edges. I have had strips made of canvas on which I get letterings stamped featuring some particular line of goods which I wish to dispose of. For instance on a strip eight feet long and about four or five inches wide I have lettered "Fresh Hennery Eggs To-day," on another I place "New Golden Molasses," or "Choice Vegetables Just Received," and so on. You get the idea? Of course I change these signs every day or two, and almost always affix the price of the goods featured.

"I really believe that by tacking up these strips of ads, I am getting more and better results than if I simply had lettered on my awnings, 'Groceries, Provisions, Fruits, etc.,' as might otherwise have been the case."

Wall Spaces for Bags.

Port Arthur, Ont., Aug. 10.—"Up to a year ago I had kept my surplus supply of paper bags all piled together in a portion of the store house. If a clerk went out for two pound bags he would probably have to hunt through the whole pile to get what he required. Of course in these cases, the clerk is generally in a hurry and as a result quantities of bags were destroyed by being torn and strewn about the floor.

I decided to eliminate this loss and had spaces built on the wall that would just nicely hold a bundle of each size of bag. When a clerk went out all he had to do was to lift the required number off. This not only kept the bags in good shape but I was able to tell at a glance what bags I needed to order."

Banks on Sanitary Methods.

Calgary, Alta., Aug. 10.—A local dealer has demonstrated that a sanitary method of handling foods will in the end win out.

For some years he had been following the example of other grocers on the same street and displaying numerous articles of food outside. He recognized that this was not the proper method of showing foodstuffs, as when they went to the customer they were covered with dust and dirt and other disgusting substances. When he decided to show nothing outside, he had an uphill fight, as other dealers around him continued in the old way. However, he pointed out to his customers that it was for their good that he did this, and in many cases they were so impressed with apparently unclean methods used by some other dealers that they began to buy all their foods from this merchant, and were willing to pay a little more, knowing that they were getting clean food.

Delivery Man an Order-taker.

Regina, Sask., Aug. 10.—The deliveryman can be of a great deal of help in selling goods along with his regular work.

A local dealer in telling of the excellent chances presented to the deliverer to sell goods said that he received a great deal of extra business through this channel. His man, while delivering is instructed to be on the look out for any extra orders and he does help the sales sheet out wonderfully. Last week while on his delivery trip, he took along a package of a jelly powder that the store had just stocked and as a result of his salesmanship efforts he sold over one dozen packages, and also interested several other housewives, so that orders from them will no doubt follow.

This merchant takes as much trouble in instructing his deliverers about the goods carried as he does the salesmen behind the counter.

A Dealer Who Praises Good Work.

Winnipeg, Aug. 10.—During the hot weather, the clerks' ambition in the matter of dressing windows and arranging counter displays, naturally lags a little, and of course it is the merchant who can maintain enthusiasm in his employes that will get the best results.

A local merchant who has made somewhat of a study of this recently said: "In order to keep the enthusiasm of the clerk up, I make suggestions now and again that I think will interest them. I will come in some morning and say: 'I see Jones has a good display of so and so,' and then offer a suggestion that I think would be a good one. The clerk then generally goes to work determined to turn out a window trim that will attract more attention than Jones.' When they do turn out a good window, I praise them for it, pointing out the great value of the window as a selling medium. When they see that I recognize their efforts and give them credit for their work, it induces them to try even harder.

The Markets --- Sugar Advances 10c.

Another Upward Movement in Refined—Unfavorable Reports From Europe—Market is Still Strong—Salmon Prices Expected to be Named Soon—Will Likely be Above Last Year's Opening Prices—Molasses up in Montreal—Mace, White Pepper and Cream Tartar Also Higher There—Excited California Prune Market.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—10c advance.
Peanuts—½c increase.
Cream of Tartar—Up 2c.
Choice Molasses—2c advance.
Mace—Up 10c per lb.
White Pepper—Up 2c.

Montreal, Aug. 10.—A further 10c advance in refined sugar, bringing quotations $1.05 above the lowest point for the year, is a feature of the grocery market this week. The market is still strong and expected to hold, at least for some time.

Molasses are in good demand and this week an advance of 2 cents has taken place in choice Barbadoes which in half barrels is quoted at 35 to 36 cents. The strong sugar market was responsible in part no doubt for this increase. A fairly good trade in corn syrups at the advanced prices is reported.

Sugar.—On Wednesday of this week, prices on refined sugars were again advanced 10 cents per cwt., bringing quotations here up to $5.25. The general opinion seems to prevail that the market can be expected to hold for some little time, the movement in the immediate future depending on how the European beet crop progresses.

Granulated, bags	5 25
" 20-lb. bags	5 30
" Imperial	5 10
" Beaver	5 15
Paris lump, boxes, 100 lbs.	5 95
" " " 50 lbs.	6 05
" " " 25 lbs.	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 95
" " 100 lb. boxes	6 05
" " 50 lb. "	6 15
" " 25 lb. "	6 35
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 70
" " 50-lb. boxes	5 60
" " 25-lb. boxes	6 10
Powdered, bbls.	5 50
" 50-lb. boxes	5 70
Phoenix	5 25
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	5 00
No. 1 " bags	4 85

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a good demand for molasses and syrups, and the business done during the past week has been very satisfactory. The high price of corn has naturally caused an increase in the price of syrup and dealers thought that there might be some slackening in the trade but they were under a wrong impression, and expect the prices to be maintained.

Molasses, to arrive, car load lots	0 28 0 29
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 29 0 31
" " " barrels	0 31 0 34
" " " half-barrels	0 33 0 36
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03¾
" ½-bbls.	0 03¾
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—Other years this market has proven quite interesting at this period, but to-day the stocks are so short that things are practically at a standstill. There are many seeking Valencia raisins, but practically none can be had.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 13 0 15
Currants, fine filiatras, per lb., not cleaned	0 07
" " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 7½
Dates, Hallowee, loose	0 04½
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09½ 0 10
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 52½
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Tea.—There is practically no change in the Japan tea market since last report. Teas are active and buyers are picking up small quantities of early picked teas which had been already shipped here at full prices. The home market remains quite firm and during the week import orders have been cabled out at a slight advance in many instances. The market is now practically bare of last season's teas.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—Prices remain at the same level and there is no likelihood of any decrease. There were no new features in the primary markets, the arrival of coffee being of fair volume and the tone steady.

Mocha	0 22 0 30	Santos	0 19 0 22
Rio, No. 7	0 19 0 21	Maracaibo	0 21 0 25
Mexican	0 22 0 30		

Spices.—The spice market is quite active, no doubt due to the fact that the pickling season is at hand. Mace now figures at 85, while white peppers show an advance of two cents. It is not at all unlikely, that black peppers will also go higher. Cream of tartar is in a strong position and was advanced 2 cents.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 17	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 85
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 22	0 27

Nuts.—There is a steady trade passing in nuts but the chief demand is for peanuts. The latter have increased ½ cent since last week, while Bordeaux walnuts can be had at a two cent decrease.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb.	0 11½ 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 13 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 33 0 35
Brokens	0 30 0 32

Rice and Tapioca.—The market remains steady, there being a fair demand both for price and tapioca. It is not expected that there will be any activity shown till the arrival of the Japans and Honduras.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

CANNED GOODS

Toronto.—Prices on new pack canned salmon are expected to be named at any time now. While it is believed that opening prices will be higher than last year, the extent of the advance is uncertain.

Prospects for tomatoes have shown some improvement of late and a normal pack is expected if conditions continue favorable. They have got a fairly early

start and much now depends on the length of the season. Indications are that there will be a good pack of corn. Opening prices on tomatoes and corn will not be named until late in September. Last year they were announced on Sept. 28th.

The general opinion is that strawberries are well worth the money now asked for them. "There is not a large demand for canned strawberries here," said one wholesaler, "but this year it will be larger than usual as few strawberries were ureserved this year."

Prices on spot tomatoes and corn are seemingly well maintained. Canned apples are practically cleaned up. Salmon is in fair demand.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 5
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3'—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean, refugee midget, Auto brand	....	1 3
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
FRUITS		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal —Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES		
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15
FRUIT		
Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen 2 25	2 27½	Cohoes, per doz.	1 77
½-lb. flats, dozen 1 42½	1 45	Red Spring, doz. 2 10	2 15
1-lb. flats, dozen 2 45	2 47½		
Other salmon prices are:		Lobsters, halves, per dozen	2 60 2 75
Humpbacks, doz 1 30	1 35	Lobsters, quarters, per dozen	1 60
Finks	1 30 1 35		
Northern River Sockeye	2 20 2 25		

Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS

POINTERS—

Sugar—Up 10c.

Prunes—Futures high.

Salmon—Opening prices soon expected.

Toronto, Aug. 10.—Trade is quite satisfactory for the season of the year, demand being pretty well spread over general lines. Summer lines are still in good demand, while a fair movement is reported in sugar, although it is expected to be larger later on when late fruits become more plentiful.

Continued unfavorable reports from the European beet district have forced raws upward and a further advance of 10 cents has taken place in refined, making quotation $5.35, a total advance of $1.05 since Feb. 1st. The market is still strong and expected to hold until near October, and probably afterwards. Any further unfavorable reports from Europe will likely result in another upward movement in refined.

Re-orders for sealers have not been large as yet, retailers being well supplied, the amount of fruits preserved this year so far having been rather small with a consequent slackness in demand for sealers.

Sugar.—Another 10 cents was added to refined sugar prices on Wednesday of this week, bringing quotations in Toronto up to $5.35, and making a total advance of .65 cents since July 1st, a phenomenal rise indeed. The case may be summed up in that further adverse reports of the growing beet crop in Europe has caused further expansion in raws. Holders in New York have in many cases withdrawn offerings, and Cuban raws are nominally $4.61, while sales for August are reported at $4.74 and the latter is nearer correct value to-day. Reports from Europe continue unfavorable and authorities agree that the weight of roots at present shows a deficiency of 50 per cent. Some authorities estimate that the crop will be a full million tons short, while other estimates exceed that amount. It is generally agreed that sugar can be expected to hold until close on October 1st, with further advances if conditions of growing beets keep unfavorable. The opinion is gaining ground that it will hold even after that, probably until the new crop in January, but this is still uncertain. This opinion has been strengthened by the fact that beet quotations for October and December have been advancing of late.

Extra granulated, bags	5 35
" " 20 lb. bags	5 45
Imperial granulated	5 15
Beaver granulated	5 15
Yellow, bags	4 95

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	5 75
" " 50-lb. boxes	5 95
" " 25-lb. boxes	6 05
Powdered, brls	5 55
" 50-lb. boxes	5 55
" 25-lb. boxes	5 95
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 25
" in 50-lb. "	6 35
" in 25-lb. "	6 55

Syrups and Molasses.—Trade in corn syrups even at the advanced prices is fairly satisfactory for the season. Molasses is steady in price but trade is inclined to quietness.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—		
Gallons, 6 to case	4 80	
½ " 12 "	5 40	
Quarts, 24 "	5 40	
Pints, 24 "	5 00	
Molasses—		
New Orleans, medium	0 30	0 35
New Orleans, bbls	0 28	32
Barbadoes, extra fancy	0 45	
Porto Rico	0 45	0 52
Muscovado	0 30	

Dried Fruits.—The excitement in the California prune market has partially subsided. Just whether the high price reached will be held is somewhat uncertain and in this respect differences of opinion are expressed. A local fruit broker said, "I believe that prices will be maintained, for the drought that has affected the sugar beet in Europe has also damaged the prune crop and for that reason Europe has been purchasing California prunes." Another broker thought that prices had been advanced to an unwarranted basis, considering the large crop in California. "With the country's consumption only 40 per cent. of the probable output, even if Europe does take a large quantity, I do not see how the market can hold, and without the interests come to the rescue by buying up and holding surplus supplies, I expect to see a break. I have quotations on prunes from Servia and Bosnia in Europe at 1 cent per pound less than present California prices."

"Currants is another line in which I would not be surprised to see a break," he continued, "for while the crop is a large one, prices have opened just as high as last year. Valencia raisins are on a fairly reasonable basis, around 23 shillings which will allow them to be retailed at 3 pounds for 25 cents."

There have been reports from Europe that the citron crop will be 50 per cent. short and the candied product is accordingly firm.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 20 0 21
Fancy, " "			0 20 0 22
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 13½
Dried apples			0 09 0 09½
Evaporated apples			0 16
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 09½ 0 09½
Sairs	0 05
Dates—	Package dates,
Hallowees—	per 1 lb. 0 06½ 0 06½
Full boxes 0 05½ 0 06	Fards choicest.. 0 10 0 10½

Tea.—There is little new to report in regard to tea. Cables from all primary markets reflect steadiness with the same tendency in the local situation.

Coffee.—A tone of steadiness prevails in the local coffee market with trade measuring well up with the business transacted in other years. Coffee options in New York continue to fluctuate, but the market on the whole is fairly steady.

Rio, roasted	0 18	0 20	Mocha, roasted	25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Spices.—With the pickling season gradually approaching, orders for their supplies continue to arrive freely from retailers. Mixed pickling spice is one of the big sellers. Spices in general are firm, and in this respect pepper is perhaps most noticeable. Prices, however, show no change.

	Bbls.	Pails or Boxes	Tins	¼lb. pkgs. dz	¼lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 80
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 80	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 80
Pepper, white	0 21	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—Trade in nuts at this season is not particularly bright. The peanut stand disposes of a large quantity of this kind. Shelled varieties are in fair demand, but the other lines are decidedly quiet. The general situation in Brazil nuts is one of steadiness.

Almonds, Formigetta	0 15 0 16
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Rice and Tapioca.—There are no special features to report in either rice or tapioca. Trade is satisfactory.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal				2 90
	Per lb.			
Rice, stand B	0 03	0 03½	Sago, medimm	
Rangoon	0 03½	0 03½	brown	0 05½ 0 06
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 06	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 10	0 11	Medium pearl	0 06½ 0 07
			Flake	0 08
			Seed	0 06½ 0 07

Beans.—With supplies not plentiful, prices of beans are well maintained. Prospects for the growing crop have been none too bright, although somewhat improved by the recent rains in the bean growing districts in Ontario.

Prime beans, per bushel	2 15 2 25
Hand picked beans, per bushel	2 25 2 35

MANITOBA MARKETS

POINTERS—

Sugar—Advance of 10c.
Coffee—Firm.
Beans—Advanced 5c.
Prunes—Advanced.

Winnipeg, Aug. 10.—Trade continues to be as active as ever in all grocery lines, and with the ripening of the crop a feeling of security is beginning to prevail amongst the wholesalers. Optimism, however, has been a feature of the trade this summer, and it is confidently expected that if a good crop is reaped this year, one of the best fall trades in the history of the West will be encountered. Harvesters have already begun to arrive and retail merchants at the present time are fairly well stocked with canned goods, and other lines, that will be needed by the various private farmers and threshing outfits, who will make use of this extra help.

The sharp advances in sugar which have been a feature of the trade during the last three weeks is not yet broken, another advance occurring this week. The local market is following very closely the attitude of the southern raw markets, and at the present time is very firm. There appears to be little chance of reduction, as from all sides nothing but higher prices are being talked. The arrival of the new crop is looked forward to with much anticipation.

The situation in the coffee market is practically unchanged from last week, except that no advance has been made within the last few days. As was pointed out last week, the present situation is very black, and the clouds have by no means cleared away yet. Local stocks are of medium size, and wholesalers are keenly watching the market to the south of us.

Dried fruits are practically cleaned up. Apricots and evaporated apples are off the market, and it would be hard to find enough odd lines in the whole city to fill a small order. A small stock of prunes are still being held, and this took a sharp advance during the week. It is confidently expected, however, that the market will be completely bare by fall.

Beans are the only line which has continued on its upward advance, and an increase of 5c. per bush. has taken place this week. This is the fourth advance in five weeks, and from the reports of scarcity in the east there is little doubt that higher prices will prevail. Peas are reported to be 5c. lower.

Sugar.—The demand for sugar continues as strong as ever, several country merchants having anticipated the further advance of this week. Prices quoted below are by the carload, and in small lots would be 5c higher.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 60
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 10
" " in boxes (25 lbs.)	6 35
Powdered sugar, in bbls	5 90
" " in boxes	5 90
" " in small quantities	6 65
Lump, hard, in bbls	6 60
" " in ½-bbls	6 70
" " in 100-lb. cases	6 60

Syrup.—The syrup market is being watched closely at the present time, and although it is hard to predict exactly what will take place, the tendency is for higher prices. Local stocks are good size, but the demand is strong, and it is quite possible that any bullish reports from southern and eastern centres will have the effect of sending prices up. There was no advance this week, and prices remain as follows:

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—The dried fruit market, as stated above, is practically bare at the present time, and all merchants are awaiting for the arrival of the new crop. A sharp advance has taken place during the week in prunes and 90 to 100s. are now worth 15c. per lb.

Coffee.—In spite of the steady market to the south of us the coffee market shows no advance this week, but the local dealers are keeping their weather eye open, and are fully alive to the southern situation. An active trade is being carried on, and prices remain as follows:

Coffee, standard Rio. 0 15	Coffee, choice 0 15
	Coffee, extra choice 0 17

Beans and Peas.—As stated above, an advance of 5c. per bush. in beans took place again this week. Scarcity in the southern market has accounted for this advance of 25c. per bush. which has taken place within the last few weeks. It is predicted by many of the large firms that higher pricee will yet be seen. Split peas are quoted this week at a reduction of 10c. per bushel from last week's price.

Beans, 3-lb. picker, per bushel	2 30
Hand picked, per bushel	2 40
Peas, split, 100 lbs	2 75

NOVA SCOTIA MARKETS.

Halifax, Aug. 10.—Wholesale grocers report business good in all lines, and collections fully up to the average for the season of the year. Dried fruits have practically all been cleaned up. Local packers have advanced the price of hams and bacon one cent per pound during the present week. Sales of syrups and lime juice are very heavy this season, and sugar is in good demand at all districts. Sugar advanced 10c this week.

Good dairy butter in small tubs is plentiful in the local market, and some

of the dealers are quoting it at 20c to 21c. The stock is choice, and the price is considered reasonable, as just now the majority of farmers are busy making hay instead of butter. Fresh eggs are in light supply, particularly Nova Scotia stock. The price, however, remains unchanged.

The fruit trade continues brisk, and fruit is in good demand. The stocks of Jamaica oranges are pretty well cleaned up, but a steamer is expected along from the West Indies in the course of a few days. The last stock of repacked Jamaicas sold at $7.50. California pears are 50c lower, at $4 per box. Some early varieties of American apples are selling from $5 to $6 per barrel. Lemons are firm, and fancy stock is quoted at $6. Bananas are coming along slowly, and are selling at $1.75 to $2.50.

NEW BRUNSWICK.

St. John, Aug. 8.—Several interesting changes were noted in the local market during the past week, and because it is still in an unsettled condition, dealers look for other sharp changes in the market at almost any time now. Naturally, the most striking, although anticipated, feature of the market is the persistent rise in sugar, that commodity having ascended 55c in a month, and 10 cents again this month. Molasses is firm.

Pork is reported to be scarce, and an increase is noted in American clear. Beans are still on the upward trend, a further advance being looked for.

Beans, hand picked, bus	2 30	2 35
Beans, yellow eye, bus	2 50	2 55
Cheese, new, lb.	0 12½	0 12¾
Currants, 1's, lb.	0 08¾	0 09
Canned goods—		
Peas, No. 4	....	1 02½
" No. 3	....	1 17½
" No. 2	....	1 22½
" No. 1	....	1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Tomatoes	1 55	1 60
Strawberries	1 85	1 90
Flour, Manitoba	6 15	6 20
" Ontario	5 10	5 15
Fish—		
Cod, dry	....	5 75
Cornmeal, gran.	....	4 75
Cornmeal, bags	....	1 60
" bbls.	....	3 35
Oatmeal, bbls.	5 50	5 55
Std. oatmeal	....	6 00
Rolled oatmeal	....	5 50
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 10½
Molasses, fcy. Barbados, gl	0 29	0 30
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham	....	0 16
Rice, lb	0 03½	0 03½
Lard, compound lb	0 11	0 11½
Lard, pure, lb	0 11½	0 12
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	20 50	22 25
Salmon, case—		
Red spring	7 50	8 00
Cohoes	6 75	7 00
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	5 40	5 50
Austrian "	5 30	5 40
Bright yellow	5 20	5 30
No. 1 yellow	4 90	5 00
Paris lumps	6 10	6 35

FORMER SUGAR FLURRY RECALLED.

The damage to the European sugar beet crops recalls a somewhat similar occurrence in 1904-05, but the damage to the crop was not fully realized until late in the year. The first regular estimate of that crop was 5,120,000 tons (Oct. 20, 1904), but the crop finally outturned only 4,708,758 tons, being over-estimated 411,242 tons. Quotations during the campaign ruled as follows:

	Beet	Centrifugals
Oct. 20-04	11s 0¾d	4.25
Nov. 10-04	15s 4½d	4.41
Nov. 23-04	14s 1½d	4.75
Jan. 5-05	15s 0d	4.87
Jan. 19-05	16s 3¾d	5.24

After the high prices of January 19, the "bubble" burst with widespread disaster in Europe, ruining numerous speculators including parties outside of the regular sugar trade; prices declined steadily until 8s. 8¼d. was reached in Aug. 1905, on indications of an increase of 2,000,000 tons in the next beet crop.

In June, 1904, refined sugar on a Montreal basis was $4.35, gradually expanding until quotations on Jan. 19th were $5.75. Then followed the decline.

Chatham Likely to Get the Beet Sugar Factory

Chatham, Ont., Aug. 10.—"We are going to build a beet sugar factory in Chatham as sure as you are sitting in that chair," was the definite and specific announcement made by D. A. Gordon, manager of the Dominion Sugar Company, which now has large factories in Wallaceburg and Berlin. "You may say for me that the sugar factory for Chatham is a sure thing and we expect to start work in a very short time preparing for next season. We are prepared to rush the building through in time for the next sugar beet campaign."

Chatham is granting the company a free site of 20 acres on the Barr farm, west of the city, together with a fixed assessment and, if desired, free water. The new factory will cost approximately $700,000 according to Mr. Gordon, in addition to which a drier will be constructed costing $90,000 to eliminate the odors and convert the beet pulp into stock food. The factory will be run as a branch of the Dominion Sugar Company, and will have a capacity of 1,000 tons of beets daily.

A by-law to grant the necessary concessions will very shortly be submitted to the electors of Chatham.

FUNERAL OF MONTREAL WHOLESALER.

Montreal, Aug. 10.—(Special)—The funeral of the late Albert Hebert, who died suddenly in Switzerland about a month ago, took place on Saturday. Financial, commercial and industrial men of Montreal were largely represented in the cortege. Among those in attendance, in addition to near relatives, were the following: Hon. L. P. Brodeur, Minister of Marine and Fisheries; G. W. Prescott, Panet Raymond, A. Ouimet, J. A. Brodeur, N. Dupuis, O. S. Perrault, Samuel Nesbitt, M.P., R. L. Innis, Senator Wilson, Lawrence A. Wilson and Colin Campbell.

TRADE NOTES.

Sarnia, Ont., grocers will picnic on August 30, at Lake Huron Park.

Munn Brothers have opened a new grocery store in Kamloops, B.C.

Wm. Fleming, Dundalk, Ont., has joined the clerking staff of the Stephens Store, Collingwood.

The Gaspe Fish Co., with headquarters at Petit Rocher, N.B., has been incorporated, with a capital stock of $50,000.

With the retirement from the grocery business of W. Clark, Vancouver, B.C., the retail trade of this city loses one who has always taken a considerable and active interest in everything tending to the advancement of the business. For two years he has been president of the Vancouver Retail Grocers' Association, and was also concerned in the extension of the scope of organization to the provincial field. His store has been taken over by Chris. H. Casher and R. Wilson, but the old name will be continued. Mr. Casher has been with Mr. Clark for ten years. Mr. Wilson has also been associated with him for two years.

THE VALUE OF HARMONY.

The business men in every town should work together. In this way much can be accomplished for the benefit of all concerned. In each town the merchants generally have similar troubles, and by working together, much can be done to remedy or improve these obstacles.

If the mail order house is found to be encroaching upon the merchants' trade, much more can be accomplished by combined action than by each merchant, single handed. In such a case as this, the merchants in the town should decide to do all their trading in their own town, purchasing their wants from one another. It would also be well to interest the printer or newspaperman in the town, for with his help a great deal more can be done.

Then those obstacles, against which the merchants in every town have to contend can be remedied much easier if the business men will only work in harmony. Some new and valuable measure that would greatly benefit trade sometimes may fail to be adopted because there is no union between the different men concerned. This should be different and each dealer should do his part to bring about a union of the merchants in the town.

Canned Salmon

Only a short time now until the prices for new pack will be named. From what information we can gather the market is likely to open at high figures. We are offering for shipment now:

Victor Red Salmon, 1's Tall, = $1.75 Doz.
Shamrock Red Sockeye Salmon, 1's Flat, 1 90 Doz.

Both excellent value.

Dates

Most kinds of dried fruit are now unobtainable, having gone into consumption at high prices. No doubt there are buyers who are looking for something to offer their trade at a reasonable price. We have some Choice Hallowee Dates at a price that should appeal to all---4¾ **per lb.**

Think of the puddings and cookies that can be made with this delicious fruit.

Coffee

Do not overlook our specials in this line:

Monarch, 30c. per lb.
Victor, 26c. "
Pantry, 21c. "

Whole or ground, in 10 and 25 lb. tins.

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. • VICTORIA
Branch at 140 Water Street, Vancouver.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

The Condensed Ads. in this Paper will bring good results

TRY A

Condensed Ad.

IN

Canadian Grocer

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

There's Profit in Every 7-20-4 Cigar

There's Satisfaction In Every Smoke

A cigar department in a grocery store is a profit-producing section, especially if you feature the cigar that is making a hit with the connoisseur smoker—the

7-20-4 CIGAR

This cigar is the most satisfying of any moderate-priced article; made of superior quality leaf and properly rolled.

WRITE FOR DETAILS AND PRICES

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.



PICKLING TIME PROBLEMS SOLVED

for heat-tired housewives in the

Sterling BRAND

A pail of our Sweet Mixed Pickles prominently and invitingly displayed in your store will settle the Pickle Problem for many a woman. Try it and be convinced. Be sure it is Sterling Brand. They Satisfy.

SEE TO YOUR STOCKS TO-DAY

The T.A. LYTLE CO., Limited

STERLING ROAD, TORONTO

ROYAL SHIELD BRAND COFFEES

Campbell Bros. & Wilson, Limited

WINNIPEG

Selected beans, evenly roasted and ground on premises, guaranteed absolutely pure and of the highest quality of any coffee on the market. We supervise the packing of every pound of Royal Shield Brand Coffee we sell.

ORDER YOUR REQUIREMENTS NOW.

Our Royal Brand Teas, Extracts, Jelly Powders, etc., are of the same high standard as our "Royal Brand Coffees." Get our prices now.

Campbell, Wilson & Horne, Limited
Calgary

Campbell, Wilson, & Smith, Limited
Regina



Write to our nearest office regarding our prices on standard Canned Fruits and Vegetables. Only the choice brands stocked.

Campbell, Wilson & Adams, Limited
Saskatoon

Campbell, Wilson & Horne, Limited
Lethbridge

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with selling ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

The MacLean Publishing Company

143-149 University Avenue, - Toronto, Canada

EDUCATE CONSUMER TO A HIGHER KNOWLEDGE

Suggestion That Retail Merchants Everywhere Should Exert Every Energy to Offset Apparent Conviction in Public Mind as to Oppression of Distributors of Foodstuffs—The Bettering of Trade Conditions by Conventions of Trade Sections.

By A. H. Harvey.

There seems to prevail in the minds of a great many consumers, the belief that the retail dealer is exacting more than a fair profit from them. Every convention of retail or wholesale dealers is looked upon with a certain amount of suspicion by the general public, who are inclined to believe that at these meetings, those interested "cook" plans for their own benefit, but never give a thought to the consumer. That such a belief exists is shown by a recent short communication to a Toronto paper, which read:

THE POOR CONSUMER.

Editor World,—Do you think it is fair to let the consumer of groceries broil while the wholesalers and gilded retailers cook plans for honest dealing? Who at the grocers' convention spoke for the consumer? Is it not a fact that the consumer simply has to take what is given to him? Why not have the consumers convene and agree to do their own grocery business?

Co-operation.

This shows that every move made by grocers' associations is believed to be for their own benefit, and will, in the end, exact a higher rate for the goods from the consumer. This prejudice is one of the big difficulties against which the dealer has to contend. If it could be removed, it would certainly be of wonderful benefit to the trade in general. Just how it may be overcome is somewhat of a problem, but each individual dealer, knowing that such does exist, should do what little he can to overcome it. Much could be done if each dealer would try to win the confidence of his customers by impressing on them the facts that he takes them into consideration as well as himself, that he wants a fair living profit upon the goods sold and no more, and that association work is for the improvement of trade conditions in general, and is not any union of dealers to rob the consumer. Such would work for both the good of each dealer and the trade in general. But it is wished to be impressed upon the dealer that he do nothing that will in appearance strengthen this prejudice which has already gained ground in the consumer's mind.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The establishment of the C. H. Catelli Co., Ltd., manufacturers of alimentary pastes, is situated in Upper St. Denis Ward, corner of Comte and Sanguinet Streets, Montreal. It is under the management of an European expert and the manufacturing of all varieties of macaroni, vermicelli, spaghetti, macaroni short cut, small pastes assorted, melon seeds, stars, egg noodles, is an enlightenment to anyone. The success obtained by this factory with their "Swallow" brand depends in a large measure from the best flour, which is used and the method of mixing and preparing the paste mechanically in order to insure its perfect homogeneity. The best and newest machinery is exclusively used. A great advantage which this factory possesses over foreign factories is that it can deliver goods in a more palatable and fresher form. Another superiority which speaks volumes for the Catelli Company is the perfect control exercised on the standard weight of every package. They insist on this fact, because it is a guarantee of the highest, both for the trader and the consumer.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

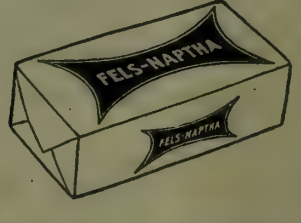
J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

The Development

(and decline) of imitations of Fels-Naptha soap have always been accompanied by frequent changes: of appearance, packing —and quality!

Fels-Naptha soap's whole career has been unique for absolute general uniformity—especially of Quality!



YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move.

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

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TEA LEAD

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Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
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CECIL T. GORDON, MONTREAL

You'll Never Lose Money On McLean's "White Moss"



Cocoanut of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

Canadian Cocoanut Co., Sole Makers, **Montreal**

Very Little Persuasion

is needed to make your particular customer try

"GLOBE"

Macaroni and Vermicelli



GLOBE

because they are made from hard wheat with no maize or rice flour mixed with it, and they are absolutely free from any glutinous substance. They possess a quality which gives distinctive flavor. You may expect a big demand for the "Globe" brand goods as soon as they are introduced.

The profit makes it worth your while. Order from your jobber, or

D. SPINELLI & CO.,

REGISTERED

MONTREAL, - - QUEBEC

BARREL PORK

SHORT CUT
HEAVY MESS
GUNNS PLATE PORK
GUNNS LEAN PORK
PICKLED ROLLS

—

SPECIAL PRICES

—

GUNNS LIMITED
PORK AND BEEF PACKERS
WEST TORONTO

LARD

With butter becoming scarcer every day and constantly going higher in price, we think good pure lard like Fearman's should recommend itself to you as a good purchase at present prices. We think so. Try it.

F. W. Fearman Co.
LIMITED
HAMILTON



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give **REINDEER CONDENSED MILK** a richness and flaver all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect **REINDEER BRAND** when they order Condensed Milk.



TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Big Trade in Cooked and Smoked Meats

Cooked Meats in Demand During Hot Weather—Temporary Lull in Trade for Other Lines—Hot Spell Affects Appetites—Provision Prices are Steady—Live Hogs Unchanged—Butter is Firmer—Prices High in England—Eggs Unchanged.

The warm weather of the past week has not worked any good for the provision trade, for as the temperature goes up, appetites for pork products seemingly take a slump. However, it is only a temporary decline and with a change to cooler weather, demand will again be switched back into its ordinary channels. The feature of the summer, and especially of warm spells like the past week, has been the big demand for cooked and smoked meats.

Provisions on the whole are steady in regard to prices. Live hogs are practically unchanged on Canadian markets. The English bacon market last week week was none too firm, but live hogs in the western States are maintaining their position well.

Butter is firm, with slight advances reported from some centres, higher prices ruling at country points. The farmers are now busily engaged in harvesting, which may account for smaller receipts at some points. The price of butter in England is higher than for some time back, due to the prolonged dry hot spell there.

There has been no notable change in the egg situation. There is quite a quantity of eggs arriving, receipts being on about a par with this time last year. Shrinkage continues heavy to the case. There is a good demand for strictly new laid stock.

A somewhat uncertain situation seemingly prevails in lard. While the Toronto market is firm, with some firms quoting slight advances, in Montreal the compound product has declined ½ cent per pound.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10
Cases, tins, each 10 lbs., per lb	0 10½
" " " 5 " "	0 10¼
" " " 3 " "	0 11
Pails wood, 20 lbs. net, per lb	0 10½
Pails, tin, 20 lbs. gross, per lb	0 10
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 350 lbs., per lb	0 10½
One pound bricks	0 11¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 10
" 3 " " " "	0 09¾
Pails, wood, 20 lbs. net, per lb	0 10
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11¼
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 00 7 50
" dressed, per cwt	10 25 10 50

Butter—Receipts of butter on Monday were 1,250 packages. There is a good export demand and the market is strong in tone.

Creamery	0 23½ 0 24
Dairy, tubs, lb	0 18 0 20

Eggs—Receipts of eggs on Monday were 420 cases. The market is unchanged, prices being firm, with a fair trade.

New laids	0 27 0 28
Selects	0 24
No. 1	0 2[illegible]

Cheese—Receipts of cheese were 6,401 boxes. The local market is firm, finest western being quoted at 12½c to 12¾c.

Quebec, large	0 12
Western, large	0 12¾
" twins	0 12¾
" small, 20 lbs	0 12¾
Old cheese, large	0 13 0 16

MONTREAL.

Provisions—Although the supply of hogs was much smaller than a week ago yet the feeling in the market was weaker, and prices ruled 50c per 100 lbs. lower than a week ago. At this reduction the demand from packers was fairly good and trade was more active, with sales of selected lots at $7 to $7.25 per 100 lbs., weighed off cars, but there were a number of lots which were contracted for at the latter end of last week, delivered at $7.50. The market is still strong, owing to the increased demand resulting from the hot weather. Prices for hams and bacon are all higher, and the price of pork has been advanced 50c per barrel. Compound lard has declined ½c per lb.

TORONTO.

Provisions—Just at the moment, under the torrid weather now prevailing, demand for pork products is inclined to quietness, but with a change to cooler weather, trade will, no doubt, return to normal again. Cooked and smoked meats are being given a good deal of attention. One firm quotes lard this week at ¼c advance over present quotations in both pure and compound. While a representative of a Chicago house is quoting pure at a full ½c advance. Live hogs are unchanged.

Smoked meats—	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	20 00 21 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10 0 1[illegible]
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10¾
" compounds, per lb	0 08¾ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter—The steadiness in the butter market reported last week has turned into an advance of 1c per pound in some lines of both creamery and dairy. Dairy was none too plentiful last week, but arrivals of late have been more free. The weather is affecting it to some extent.

	Per lb.
Fresh creamery print	0 25 0 26
Creamery solids	0 23 0 24
Farmers separator butter	0 21 0 22
Dairy prints, choice	0 20 0 21
No. 1 tubs or boxes	0 17 0 18
No. 2 tubs or boxes	0 15 0 16

Eggs—There is no particular change in the egg situation. Supplies are none too plentiful. Shrinkage is present in many lots. Strictly new laid eggs are in good demand.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese—The situation in cheese at the present time is one of steadiness. Some old cheese is still available, although extremely scarce at 15c to 16c. Limburger is quited at 18c per pound and Roquefort at 34c.

New cheese—		New twins	0 13½
Large	0 13	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry—The tendency to lower prices in poultry was mentioned last week. Prices for live fowl and ducklings are down 2c per pound, while broilers are 1c lower. Increased supplies is given as the reason, while the quality of the poultry arriving of late could not exactly be called the best.

Fowl, live	0 11 0 12	Duckling, live	0 11 0 12
Broilers, live	0 14 0 16		

Honey—This season's new clover honey will soon be on the market. No. 1 comb honey for delivery in two weeks is quoted at $2.50 per doz.

WINNIPEG.

Poultry—A little activity was noticed in the poultry market last week with the arrival of a small supply of chickens from the country. At present the supplies received are from Manitoba alone, as eastern goods will not arrive until the Christmas season. The outlook at the present time for the fall trade is very good. Supplies are expected to be a little larger, but it is predicted that trade will be more active, as the high prices which prevailed last year, both for buying and selling, are agreed to be a detriment to the volume of trade transacted, and consequently lower prices are likely to prevail this year. It is rumored that some houses which bought stocks at the high prices prevailing last year are barely clearing expenses at present prices.

BEAN PROSPECTS ARE IMPROVED

Chatham, Ont., Aug. 10.—That the recent rains throughout the bean-growing district practically ensure the big crop of approximately one million bushels predicted earlier in the season was the statement made to-day by N. H. Stevens, president of the Canada Flour Mills Co., and one of the leading Canadian authorities on bean-growing.

"The bean crop has improved wonderfully in the past two weeks," he declared. "I think we can look for the crop of beans to go 20 per cent. more bushels than we got last year. There are some fields where the vines are curled, but these little showers lately have brought them along nicely. The acreage is about 20 per cent. higher than last year."

Mr. Stevens estimated the 1910 crop at between 700,000 and 800,000 bushels. This year it will quite likely reach the million mark. The rains in mid-July came at a critical moment, and have proven immensely beneficial.

TRADE CANGES.

David Price, grocer, Winnipeg, has sold to Neil Bros. & Co.

S. P. Wilson, grocer, Kisbey, Sask., has sold to H. L. Whicher.

Pierre Maurel, grocer, Gravelhurst, Sask., has sold to C. W. St. Germain.

A. H. Loepky, general merchant, Waldeck, Sask., has sold to David Brownstone.

Forron Bros., Artland, Sask., have sold their general store to L. Wainstock.

James Hemming has opened a grocery at North Battleford, Sask.

Trace Bros., general merchants, Innisfree, Alta., have opened a branch at Ranfurly.

G. Ogan has opened a grocery store at Cedar Cottage, B.C.

J. M. Redding, grocer, Lethbridge, Alta., is succeeded by J. O. Walton, of Macleod.

Horswell & Abson will open a grocery store at Coalmont, B.C.

B. W. Gerow has opened a cash grocery at Halbrite, Sask.

Munn Bros. have opened a grocery store at Kamloops, B.C.

TELL YOUR CUSTOMERS.

A little corn starch, mixed with salt, will keep it from caking inside the shaker.

Why Grocers Should Use

Allison Coupon Books

—Simply because they are credit customers.



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND.

For sale everywhere by jobbers.

Rice is a wholesome and nutritious food and imposes little work on the digestive organs.

Arrowroot can be used in making up an endless variety of table dainties, being excellent for custards, cakes, puddings, blanc manges, soups, etc.

Alimentary Pastes of the "Swallow" Brand

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. TRY THEM, You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

Ask Your Wholesaler for

KO-KO-BUT

The Perfect Cooking Butter

ECONOMICAL
WHOLESOME
DIGESTIBLE
100%
Pure Vegetable Butter

Dominion Cocoanut Butters
LIMITED
MONTREAL

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S.
Manitoba: BUCHANAN & GORDON, Winnipeg C. A MUNRO, St. John, N.B.



A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

is the kind that pleases the people.

E.W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of saleable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always saleable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg, and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer, and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actual cash savings.



Automatic Cutter Cabinet

American Computing Company of Canada

HAMILTON, ONT.

A Steady Demand, A Clean Profit— No Argument

Post Toasties

"The Memory Lingers"

For both Grocer and Customer.

Canadian Postum Cereal Company, Limited
Windsor, Ont.

Flour is Firm Under Higher Wheat

Some Talk by Millers of Advancing Prices—Others Wish to Find Out if Wheat Will Hold Before Making Change—Wheat Prices Forced up by Black Rust Reports — Amount of Damage Done Somewhat Uncertain.

Flour, under higher quotations for wheat, has taken on a much firmer aspect this week, and there has been some talk by millers of advancing prices. Some mills have advanced prices 20c per barrel in the Maritime Provinces, but there has been no change elsewhere. Others are inclined to wait until it is found if the wheat market is going to hold. Whether any advance takes place or not in flour depends on the action of the wheat market. On Tuesday prices broke slightly, for while the quotation on the Toronto market at the end of the week was $1.06 for No. 1 Manitoba, on Tuesday it declined to $1.04½.

Black rust reports from both United States and Canadian wheat fields have been the chief factor in the recent expansion of wheat prices. Just the exact damage that has been done by black rust is uncertain, for until early in the week Canadian authorities denied anything serious from this cause. A report from Chicago says: "Crop experts declare the atmospheric conditions in the Canadian west just the kind to spread black rust and to hold the growing grain back enough to increase the chance of frost in the west about the middle of the month." There may be no truth in this whatever.

Trade in flour and cereals, as is natural for the season, is inclined to quietude, business being of a hand-to-mouth character. Western Canada reports an improved trade in flour with the Orient, and there seems to be a good opening for the Canadian product in this part of the world.

MONTREAL.

Flour—There continues to be a steady demand from foreign buyers for old crop Manitoba spring wheat for August shipment, and the prices bid show an increase last week. The market is steady at the above prices.

Winter wheat patents, bbl	4 80
Straight rollers, bb	4 30
Manitoba 1st spring wheat patents, bbl	5 30
" straight patents, bbl	4 80
" strong bakers	4 60
" second "	4 20

Rolled Oats—The trade is quieter, but the undertone to the market is firm. Cornmeal is also quiet. Receipts of rolled oats for the week were 4,638 barrels, as against 4,858 for the same week a year ago.

Fine oatmeal, bags	2 47½
Standard oatmeal, bags	2 47½
Granulated " "	2 47½
Bolted cornmeal, 100-bags	1 70 1 80
Rolled oats, jute bags, 90 lb	2 25
" " cotton bags, 90 lb	2 30
" " barrels	4 75

TORONTO.

Flour—Under pressure of black rust reports, both in the Canadian and United States west, wheat prices have been advanced during the past week. Under the higher price for wheat there has been some talk of advancing prices on flour, but some mills are inclined to wait in order to ascertain whether wheat is going to hold before making any change. One Toronto firm reports an advance of 20 cents per barrel in the Maritime Provinces. Trade continues routine in character.

Manitoba Wheat.	
1st Patent, in car lots	5 10
2nd Patent, in car lots	4 60
Strong bakers, in car lots	4 40
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals—Cereals in general are steady in price, but the market is bare of any special features. Trade, as natural for the season, is not large, but compares quite favorably with other years.

Rolled oats, small lots, 90 lb. sacks	2 35
" " 25 bags to car lots	2 25
Standard and granulated oatmeal, 98 lb. sacks	2 70
Rolled wheat, small lots, 100 lb. brls	2 90
" 5 brls. to car lots	2 75
Cornmeal, 100-lb. bags	1 90

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

Flour—Domestic trade in flour continues to be exceptionally brisk in all provinces of the west. Export trade to the Orient is rapidly developing. One large company at the present time is sending monthly shipments of high-grade flour to Suva, Fiji, and report not only that the prospects are very bright for the development of trade at this port, but that there is a large field opening up for Canadian flour in other parts of the Orient. Prices remain unchanged from last week. Quotations are:

1st Patents, per 98-lb. sack	2 65
2nds	2 45
3rds	2 25
1st Clares	2 00
Common grades	1 50

Mill Feeds—An increased interest appears to be taken in bran and mill feeds this week, and in view of the strong demand, bran has advanced to $17, and shorts to $19. Eastern provinces are the best customers at the present time, and in view of the activity of the eastern trade prices have advanced. A large part of the local mill feeds is being sent to the New England States of America, where the farmers are busy putting flesh on their feed stock. Winnipeg firms are able to put their stocks on the American market, after paying duty and heavy freight rates, at the same price as the local mills are able to do.





HEAD AND SHOULDERS ABOVE OTHERS' BEST

The name Perfection was decided upon because it represented our ideal in biscuit making. Public opinion seems to have verified our ideal which is now our claim, by the ever increasing demand for

Perfection Cream Sodas

They are so much superior in rich creamy quality and light crispness of the majority of biscuits to-day, that we feel "head and shoulders above them." Win and keep customers by always giving them "Perfection Cream Sodas."

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. - Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld.



MR. GROCER-MAN!

Your Interests Are Ours, Too. Sell

MAPLEINE

A DISTINCTIVE FLAVORING

BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil — mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson Co., 26 Front St. East,

Crescent Mfg. Co., Seattle, Wash.

When writing advertisers kindly mention having seen the advertisement in this paper.

The Time to Look to Stocks of Spices

Rapid Approach of Pickling Season Renders Advisable an Inspection of Supplies—How Dealer Could Anticipate Amount to Buy—Some of the Things to be Considered if Maximum Profits are to be Reaped From Minimum of Expense.

While the pickling season is not yet here, still it is close enough for the grocer to begin thinking. Now, when business is none too brisk, is an excellent time for the dealer to anticipate his wants. Nothing will be gained by holding off to the last moment when the rush of the season is on.

When forming an estimate of his wants, the dealer should consider the amount he has sold in previous years and also the amount now on hand. If his spice trade has been gaining ground from year to year, he will probably find it necessary to order a little more than last year. If there are any lines which were asked for last year and which he has not in stock he should consider the advisability of stocking those. Some dealers may argue that only a couple of customers asked for those particular lines. But if two customers asked for them, why cannot a demand be created among other consumers for them? The retailer should attempt, as far as possible, to supply all the wants of his customers.

The Housewife's Pride.

The pride of the housewife in a shelf-full of home-made pickles has created a big general demand for spices during the annual pickling season. In some places a large percentage of this trade is going to the druggist simply because the grocers in those towns or districts have not given to this important fall side-line the attention they should. But those dealers who have put forth some extra efforts in this direction have found the results pleasing.

Spices are not the easiest thing in the store to handle, but by proper arrangement this handicap may be reduce to a minimum. It must be remembered that spices contain a volatile oil, which is really the strength of the spice. This oil easily evaporates, and to avoid this the spice should be contained in a receptacle that will prevent evaporation.

How Spices are Kept.

A tin canister, in which spices are generally sold to the retail trade, is as good as any, but care should be taken that it does not become dinged so that the top will not fit on securely. Spices in packages hold their strength well, too.

Some grocers also keep their spices in wooden receptacles, with apparently good results. Others have them in glass bottles with glass stoppers, which, besides preserving the strength of the spice, displays it to good advantage. The stopper must, however, fit tightly. The name should, of course, appear on each vessel.

When new stock arrives—if bought in bulk—and is opened up, care must be taken to place each spice in its proper receptacle. Mistakes in mixing two spices and the consequent displeasure of customers has been bad, not only for the spice trade, but the store. If possible, a separate scoop should be used for each spice, as traces of turmeric amongst cloves, for instance, does not work well for the store's reputation for carefulness.

The Keynote.

Carefulness is the keynote of a successful spice trade, with weighing also a most important feature. Purchases being mostly in small quantities, and in the majority of cases in two-ounce parcels, this is all the more necessary. The most sensitive scale that can be bought should be used if the grocer wishes to retain his full profit on this line. Exact weight—no more and no less—should be forcibly impressed upon the clerks.

"How can I sell the largest quantity?" is a question the grocer will ask. Of course, ample advertising will do much in this direction. The keynote should be quality, and accordingly it should be backed up by quality goods.

Displaying of spices in the window is a difficult matter, because, thus exposed to the air, they are liable to lose a certain percentage of their strength. However, a small quantity of each kind could be shown, with price card attached, or, if the grocer can arrange some method of showing them in glass, so much the better. When the pickling season opens the spice receptacles should be moved up to a position of prominence.

A good fair profit is reaped from the properly-conducted spice department, but, as said before, carefulness and no "leaks" are necessary.

Grocers' Letter Box

Editor Canadian Grocer.—A question which has been asked often is: "What should clerks pay for their goods?" Should they receive a percentage off all goods purchased for themselves? Should each clerk take his own order and send it out without being checked? Please answer through the columns of The Grocer. Our clerks will find out through the paper, as it is watched keenly.

H. B. O.

Victoria, B.C., Aug. Grocer.

Editorial Note.—The question raised in the foregoing letter is one that all merchants do not regard in the same light. There are some merchants who give employes as much as 10 per cent. off all goods purchased for themelves; others give a smaller reduction, while many refuse to give any discount whatever on the goods purchased by salesmen. One merchant in giving his opinion on this matter to The Grocer, said: "I prefer not to give any discount whatever to any clerk. I, myself, would rather pay a little higher wage to a clerk, and let him pay the regular price for his goods. Some years ago I did give a percentage off to my help but I found the privilege in some cases to be abused by clerks buying goods for their friends and relatives and securing a rake-off on the deal. Of course, a really honest clerk would not do this, but in many instances it was the case, and accordingly the just had to suffer, if they really did suffer, with the unjust, for I did away with the discount practice."

"In my opinion," said another grocer, "it does not seem as if it made much difference to the employe which way it works. If he gets a percentage off, he is not really entitled to the same salary as he otherwise would. Then, again, some clerks will not require any groceries at all, and if a percentage off is given to other clerks, other things being equal they are being given a preference over those who do not purchase goods, but who have to pay their board. The next thing the unmarried clerk would be asking a discount off his landlady's groceries, so he might secure his board cheaper.

"In the face of this, I think it would be better not to give any discounts whatever to clerks. The large city stores, which are somewhat of a model in business methods, give no discounts to employes.

"In regard to clerks doing up their own goods and sending them out without being checked up by another member of the staff, this should not be. Not that any dishonesty might be practised but most clerks would wish, and demand, that this be done just to remove or prevent any suspicion that the employer might have that he was taking more than he paid for."

Both the lemons and oranges now coming on the market are of excellent quality.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

"Chivers' Pickles

are just fine, and so reasonable. We are glad you called our attention to them."

Pleased Customers
mean better business. Don't you want everyone to speak to you as above?

CHIVERS'
is the name you should always insist on when stocking Pickles.

WRITE US

S. CHIVERS CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

SIX GOOD LINES

CHIVERS' CARPET SOAP
Best and Simplest Carpet Cleaner in the world. . . Over 50 years' success. Hundreds of testimonials. In Balls.

CHIVERS' CLOTH SOAP
For Cleaning Suits and Dresses. In Tablets.

CHIVERS' MOTOR SOAP
Specially prepared for removing oil, grease and dirt from the hands. In Tablets.

CHIVERS' PLATE POWDER
The effect on Silver and plated goods is really brilliant and pleasing. In boxes.



CHIVERS' FURNITURE POLISH
Unequalled for producing a quick and durable polish on all kinds of furniture. In jars.

CHIVERS' FLOOR FOLISH
Gives a brigbt and lasting polish to stained floors and linoleums. It is also splendid for all kinds of leather work. In small and large tins.

Sole Manufacturers:
F. CHIVERS & CO., ALBANY WORKS, BATH, ENG.
Agents for Canada:
HARRISON & SON
ST. NICHOLAS BLDG., MONTREAL
Who will esteem your enquiries.

When writing advertisers kindly mention this paper.

WHEN SERVICE COUNTS.

Department Store Salesman Explains How Courtesy Helped Him.

"Several years ago," said a salesman recently, "I was employed in a departmental store. Now the clerks in these establishments are not always as obliging or polite as they might be, but I realized that it did not cost anything and as it helped in sales, I was always as courteous as possible. One day a lady came to my counter and I succeeded in selling her quite a good sized bill of goods. When she had finished she enquired my number and I began to wonder what I had done to offend her, thinking that she was going to report me for some offence. However, I heard nothing of it until about a week later, the manager of my department walked up to my counter with this same lady and said, "This is the number you enquired for." I thought that I was surely in for it, but I found out differently. The lady told me that I was the first clerk who had ever been really civil to her in the store and she had enquired my number so that she might come to me each time she came to purchase. Now, my courtesy brought that lady back to my counter many times to be served, while her enquiry of the manager for me had placed me most favorably in his opinion."

It certainly pays the clerk to be courteous. Not only should he be civil but should do all in his power to oblige customers. A store's patronage depends upon the service given and nothing is so much appreciated by customers than these little obliging acts of the clerk. It may be only opening the door for the customer to pass out, tying a parcel extra well or many of the other small things that the clerk may find to do, but the customer nevertheless makes a mental note of them and they help in binding the customer to the store or the salesman. The cost is small when compared with the results.

THE STORY HE TOLD THAT NIGHT.

Not often does the public have the opportunity of hearing some of the great men of the country talk and spin yarns in their leisure moments. A newspaperman was in the Mount Royal Club the other night and happened to be able to get a little group of old railway pioneers together—men who are now financial forces in Canada. One of them, whose name has to be witheld, but who used to be "The Assistant Engineer" out in the Rockies when the C.P.R. was built, tells a tale about himself and a horse—a yellow horse—which is really worth reading. It appears in MacLean's Magazine for August.



THE SALE OF

Wilson's

FLY PADS

Has trebled in two years.

The retail Grocer's profit is 66⅔ to 75%.

Sugar Market Report In This Paper Made Much Money For Manitoba Dealer

When a merchant can say he made more than **Two Hundred Dollars** reading a trade paper, that paper must be closely studied. S. H. Wright, Dauphin, Manitoba, is another of our thousands of readers who makes The Canadian Grocer a profitable investment. He writes as follows:—

"Dear Sirs,—

"Enclosed you will find $2.00. Kindly renew my subscription to The Canadian Grocer, as I feel I cannot be without it.

"It made over **One Hundred** times its subscription for one year for me in one sugar deal, when I bought just in time, after reading The Canadian Grocer.

"Yours truly,

"Dauphin, Man. S. H. Wright"

A paper that makes money for its readers is bound to be a profitable one to advertisers, its advertising pages will command attention and must form impressions on the minds of readers.

E. D. S. BRANDS EXCEL

They are absolutely pure (100 p.c. Government test). They are the select fruits off their own farm and the greatest amount of care is used in the preparing and preserving of all lines. Not an ounce of chemical preservatives is used, thus rendering the finished product whether it be PRESERVES, CATSUPS, GRAPE JUICE, JELLIES or JAMS, perfectly pure and free from all foreign flavors unnatural to the fresh ripe fruit. Quote E. D. S. Brand to your customers and you are assured of big business.

Stock our line to-day if you have not already.

Made only by at his own fruit farms, **E. D. SMITH, Winona, Ont.**

Agents—MASON & HICKEY, Winnipeg;
R. B. COLWELL, Halifax, N.S.;
NEWTON A. HILL, 25 Front St. E., Toronto;
J. GIBBS, Hamilton; W. H. DUNN, Montreal.



Here It Is! What?

The line that will help you polish up your Bank account.

ROYAL POLISHES

are made in Canada, and in purchasing them you get full value for your money. You are not paying CUSTOMS DUTY.

Just as good for Gold as for Brass. Non-Injurious.

A Line of Sustained Profit.

ROYAL POLISHES COMPANY



MONTREAL

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,

"NARCISSUS," fine FILIATRA currants,

"ELEKTRA," fine FILIATRA cleaned currants,

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
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GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

CALIFORNIA FRUITS

Peaches, Plums, Pears

We handle the Anchor Brand, they are fine Canadian Peaches. Early varieties Plums and Pears.

TOMATOES, CUCUMBERS APPLES

are now coming in freely.

PRICES RIGHT

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST TORONTO

are Largest Receivers

Positively Pleasing

is the steadily-increasing Demand for those Honestly-packed, Extra Fancy

"ST. NICHOLAS"

AND

"HOME GUARD"

Lemons

J. J. McCABE

AGENT

TORONTO, : : ONT.

Home Grown Fruits in Larger Supply

Late Canadian Fruits Now on the Market—Trade on Fruit Markets is Brisk—Lemons in Good Demand—Prices are Unchanged—Tomatoes are Lower—Larger Supplies of Canadian Potatoes—Watermelons Sell Well.

Impetus has been given to the fruit markets at most centres by the arrival of home-grown fruits in larger quantities. Small fruits of various kinds are now nearing an end, but considerable late fruits, such as peaches, pears and plums, are being offered, and retailers are beginning to push the sale of these lines for preserving.

Lemons are in good demand at present, the weather at most centres being more favorable for their sale. Supplies on the whole are only normal and prices will likely rule steady for a time, much, however, depending on the weather and the consequent demand. Oranges are holding their own, although prices in New York last week were slightly easier, due largely to the increasing supply of fresh apples. One report from New New York says: "The general impression seems to be that the stock will clean out pretty well at the present market price. It is pointed out that there is a marked falling off in shipments from the coast, and that this is going to have its effect on the situation here before the end of the month."

Potatoes are unchanged, but the tendency can naturally be expected to be easier, as the supply of Canadian potatoes increased. Prices at buying centres in the United States were easier at the first of the week. The available supply of Canadian potatoes falls far short of total requirements and will for some little time. High prices are inducing farmers to dig them before they have attained their full growth, so that many lots are small in size.

MONTREAL.

Green Fruits—In spite of the high prices prevailing, dealers report good business and seem more satisfied than they were this time last year. California plums are somewhat cheaper this week, as are watermelons. Valencia oranges are dearer, but are expected to resume their former prices very soon.

Apricots, California, box	2 25	2 50
Apples, Spies, extra fancy	9 00	9 50
Bananas, bunch	1 75	2 25
Bananas, crated	2 00	2 50
Blueberries, Can. box 22 qts		2 75
Cantaloupes, Cal	5 00	6 00
Cherries, Canadian	1 50	1 60
Cherries, California, box		2 75
Cocoanuts, bags		3 75
Currants, red, basket	1 00	1 25
Currants, black, basket	1 25	1 75
Grape fruit, Flo.	3 75	4 50
Lemons		5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	5 00	5 50
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 75	2 00
Pears, Cal., crate	3 00	3 25
Pineapples—		
Floridas, case	3 00	4 75
Plums, California box	2 25	2 50
Raspberries, box		0 15
Strawberries, Canadian		0 15
Watermelons, each		0 50

Vegetables—Prices still remain high and consequently there are few big orders going. However, dealers are not grumbling too much, as there is never very much to be done in this line during these months. There is a fair demand for cucumbers and corn, while tomatoes are moving out pretty well, in spite of high prices.

Beans, wax, hamper	2 00	
Beets, doz	1 00	
Carrots, doz	0 25	
Cabbage, doz	0 40	0 80
Corn, per doz	0 10	12½
Cucumbers, doz	0 10	0 15
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 40	0 50
Onions—		
Bermuda, crate		3 00
Montreal potatoes, new, bag	1 50	1 75
per barrel	3 00	4 75
Radishes, dozen bunches		0 20
Tomatoes, Jerseys, bushel		2 25
Turnips, bunch		0 40

TORONTO.

Green Fruits—Trade in fruits is quite brisk at present, the arrival in larger quantities of Canadian fruits having given impetus to demand. Prices on peaches, pears and plums are lower, with a good brisk trade being done. Tomatoes are coming in freely, the recent warm weather having ripened them quickly, with the result that prices are down to 30 to 40 cents per basket. Lemons are steady, while oranges hold their advance fairly well. The present weather is bringing a good trade in lemons. Lawton berries are plentiful and this week are down to 5 to 7 cents.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli		5 00
Limes, box	1 25	1 50
Oranges—		
Late valencias	4 75	5 00
Pineapples crate	3 00	3 50
Lawton berries	0 05	0 07
Blueberries, bsk	1 00	1 50
Black currants, basket	1 50	1 75
Can. tomatoes, 11-qt. baskets	0 30	0 40
Rhubarb, doz	0 25	0 40
California		
Peaches, box	1 75	2 00
Plums	2 00	2 25
Pears		3 00
Cherries, Canadian, 11-q. bsk	1 00	1 25
Watermelons	0 35	0 50
Canadian plums, small basket	0 15	0 25
11-qt. basket	0 30	0 50
Can. peaches,— small basket	0 20	0 25
11-qt. basket	0 50	1 00
Can. pears, small basket		0 20
11-qt. basket	0 25	0 35

Vegetables—New crop Spanish onions now arriving are meeting with a good reception. The quality of some lots, however, is not quite all that could be desired. Canadian beets, carrots, lettuce, cucumbers, etc., are plentiful. Potatoes are unchanged, although primary markets are slightly lower. There are considerable Canadian potatoes on the market now, but receipts will not measure up to demand for some time yet. Green corn is a present good seller.

Canadian beet, basket	0 30	0 40
Cabbage, Canadian, crate	2 50	2 75
Carrots, new, doz	0 40	0 50
Cucumbers, Canadian, bsk	0 15	0 25
Lettuce, Canadian, head	0 25	0 30
Green corn, doz		0 17
Egg plant, bsk		0 75
Celery, per doz. heads	0 45	0 50
Cauliflowers, dz		1 25
Green peppers, basket	0 65	0 75
Canadian beans, 11 qt. basket	0 30	0 50
Onions—		
American cooking, 70 lb. bag		1 40
Spanish	2 50	3 00
Potatoes, new, barrels	4 75	5 00
Parsley, per doz		0 75
New turnips, per 11-qt. basket	0 15	0 20

WINNIPEG.

Fresh Fruit—An active demand is in existence for fresh fruits, and large sup-

plies are being received at the present time from Ontario, as well as British Columbia. From the latter place a moderate supply of cherries and raspberries are still coming in. The plum and peach crop of B. C. is reported to be very short, and it is not likely that there will be any of this line for this market. This western province has the largest apple crop in her history, and as Ontario is also reported to be shipping freely, it is likely that this fruit will be fairly cheap on the local market this winter.

Green Vegetables—There is little new in the green vegetable market this week, except a few minor changes in prices. American vegetables are practically off the market, having been replaced by the native-grown, and a few from Ontario. Prices have fallen with the arrival of local supplies, but they are, nevertheless, at a figure which pay market gardeners a very remunerative revenue for the growing of the same.

California Peaches

We are headquarters for California Fruits – handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - $1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

Lawton Berries

OR

Thimbleberries

Plums, Peaches,

Harvest Apples,

Tomatoes, etc., etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF CANADIAN FRUITS

HAMILTON, ONT.

SEASONABLE FRUITS

PEACHES PEARS PLUMS

CANTALOUPES WATER MELONS

TOMATOES CUCUMBERS POTATOES

ORANGES LEMONS BANANAS

Place a standing order to be filled from fresh arrivals each morning.

The House of Quality

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS

GROWN AND PACKED IN PALERMO

are the best. At Sales in New York last week our Palermo Verdellis sold at from 25c. to 75c. per box more than Messina Verdellis. This confirms our statement that our Lemons are the best value. Be sure you mention "Follina's Pack" when ordering from your wholesaler.



W. B. STRINGER, Sales Agent **FOLLINA, BROS., Packers**



Fish - Oysters



Season of Quietness in Fish Trade

Warm Weather Naturally Brings Slackness in Fish Trade—No Improvement Until Cool Weather—Oyster Season Will Open Around September 1st—Nova Scotia Receipts are Small—Bait Continues Scarce, While Weather Has Been Bad.

The warm weather prevailing in most parts of the Dominion is not proving beneficial to the fish trade. Business under such conditions is slack and no great improvement can be looked for until the cooler weather. The oyster season will open the end of the month.

Receipts of fish on the Nova Scotian coast have been light of late, due to two causes, the continued scarcity of bait and the bad weather prevailing. The arrivals were principally cod and haddock. The latter showing a marked improvement in quality of late.

QUEBEC.

Montreal.—The present hot weather is not proving beneficial to any of the wholesalers. Business is slack and will remain so till the colder weather arrives.

Haddock and cod are plentiful, but the prices are low. Fresh Gaspe or Eastern salmon are about finished. Brook trout and fresh dore are scarce yet, but will be in a better supply by September. Boneless and skinless cod are scarce.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 10
Bluefish, per lb	0 13	Salmon, B.C., lb	0 15
Dressed perch, per lb	0 10	Salmon, Gaspe	0 16
Dressed bullheads, per lb	0 10	Shad, buck, each	0 30
Eels, fresh, each	0 25	Shad, roe, each	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04	Sea bass, per lb	0 10
Steak cod headless, per lb	0 05	Trout, brook	0 25
		Lake trout, lb	0 11
		Pike, per lb	0 08
		Pickerel or dore	0 14
		Whitefish, lb	0 11

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb	0 09	Gaspe salmon, per lb	0 15
Pike, round lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Gras pike	0 05	Whitefish, large, lb	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, half bl	8 50
No. 1 mackerel, pail	2 00	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel ½ bbls	8 00	Salt eels, per lb	0 07
Scotia herring, No. 2, bbl		Sea trout, ½ brl	6 50
Lake trout, half bbl	6 00	Sea trout, bbls	12 00
Choice mackerel, half pail	2 00	Scotch herring	6 00
Salmon, B.C., red, bbl	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl	12 00	Holland herring, ½ bl	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 25
Kippered herring, per half box	1 50
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	8, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

MANITOBA.

Winnipeg.—An active fish trade has been in existence, as this summer fresh white fish has been in good demand and is selling at 9c. per lb. The source of supply is practically exhausted as the limit of catch has been reached in Lake Winnipeg. This will tend to have a depression on the trade in this line, as fresh frozen fish will have to be used in place of the fresh fish. A few may be expected from western points, but the quantity will not be large enough to have any material effect on the trade. Trout, which is received from Rossport and Port Arthur, have been a little scarce during the last three or four weeks but is expected to be fairly plentiful toward the end of September. Present price is 11c. per lb. Halibut, which is received from Vancouver, has been steady, and supplies are extensive. This fish is selling at the same price as white fish. Salmon at the present time is commanding the highest price of all, namely 15c. per lb., and is predicted to go higher, owing to the scarcity prevailing in New Westminster and Vancouver, from where our supplies are received. In spite of the high price prevailing in this line, the demand has been very strong, and the volume of trade transacted very satisfactory.

ONTARIO.

Toronto.—Trade in fish is quiet, for while the warm weather should be a good time for the sale of this line, still the difficulty in shipping and handling during the torrid weather causes the retail dealer to lose interest in this line at this time of the year. Prices are unchanged as well as the whole general situation in the fish market. The oyster season will open around the first of September.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Ferch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal. 1 25

NOVA SCOTIA.

Halifax.—Trade continues quiet in the local fish markets. The receipts during the past week have been light. The arrivals were principally cod and haddock. There has been a marked improvement in the quality of the latter fish, in fact they are now better than for several months. Smoked fish is in good demand and local dealers report largely increased sales of finan haddies. Orders are on hand for all the smoked haddies that the dealers can fill, but the weather is bad for curing, and also for exporting. Some shipments of Nova Scotia haddies that were sent to the Canadian market arrived in poor condition, owing to the excessive heat, and the dealers therefore are not over anxious about making shipments during the warm weather.

Scarcity of bait continues to be the principal drawback to the vessels operating on the Banks. The weather has also been bad. Several of the Lunenburg fleet put into Newfoundland this week for bait, but failed to procure any. Their catches ranged from 500 to 700 qunitals each, which is considerably below the average. Some small catches of mackerel have been made on the Nova Scotia coast this week, but there are not enough fish on the market to supply the local demand.

STORE PHILOSOPHY.

It is important that your clerks know just what you are advertising and what you are saying about it.

It is a bad thing for salesmen to have too little to say, and equally as bad for them to talk too much. Educate them to the happy medium.

One good quality in your make up won't make you a success. You must have many. Honesty, courtesy, hustle, and the other qualities, single handed are of no great use.

Teach your clerks how to serve a customer correctly by setting them a good example.

Don't allow your talk to customers to become mechanical, like some clerks, who hit on a certain line of talk in the morning and keep it up all day.

If you have a clerk who is a relative, don't let that be an excuse for treating him any differently to the rest of the staff.





When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

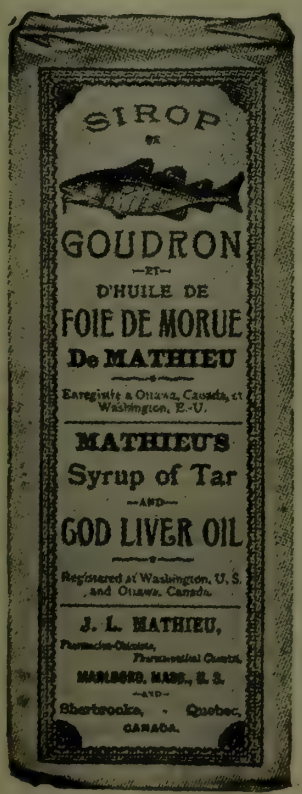
By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S ; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man ; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput Fils & Cie., Wholesale Depot, Montreal

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS

MONTREAL.

The Merchant and the Mail Order House

Encroachment of Department Store More Apparent in Places Where Dealers are Inclined to Hang Fire on the Question.—A Comparision Between City and Country Prices.—The Power of the Merchant's Example.

By W. J. B.

It is an undisputed fact that the heads of mail orders houses in the large centres are fast growing rich with the enormous trade they are receiving from all parts of the country, and which rightly belongs to the home merchant.

It is also well known that this trade has been growing larger of recent years and that it will continue unless the merchants of the country make a determined attempt to combat it.

A great deal of this trade which is helping to swell the revenue of the departmental stores comes from the towns and villages, and it is the merchants of these places that are affected to the greater extent. But the merchants who have suffered the most and whose trade has been affected most by the inroads of the large city stores are those who have done nothing whatever to combat it. If there is anyone who is to blame that customers are sending out of town for goods it is themselves, for allowing the mail order house to entice their customers away.

Some there have been, here and there, among the many, who have made some little effort to hold their own, but evidently they have not commenced with a determination to win out, or they would now be enjoying a much larger patronage. Most dealers expect loyalty to their home town to keep the people from trading elsewhere. But loyalty alone will not. People will buy where prices are lowest, quality and service considered. Dealers have waged loyalty campaigns, with such slogans as "Trade at home," "Build up your own town," etc., but to no purpose. If you wish to secure the trade of the people of your own town, you must appeal to their business instinct.

Merchants' Prices Lower.

It is true that most merchants in the smaller towns can undersell the mail order houses. This fact has been demonstrated many times. A careful comparison of the prices of any dealer with those of the mail order house will show it. The city houses may undersell on a few lines which they use as a "bait," but taken straight through everything considered, the country dealer has them "beaten to a standstill." If this is not so, there is certainly something radically wrong.

That this is true is only what can be expected when one carefully considers the question. The expenses of the mail order houses are enormous: They pay out thousands annually in the issuing of their catalogues alone. They have many expenses that the smaller merchant has not. They have higher rents and wages to pay, as well as many other extra items. All these must be paid and the people who deal with them must pay it.

The fact that the country dealer can sell as cheap or cheaper than the mail order house is not however going to hold the trade at home. Past experiences have demonstrated that. The people must be convinced that such is the case, and how to do so is the problem with which the merchant is confronted. The first step in this direction is that the merchant be thoroughly convinced himself, which should be easily done by a comparison of prices, and then follows the work of convincing the customer. A great many of the merchants in the smaller towns and villages are convinced themselves that the country dealer can sell as low as the mail order house, but even in the face of that belief they will themselves at times send to the mail order houses for goods.

Case of Furniture Dealer.

In a country town not more than a hundred miles from a big centre is a furniture dealer who bitterly complains about the damages that the mail order houses are doing to his business. Yet this same dealer, who claims that the people should buy their furniture in their home town, sends to the mail order houses himself for supplies of dry goods and groceries. Why he does so is not explainable, because he states that the country dealer can sell just as cheaply as the mail order house. At any rate, this is another example of a man's action being completely contrary to his advice.

How, in the face of his own actions, can this man expect the people of that town to continue to purchase goods of him. Whether it is or not, it looks like an admission on his part that the mail order houses can give more for the money than the country dealer. At least, that is the way that the people in that town will take it any way.

This policy is no doubt carried out in many other towns throughout the country. The retail grocer is complaining that the department store draws trade from him, that the wives and daughters of the dry goods, the boot and shoe and of the furniture dealer send to the department store for their groceries, but he does not take into account perhaps that his own wife and daughters send to the same place for dry goods, instead of making their purchases in their home town.

Loyalty Versus Pocket.

In other words, loyalty to his town goes just so far as it affects his own pocket. When it is a question of groceries, the citizen who sends to the city for them shows shameful disloyalty to his town. The dealer hotly discusses the question, asks the citizen who helps pay his taxes, build his sidewalks and maintains his town. He declares, and proves it accurately in figures, that the country dealer can sell just as cheaply as the mail order house, and his customers are inclined to believe him. Then, a few days afterwards, they see the expressman deliver a parcel from a mail order house to his home. What is the result? Only too well the dealer knows. Merchants in other lines of business in that town do the same thing and as a result the yearly purchases of the merchants themselves from the mail order houses amount to a considerable sum and the citizens of that town, under this demonstration begin to more strongly believe that the mail order house is the cheapest place to buy.

Let Merchants Remember.

It would be well if merchants in these towns would form a friendly compact among themselves and agree to purchase all their supplies from home dealers. This would be one step in helping to convince the people of the genuineness of their arguments and would have a much greater effect than the reader on first thought would think. Example is a strong asset in directing the actions of the public and in this case would be of great advantage to the merchant.

TALES FOR SUMMER WEATHER.

For six months the editorial department of MacLean's Magazine has been collecting little short stories from Canadian writers, until now there is a large enough stock to allow the magazine to give in the August number several of these "Little Tales for Summer Weather" all at once. There is "The Green Hour," by Deshler Welsh, a regular contributor for the better American Magazines. Then "Sally's Soul," "The Lonesomeness;" "Music Hath Charms," and others, offer short, crisp reading for these hot months. Of course, in addition to these articles there are the regular longer short stories. There is another of O. Henry's inimitable tales of New York life, and other material from some of the best Canadian, English and American writers.

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

CONCORD

Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.

CCC Norwegian Canned Goods

Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

R. S. McIadoe, Toronto. — Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. — W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

The Grocer's Encyclopedia--Macaroni

Facts in Connection With the Manufacture of This Foodstuff—How the Essentials Entering Into the Making are Mixed Together—A Comparison of Food Qualities With Other Standard Products.

Retail grocers throughout Canada are showing a mote lively interest in macaroni during the past year or so, and, as business has increased appreciably, it is wondered by manufacturers why this article has not been more generally received long before this present year of grace.

It is wholesome and nutritious and the price is surely well within the range of the average pocket. Everything seems in its favor. It is not that macaroni is not a familiar term, and most people have tasted it at some time or other. One is lead to believe that the grocer has not put his selling power behind this article. It is one of the goods that he has probably bought "just to have in stock," forgetting that in it he had something which offered many strong selling points. This is perhaps one reason and because of the fact that the handling of macaroni presents another avenue of profits it should surely commend itself to the retail grocer.

What Macaroni Is.

To begin with macaroni is made of flour and water. The flour used, for macaroni of the best quality, is the finest product of the Canadian West. Two bags of flour are mixed with about 40 lbs. of water. This is believed to be the average, although with some manufactures it may vary more or less. The "dough," if such it may be called for convenience, is thoroughly mixed in a special machine. It is passed into another where all the lumps are broken up, and following this operation it is passed into the "presser." Most people have seen a sausage machine and have watched the operator filling the castings—the material pressed out through a single opening. In the manufacture of macaroni the bottom of the press has numerous holes of whatever design is required. The machine exerts a pressure of—in at least one particular case—1,400 lbs. to the square inch. There are no casings into which the macaroni is passed. The long tubes appear through the openings at the base of the machine and hold their form after coming out, thanks to the fact that there was only the necessary percentage of water.

The macaroni tubes are cut into certain lengths, are allowed to dry, and are then ready to be placed in boxes for shipment. Roughly, this is the method usually followed, and it is surely evidence of the nutritiousness of macaroni.

In the best quality macaroni, as manufactured in Canada, a mixture is made of semolina and the best winter wheat flour. The semolina is the heart of the wheat. It is simply so many little crystals, whereas flour is powdery. To those who have never seen macaroni made the outstanding feature is the seeming simplicity with which it is accomplished. Of course the real difficulties occur in the proper mixing of the flour and water in the right constituencies that will give a dough sufficiently moist to pass through the press and yet not too moist so that it would fall to pieces after it had come through.

It will be understood of course that the dough is quite firm. Just sufficient water is adhed to hold the flour together. At least that is all that appears to the onlooker. The press works slowly, otherwise the machine would be unable to withstand the strain, and some part would have to go. When you examine a stick of macaroni you will be able to realize how firmly the particles have been pressed together, thus explaining the reason for their remaining in their tubular form.

Macaroni and Its Uses.

It is not necessary to go into the history of macaroni. That will probably be done in the course of another article on this subject. The principal point is to show that is is worthy of attention from the retailer. It has been often said that bread is the staff of life. So it is, and also it occupies a prominent position in the list of necessaries that keep life in us. But compare the nutritious qualities of bread with those of macaroni. The latter is the essence or rather quintessence of the wheat. It might also be worthy of note to know that macaroni has been a favorite with many of the foreigners who do our railroad construction work and other laborious tasks, and if it has proved valuable as a food to them it is surely good for others. Macaroni is wholesome, nutritious, and there is a good profit in it, facts all that should appeal to the retail grocer who is willing to put a little effort behind it.

FRUIT MARKET NOTES.

A 63 pound watermelon was grown on a Georgia estate.

New York report plentiful stocks of cocoanuts both spot and on the way.

Canadian dealers report an improved movement of limes during the past month.

Never Run Short of

SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco

Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.



"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
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CAPITAL	$1,400,000.00
ASSETS	2,102,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN ASSURANCE COMPANY
Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
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Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
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Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

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CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—General store and stock of $6,000 in village of 900 or 1000. Good business, owing to good farming country around. To be sold at a snap as owner is ordered to Coast for his health. Apply Box 395, CANADIAN GROCER, Toronto.

SPLENDID opening for dry goods and grocery store in thriving town on Grand Trunk Pacific, Tofield to Calgary. Investigate. Further information Box 1266, Calgary.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

MISCELLANEOUS.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 50
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 00
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 65
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

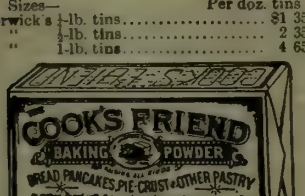
Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 8-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 8-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 10
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb.	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, O. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-lb. ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk— in 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	....	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	dozen	1 00 "
Large, cases	1 dozen	2 75 "
Tumblers, cases	2 dozen	1 25 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. ti 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

The world's Best Shoe Polish

2

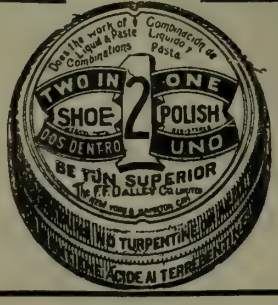
Preserves the boots and makes them pliable. Is waterproof

2 IN 1

Rapid Seller, leaving a good profit for you

1

Order to-day and don't delay .



The F. F. DALLEY Co., Ltd.

Hamilton, CAN., and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.

Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	10 50
" "	tins ½ kilo	100 tins	16 00
Extra Fins	" ½ "	100 "	15 50
Tres Fins	" ½ "	100 "	15 00
Fins	" ½ "	100 "	13 00
Mi Fins	" ½ "	100 "	12 00
Moyens No. 2	" ½ "	100 "	10 00
Moyens No. 3	" ½ "	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	6 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	14 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., 3½ oz.	3 75 case

"La Lune," 63 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

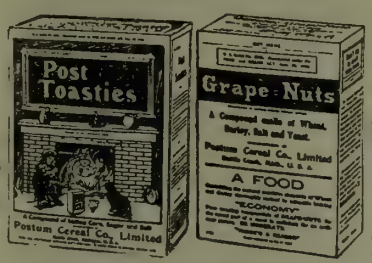
THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Milli—

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force 36's	4 50
Gusto, 36s	2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 7-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 10½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 15
20-lb. tins	2 05
Cases 3l-b	0 11½
" 5-lb.	0 11⅝
" 10-lb.	0 11

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 09½
Tubs	0 09¾
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 1 ½
3-lb. "	0 10½
1-lb. cartons	10½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu ws[illegible], 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (deliyered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50

Celluloid—Boxes containing 48 cart's, per case 3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli	Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ¼-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ¼-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.

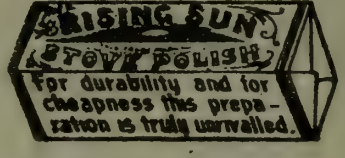
			Per case
No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs	0 03¾	per lb.
Half-barrels, 350 lbs	0 03¾	"
¼-barrels, 175 lbs	0 03¾	"
Pails, 25 lbs	1 20	each
" 38½ lbs	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs	0 03½
Half barrels, 350 lbs	0 03½
Quarter barrels, 175 lbs	0 03½
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50



Teas

FOR "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGANA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 36
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

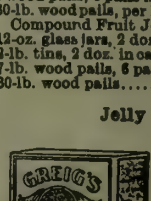
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 80
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE BRAND
REGISTERED

BRUSHES

NEW LINES

Very attractive values.

Better finished than ever.

SEE THEM BEFORE YOU BUY.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

SALT FOR
TABLE
DAIRY
MEATS
HIDES

Verret, Stewart & Co., Limited

SALT SELLERS : : : : MONTREAL



10c. WORTH OF DELICIOUS SATISFACTION

to your customers and much more to yourself. Every satisfied customer you make by selling them an article that satisfies, adds dollars to your "bank roll" and insures you future business increase.

Telfer's Graham Wafers

are packed fresh and crisp from the ovens into "aertite" packages which preserve their appetizing crispness until opened ready for the table. They not only reach you fresh, but, what is more important, they reach your customers the same.

All they retail for is **10c.** and every package is an A 1 advertisement for you. Stock them now—Don't delay.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO AUGUST 18, 1911 No. 33

Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Blanc-Mange Is Not The Only Thing

Most women think of Cornstarch in connection with only one single dish—the making of blanc-mange. If they only knew it, there are one hundred and one different uses to which it can be put. For instance,

BENSON'S PREPARED CORN

is fine to powder candies, such as marshmallows, etc. It has a flavor which brings out the sweetness of the candy. This is a little thing, perhaps, but it is telling your customers little things like this which proves to them that you are interested and thus helps trade for you.

EDWARDSBURG
Starch Company, Limited

MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

Highest Quality

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

Codou's Macaroni

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

Highest Quality

ARTHUR P. TIPPET & CO.

Agents

Montreal *Toronto*



NOTICE THE NAME CLARK'S



It is all the PROTECTION you require. It enhances your reputation as a business man. It carries to your Customers a guarantee that was founded and exists on Quality.

Every line is an INDIVIDUAL SPECIALTY PUT UP BY THE HOUSE THAT KNOWS HOW.

QUALITY is being demanded more and more every day by the Canadian Public. Why not add to your assets by introducing more of CLARK'S QUALITY GOODS?

Every can will be an illumination in your store.

CLARK'S QUALITY GOODS magnetize and cement their influence, making pleased customers and repeat orders. The more of Clark's you carry the more of Clark's you deliver. NONE OF CLARK'S QUALITY GOODS STAND STILL. Your profits never dwindle or dawdle, but grow larger and come quick and sure.

Have you a full line of the people's favorite Pork and Beans?

Plain Sauce,	**Six Sizes,**	**The Pink Label**
Tomato "	**"**	**" Blue "**
Chili "	**Three Sizes,**	**" Red and Gold Label**

Your Wholesaler can supply your needs without delay.

WM. CLARK, MONTREAL

Manufacturer of the Celebrated "CHATEAU" Brand Concentrated Soups.

EBY-BLAIN, LIMITED
J. F. Eby, Pres.
Hugh Blain, Vice.-Pres.

Worthy of Immediate Attention

Bottled Catsup---

Pints, c's, 2 doz., 95c doz.
Quarts, c's, 1 doz., $1.35 doz.

Jams---

GOOD COMPOUND—
In 30-lb. pails only
Quality guaranteed
7c lb.

From present indications, prices will be higher on both of these lines.

NEW PACK "EAGLE" BRAND BLUEBERRIES

We would advise you to book your orders at our present quotations as prices are sure to advance.

IN STOCK---NEW CALIFORNIA ASPARAGUS

We have a full assortment, both green and white, in medium-large and taps.

Our quotations will interest you.

EBY-BLAIN, LIMITED

Wholesale Grocers - - TORONTO

A Safe Investment

BORDEN'S
EVAPORATED MILK
PEERLESS BRAND



The Original

When the Grocer buys a stock of Peerless he has made a safe investment.

No worry about Quality.

Every Can Guaranteed.

Its Fine Flavor Pleases.

It Satisfies your Customers.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Unsweetened

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

In the preparation of

"Granola Digestive" Biscuits

the finest and purest materials are used, and the utmost care taken in every process of manufacture.

But the test of a biscuit is in the eating.

Try the "GRANOLA DIGESTIVE" Biscuit to-day.

Macfarlane Lang & Co. Ltd.

Biscuit Manufacturers,

Glasgow and London.

Consider Your Customers First By Passing Them Out These Brands



"Simcoe"

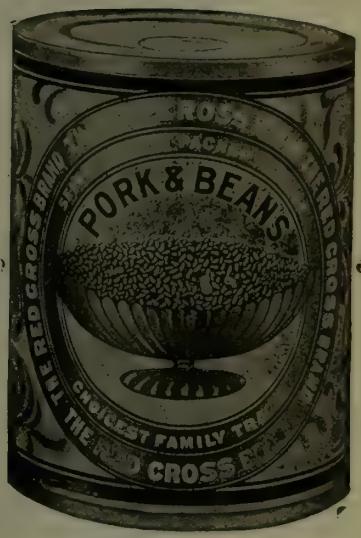
Baked Beans

With Tomato and Chili Sauce

"Red Cross"

Baked Beans

"Red Cross"



PORK & BEANS

You serve your customer's best interests and at the same time you are laying the foundation for future business. Every can contains hand-picked beans, prepared by a special process that gives them a rich, nutty flavor, packed solidly.

We put them up, both plain and with tomato or chili sauce, in large and small sized cans, suitable for family, hotel or restaurant use. Push "Simcoe" and "Red Cross."

Your customers will look for the green label on the top of every can of 3's Family size. See that it is there.



There are more beans to the can in our Family size 3's than in the 3's Flat size offered by other packers.

Dominion Canners
Limited
Hamilton - Canada

Dominion Canners
Limited
Hamilton - Canada



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, ONTARIO

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged, proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation.

Increases trade. Increases profits.

BECAUSE It enforces a correct record of
All cash sales. All credit sales.
All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada
285 YONGE STREET, TORONTO

E. & T. PINK

All High Class Goods of Absolute Purity.



Do Yourself the Justice to Handle these Lines.

JAMS, MARMALADES, CANDIED PEEL, CONFECTIONERY, PICKLES, etc., etc.

Sole Distributors for Canada:
THE MANUFACTURERS AGENCY CO.

MONTREAL: J. W. Windsor, 22 St. John Street.
ST. JOHN, N.B.: S. Cecil Irvine, 48 Princess Street.
HALIFAX, N.S.: C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A.: Gen. Sales Office, 24 Milk Street.

Manufactory:—LONDON, ENGLAND



ABOUT 110 TO THE LB.





ABOUT 110 TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy

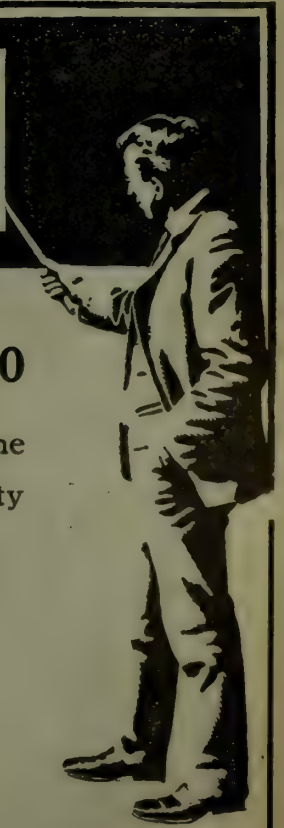


Dainty design, unique and rich in flavor

TRADE MARK REGISTERED

Did You Get In on Last Week's Prices?

ORSENIGO BRAND MACARONI



Still a bargain for you, 25 1-lb. Packages for $2.10

"ORSENIGO" IS QUALITY IN THE HIGHEST, made from the very best Tananrog Russian Wheat, which gives it that Gluten Quality necessary and indispensable in QUALITY MACARONI.

We have other Good Lines.

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

Drop us a line.

TORONTO - - - - - MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



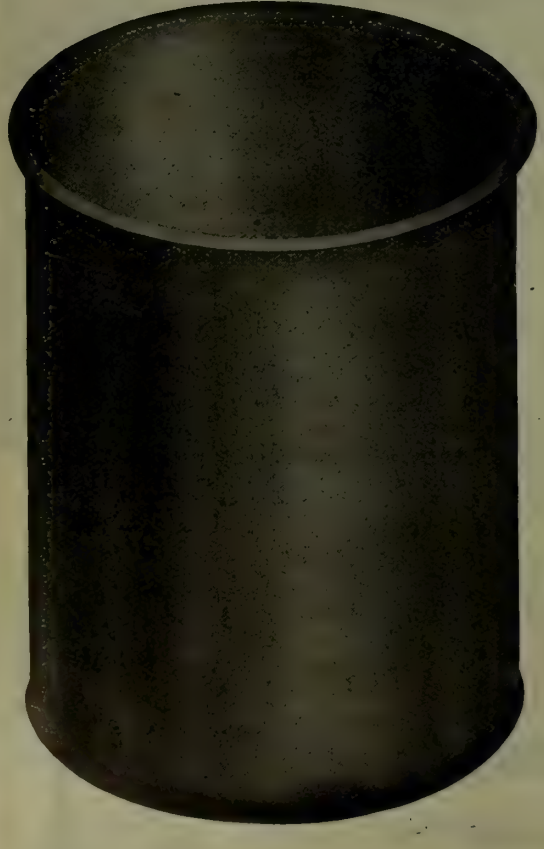
When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.
PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U. S. A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco



SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

WESTON'S

FANCY MARSHMALLOW BISCUITS

ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

WRITE FOR PRICES AND SAMPLES.

George Weston, Limited

TORONTO







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE - - - - - - - ONT.

Order from your wholesaler or direct from the factory.

BAIRD'S
WORCESTERSHIRE SAUCE



is

DELICIOUS

It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

Ramsay's
BEST BY TEST

SWEET BISCUITS

delight the palate of the most fastidious taste. They are made in our "Sunshine Bakery" where everything is bright and clean. No foreign odors or dirt can possibly come into contact with these biscuits in the process of mixing and baking.

You need not hesitate to advocate Ramsay's to your most particular patrons.

MADE BY RAMSAYS,

Factory---29-31 Vitre St., MONTREAL

Reciprocity?—Why not?

Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

There's no alum in it.

IN CASE OF FIRE

would your accounts be protected, or would they burn as common, ordinary merchandise? Your records are the most valuable assets you have and if they are burned you will know how it feels to have *cold sweats at night.*



AS CONVENIENT TO OPERATE AS A ROLL-TOP DESK.

The KEITH System

will protect your accounts against fire without costing you one cent.

Pretty broad statement, but it's so, because your brother merchants all over the country tell us it works out the few dollars you put into it in the beginning several times over in the course of one year.



SELF-INDEXING, ONE-WRITING FIRE-PROOF

On account of that *numbering feature* it's a regular *watch dog* against leaks. It's simple, too—all done with *one writing.* ***Our Catalogue Explains.*** ***Send for Full Information.***

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot Street, FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.

—BOOST YOUR BONED MEAT SALES—

BY INSTALLING A

"Berkel" Meat Slicer

on your provision counter. The "Berkel" is the last word in the effective slicing of your bacon and ham, cutting it in a clean and attractive manner into at least twice as many slices as is possible by hand.

The "Berkel" slices boiled ham and bacon down to the last ounce, and is an attractive addition to any store.

Fitted with an automatic sharpener, and protected to prevent accident.

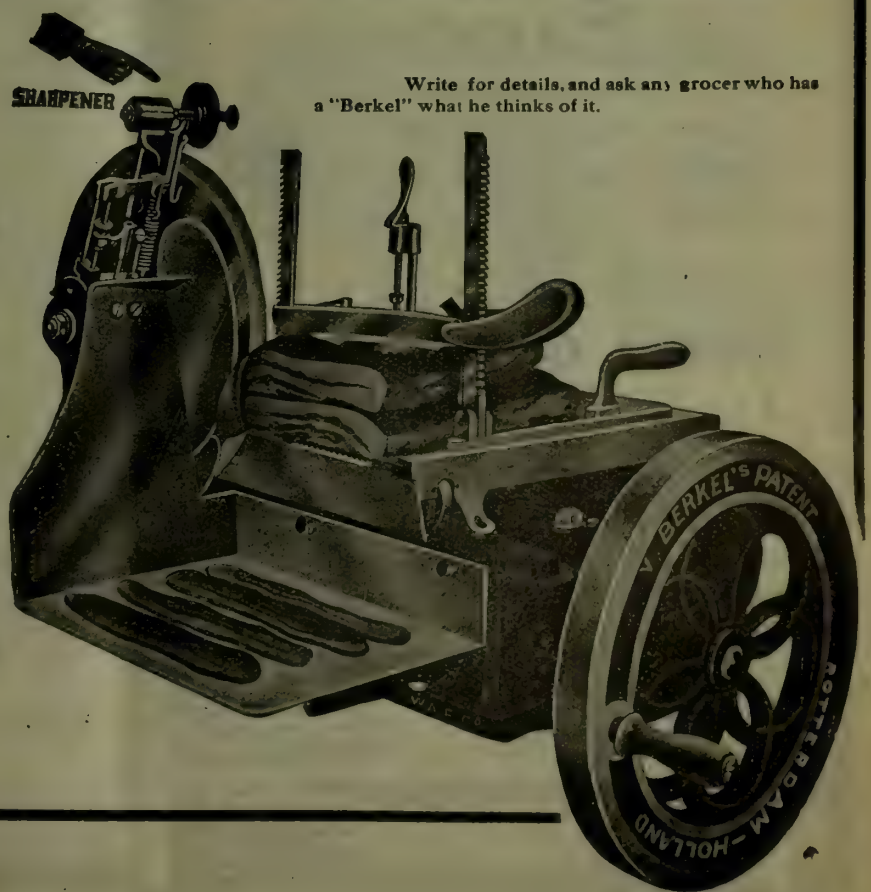
Add to your reputation by installing this profitable modern machine in your store.

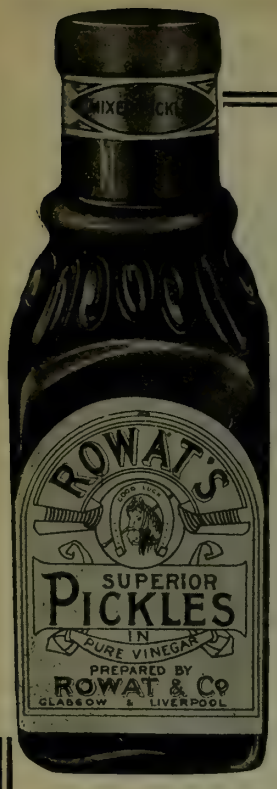
CANADIAN AGENTS

W. A. Freeman Co., Limited

Hamilton, - Ont.

Write for details, and ask any grocer who has a "Berkel" what he thinks of it.





Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on you trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West: F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



A Word To The Wise

Don't be Misguided or Gold-Bricked. All Pure Spices are Not First Quality.

A WARNING

NOW the Spice Season is again approaching, we want to emphasize the absolute purity and high quality of all **Litster's** Spices. Some people consider the words "Purity" and "Quality" synonymous, but this is not a fact in the Spice trade to-day. The days of wooden Nutmegs and sanded Peppers may be gone, but the exploitation of "pure" goods of "poor" quality is flourishing.

After the manufacturers of essential oils have exhausted by their scientific methods all the goodness contained in the large quantities of spices they use, the poor spent article is sold to any spice mill willing to use same. These millers are within the law in Canada at present. They can label their goods "Pure" and by mixing with different proportions of unexhausted spices can give a semblance of quality. The United States Government now prohibits the use of such spent spices and probably by reason of that fact the sale in Canada has assumed large proportions. Within the past few days we have had offered to us spent Cloves of good appearance at half the price of what we are using, ground Pepper skins at four cents per pound, "very hot and pungent," Pepper shells 3½ cents per pound, broken Pepper at 2½ cents per pound, "pure and a good ash test," spent Ginger at six cents per pound (after the Ginger Ale men get through with it) and exhausted Allspice at two cents per pound "good for whole Pickling Spice" (but tastes like sawdust.)

Now just as there are many spice mill men who will use this stuff, so there are grocers who do not object to handling it. If either sold it at low price commensurate with the cost, it would not be so bad, but they usually keep the price just about the same as the genuine above board article. Again, most of the grinders of spent spices are cute. Nothing is said about using them in their product. Neither their salesmen nor the purchaser know anything about the fraud. The consumer gets the worst of it. The moral is plain—a word to the wise is sufficient.

When the Litster Pure Food Company commenced business, they resolved to produce only high grade goods of absolute purity. This decision has been strictly adhered to Not one ounce of spent or exhausted spices of any kind has been or will be used in their factory.

EVERYTHING PURE LITSTER'S GOOD IS GOOD

THE LITSTER PURE FOOD CO., Limited - TORONTO, CAN

CENTURY SALT



PURE ST OF— —PURE SALTS

The exceptionally pure crystals of the CENTURY SALT is an evidence of the extreme care taken in the manufacture of this staple table condiment. Century Salt contains no impurities or adulterants, which fact has popularized it with Canadian people. We ship promptly. Order to-day.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.



"Blackslee" Slicer

None Better
FEW AS GOOD

PRICE
$150.00

SOLD ONLY BY

Ryan Brothers

110 James St. :: WINNIPEG

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Perfection is not attained in a day

It takes years of experiments, experience and expense to obtain a perfect article. Our product of perfection is



Rideau Hall Coffee

Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will safisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

Gorman, Eckert & Co., Ltd.
LONDON, ONT.

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

JAPAN

Is the only tea-producing country in the world which prohibits the export of artificial, faced, colored, or adulterated tea—Ask

FURUYA & NISHIMURA

or their Agents for quotations on Standard or NEW SEASON'S tea now arriving.

HEAD OFFICE—NEW YORK BRANCHES—MONTREAL and CHICAGO

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Silent Salesman Refrigerator
One of the Famous Arctic Line

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(Best Incorrodible)

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PERFUMED 100% POWDERED

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OF AGGRESSIVE GROCERS

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Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

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WHITE DOVE COCOANUT

Once carried in stock always carried and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

W. P. Downey
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All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

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OF DURABILITY
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No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

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might bring inquiries. Better write for rates to

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ARE THEY COMING TO US because you are not stocking the goods?



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¼-lb. tins, $0.90 per doz.
½-lb. size, 1.75 per doz

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Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Established 1895

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Limited

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Track connection with all Railroads.

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"Kit Coffee"

CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a **delightful flavor and aroma.**

Price--Nom. 5-oz. botts. (beautiful package) $1.55 per doz.
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If you haven't stocked it yet, order at once from your wholesale grocer, or

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KIT COFFEE CO., Govan, Glasgow

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

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"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of **The Banner** are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
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You are either going to bid high for imported goods or pay the lower price for **Canada's Make,** which is better, remember.

L'ETOILE BRAND

Macaroni Vermicelli Spaghetti

will be in your store sooner or later. We are circularising your customers and they will ask for it. Will you be able to supply them?

BIG PROFITS FOR YOU.

Write

Cie Francaise des Pates Alimentaires
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THE NAME "FAIRBANK" MEANS SOAP SURETY



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saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

ON THE FIRING LINE

Abreast of the best in things national, literary, artistic—that's where you find yourself when reading

MACLEAN'S MAGAZINE

Note the contents of the August Issue:

DID LAURIER BETRAY US,

When he spoke, and acted, as he did at the Imperial Conference? No. He did not. But somebody did, somebody that the average Canadian has never suspected before. We really believe that the "average Canadian" will find something along this line to think about in an article in the August issue of MacLean's Magazine, written by the Editor, who went to London, and who followed the proceedings of the Conference from the beginning to the end.

THE LINE-UP OF THE FINANCIERS.

A writer of much painstaking industry has figured out that the financial interests in Canada are in the hands of twenty men, and these twenty capitalist-directors are subdivided into three groups. This financial combination controls industries and utilities of far-reaching importance. The August MacLean's gives a complete history of the Canadian financiers and the industries with which they are connected.

OUR BAD MANNERS AND WHO IS TO BLAME.

Every now and then somebody rises out of the congregation of the Righteous and declares that the "Manners" of the Canadian Child are "terribly neglected." The latest critic was Earl Grey, and following his charges there was a prolonged discussion in which the Public Schools of Canada were apparently on the defensive.

In the August MacLean's is a contribution in which the writer claims that Earl Grey is right in attacking us—although he should attack more than Canada—and that at the same time the Public Schools are right in saying that they are not solely to blame. The trouble is from a much deeper source. The Canadian people should try to find the cure. This article hints at it.

WHY THE JEW IS HEALTHIER THAN THE CHRISTIAN.

In the midst of squalor the "poor" Jew thrives. Under the same condition the "poor" Gentile contracts disease and falls into degeneracy. In an epidemic it is the Gentile who suffers. In the recent hot weather it was Gentile babies that died, not so much Hebrew little ones. The August issue of MacLean's contains an article explaining or suggesting an explanation for this phenomenon.

LITTLE TALES FOR SUMMER WEATHER.

For six months the editorial department of this magazine has been collecting little short stories from Canadian writers, now there is a large enough stock to allow the magazine to give its readers several of these "Little Tales for Summer Weather" all at once.

There is "The Green Hour," by Deshler Welsh, a regular contributor for the better American magazines. Then "Sally's Soul," "The Lonesomeness," "Music Hath Charms," and others offer short crisp reading for these hot months. Of course, in addition to these stories there are the regular longer short stories. There is another of O. Henry's inimitable tales of New York life; and other material from some of the best Canadian, English and American writers.

THE STORY HE TOLD THAT NIGHT.

Not often does the public have the opportunity of hearing some of the great men of the country talk and spin yarns in their leisure moments. A newspaperman was in the Mount Royal Club, Montreal, the other night, and happened to be able to get a little group of old railway pioneers together—men who are now financial forces in Canada. One of them, whose name has to be withheld, but who used to be "The Assistant Engineer" out in the Rockies, when the C. P. R. was built, tells a tale about himself and a horse—a yellow horse—which is really worth reading.

MacLean's Magazine is on sale at all news stands. Twenty cents a copy. Two Dollars a year.

MACLEAN PUBLISHING CO., LIMITED

MONTREAL TORONTO WINNIPEG



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

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Very popular among every class of trade, and allowing you a good profit on every sale.

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J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

A Combination that's Sure to Please

Quality of the best. Flavors that charm the palate are to be found perfectly united in

Queen Quality Pickles



You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.

MADE BY

TAYLOR & PRINGLE CO., LIMITED

Owen Sound, Ont.

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

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This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER

TORONTO, CANADA

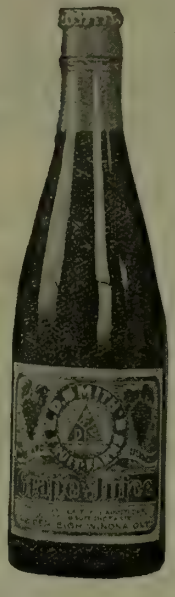


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Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery



IT'S THE E.D.S. TRIANGLE

E
D S

That has popularized GRAPE JUICE as a healthful, pure beverage. Whenever you see the E. D. S. triangle on a bottle of Grape Juice, you will know that it stands for all that is pure and wholesome in the unfermented juice of the luscious ripe Concord Grape.

Purity is the motto on which we have built our successful business. You cannot afford to build yours on less. Let us send you a trial order.

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

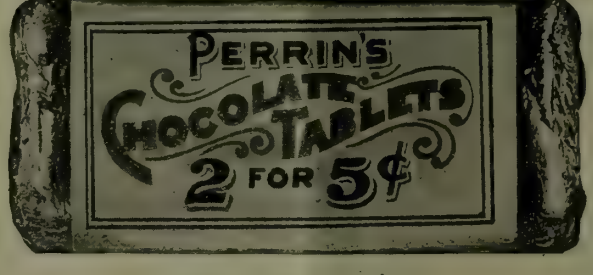
AGENTS—NEWTON A HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B, COLWELL, Halifax, N.S.: J. GIBBS, Hamilton.



30 Bars to Box $1.00



30 Bars to Box $1.00



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are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

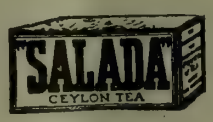
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D. S. PERRIN & CO. Limited

LONDON - - CANADA

The Age of Specialists

THE wise man of to-day does not buy from the general dealer. He buys from the specialist. The specialist who directs the whole of the intelligence of himself and staff on the study of how to best do one thing, can do that thing better than the man who tries to do many things. *We are the SPECIALISTS of the Tea Business.* If you push **SALADA** you are pushing the very best tea that specialists can give you, the tea that will please all your customers all the time, the only tea that is not handled by peddlers and price-cutters.



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Where Canada Stands in Canned Goods

Outlook for Ensuing Year is Not Bright—General Shortage in Fruits—Will be a Big Demand as Little Fruit was Preserved—Goods Will Have to be Imported — Pea Supply Not Large Enough to Supply Demand but Prospects for Tomatoes and Corn are Quite Good.

Wholesalers and jobbers are wondering just at present how the canned goods situation is going to turn out this year. There have been short packs in a number of lines of both early fruits and vegetables and dealers are somewhat uncertain as to the outlook in different lines of canned goods for the ensuing season. With a view to ascertaining how the dealer stands in this particular, The Grocer got in touch with a number of Canadian brokers and wholesalers familiar with the canned goods trade and received their opinions on the subject.

Fruits on the whole so far this year have been short. True it is that there was a full pack of cherries, currants and gooseberries, and lawton berries will probably also come up to the standard, but the consumption of these lines is comparatively small. Strawberries and raspberries are the chief fruits in demand and they are both short.

Big Western Demand.

"Strawberries, of which about 65 per cent. of orders will be delivered," said one broker, "are shorter in regard to the total pack than last year. While it is not definitely known what percentage of raspberries will be delivered, still the pack will be a good deal short of last year. The West where the consumption of these lines is large is already clamoring for stocks."

Fruit and Sugar High.

That there will be a big demand for these lines is apparent. According to fruit dealers, the amount of fruit preserved by the housewife this year was particularly small." Everything was against it," said one dealer. "In the first place we couldn't get the fruit to sell, then it was high in price while the higher sugar market has not helped to increase the amount of preserving at all."

Then the consumption of fruits this year will be particularly large. The West with its increasing population is a big consumer. According to one broker the amount of canned goods consumed in the West per person is three times as large as in the East of the Dominion.

"It is quite apparent," remarked a wholesaler, "that the amount of canned fruits, especially raspberries and strawberries will not be nearly large enough to supply the demand during the coming season."

"Where will we get supplies to fill in this shortage?" he was asked.

"They will have to be imported. There will probably be a lot of preserved fruits imported from Great Britain and the continent. There was a great deal brought in last year as this trade is growing and with the shortage in fruits this year, imports will no doubt be larger than ever."

The late fruits such as peaches, pears, plums, grapes and apples are still to come yet. Peaches is another line that the housewife preserves a goodly quantity of when possible, and if they turn out to be favorable, this may tend to lessen the general demand a little for other lines.

Prospects for peaches, pears, etc., lines which are now beginning to come forward, seem fairly good, although the later part of the crop is as yet uncertain. Apples are not extra favorable in Ontario but it looks like a good crop in the Maritime Provinces. The quantity and price of dried fruits also enter as a factor in determining demand. Prunes may be fairly reasonable but peaches and apricots will be quite light.

Small Vegetable Packs.

Of vegetables, peas and beans were both short. Only 63 per cent. of orders for peas will be delivered and while the outcome for beans is not exactly known, they will be a considerable amount short.

"On account of the scarcity of green vegetables available," said one dealer, "there has been a steady demand during the past month for peas and accordingly the supply will be more speedily cleaned up. Then there is an increasing population in this country and canned goods are also becoming more popular, so that the consumption per person is larger."

"I do not think the pea situation is as bad as some believe," was another broker's opinion. "The total pack of peas has been considerably in excess of last year so far as I can see, and while only 63 per cent. was delivered, I believe that wholesalers in most cases profiting by experience of short delivery in past years, ordered a larger quantity than last year. Still, I do not think there is going to be enough to go around and imports of the Belgium and French product will have to be made."

Tomatoes and Corn Favorable.

The prospects for both tomatoes and corn up to the present are quite favorable. Tomatoes got started well and are shaping for a large pack, but much however depends on the length of the season. An early frost will curtail the pack, while if it keeps off until late, it will add considerably to the total production. A large pack will, however be necessary, as last year's stock has been completely cleaned up and for some time, imports have been made from the United States.

Asked as to the ability of the Maritime Provinces to supply their own demand for canned goods, a broker said that the production in the eastern provinces was considerably below the consumption on account of the uncertainty of the season. Especially was this so in tomatoes and corn, and supplies had to accordingly be brought in from Ontario.

Opening Prices in the Past.

A list of the opening prices, Group A, on some lines of canned goods for the past four years is given below:

	1911 Group A	1910 Group A	1909 Group A	1908 Group A
Beans, Golden Wax, 2s	$1.00	$ .92½	$ .80	$ .90
Beans, Refugees, 2s	1.00	.92½	.80	.90
Corn, 2s	....	.95	.80	.90
Peas, Standards, size 4	1.00	.97½	.80	.80
Peas, Early June, size 3	1.15	1.12½	....	.85
Peas, Sweet Wrinkle	1.20	1.17½	....	.95
Raspberries, Black, 2s	2.02½	1.77½	1.65	1.95
Raspberries, Red, 2s	2.02½	1.77½	1.65	1.95
Rhubarb, 2s	1.55	1.52½	....	1.80
Strawberries, 2s	1.80	1.50	1.37½	1.95
Tomatoes 3s	....	1.15	.80	1.00

Intensive Tension Prevailing in the West

Will There be Frost or Not?—Two or Three Days More Will Tell the Tale—Bright Promise of Record Grain Yield—Opportune Rains Filled Out Heads Well, But Increased Danger From Frost.

Staff Correspondence.

Regina, Sask., Aug. 16.—The tension throughout the Canadian West at the present time is great. It can only be thoroughly realized by a man on the spot. Not only farmers, but everybody is anxiously waiting to see what the weather-man will bring forth during the next three or four nights.

The fact is that if no frost visits Saskatchewan within the next four or five nights, this province will have the biggest grain yield in its history.

The Grocer, in traveling over the province during the past ten days, got in touch with a number of the farmers among whom the tension is, of course, the greatest. One would think at times that something would have to happen, or that these men would lose their heads. The writer also was in communication with Prof. Bracken, of the Agricultural College. Saskatoon, the latter explaining minutely the scientific points in reference to the character of the growing crops, as well as what the future will produce.

Farmers Pleased With the Rain.

In the first place the weather conditions have been splendid so far as the filling out of the grains is concerned. This is best exemplified by the remark of a farmer who said :—"If I had had control of the turning on of the taps, I could not have turned on the water at more opportune times." This was his method of expressing his appreciation of the rainfall during the growing season.

These opportune rains tended to fill out the grain admirably, but on the other hand, they have delayed the maturing of the crops at least ten days, and in many cases two weeks. So large are the grains, and so well have they filled out that in many cases The Grocer saw heads of wheat actually bending over with the weight. If this were universally the case, it would have a tendency to spoil the grain even if the remainder of the season were favorable. It would have the same effect as a garden hose bent so that the water could not run through—the nourishment from the earth would not be able to get into the heads. There is, however, little danger of much damage from this cause, as the stalks are, with the exception of a few cases, sufficiently strong to maintain the comparatively heavy weight.

Frost or Not?

The cause of the intense tension that prevails all over the West is the speculation as to whether frost will occur too soon and thus largely interfere with the crops. If by Saturday night, August 19th, no frost occurs, the danger of great damage will be past. On the other hand, if frost appears before that time, the West will be robbed of the best harvest in history. This is because the grain is not yet sufficiently matured to be only slightly damaged by cold weather. Next week there will be no occasion to fear any great damage, although frost at any time before harvest, will tend to cause a certain amount of injury.

One man summed up the situation like this : "If we do not have any frost by Saturday night next, the West will reap a great harvest ; if none arrives before harvest time, the West will literally go crazy."

The farmers with whom The Grocer talked are expecting 25 to 35 bushels of wheat to the acre, providing nothing interferes. This, of course, will be due to the rains coming at the proper time during the season of growth.

Farm Help Waiting.

The harvest will be from one to three weeks later than the average, as intimated above. Very little wheat in Saskatchewan as yet has turned its color. Farm hands by the score are to be seen at every station waiting to "jump" into the fields as soon as the sun ripens the grain. Warm, dry weather is prayed for from now on—and no frost at night. Many farmers have already made sure of their help by giving farm hands their board until harvest time has arrived.

Business promises to be the best ever, and, should no frosts appear and the wheat ripen early, it will be a safe gamble that the West will see the biggest and best year on record.

TRADE NOTES.

William Dixon, of Hamilton, Ont., was awarded the first prize in the Commercial Apple Exhibit at Detroit, Mich. There were entries from various parts of United States and Canada.

CARTOON TALKS ON SERVICE



By giving a little thought to the charac ter of various article, clerks would not be troubled with complaints such as coal-oil odor to the bread, flour, sugar, etc.

Neglected Credits--Giving of Coupons

Alberta Dealer Makes Inquiries About Changing From Credit to Cash—Advice on Dealing With the Farming Community—Quebec Merchant Wants to Stop Giving Coupons and Discounts to Customers—How to Go About It.

*By Henry Johnson, Jr.

The trouble related in the following letter may arise from neglected credits, or from lack of sufficient capital—and I think the lack of capital is really the trouble; but we can see:

——, Alta., June 22,1911.

Editor Store Management,

Canadian Grocer.

Dear Sir,—I notice from a number of recent articles that most merchants seem to favor the credit rather than cash business. I have been studying the advisability of going into the cash business. I am located in a small town of about 200. I am carrying between $1,500 and $2,000 on my books all the time, and that prevents me from taking advantage of all my discounts; and at other times I have had opportunities to buy goods at a better price if I could have seen my way clear to meet the bills when due. A recent article headed "SOME SOUND CREDIT ADVICE" suggests that merchants doing a credit business should charge 6 per cent. interest on accounts running over a certain length of time. What length of time would you consid right and proper? This credit business is very annoying. I think it holds us merchants down where we are not able to make as much money out of our business as we could if we got the cash.

Hoping to hear from you in regard to this matter,

Yours very truly,

M. D. O.

Doing business in a town of 200 and having outstanding from $1,500 to $2,000 on an average, it seems inevitable that this man is giving credit to farmers, and that is about the poorest credit a man can deal in. This is not because the farmer is not honest in his intention to pay his debts—for he most certainly is; nor is it because he cannot pay up; for under present conditions, he certainly can.

Reason for Farmer's Attitude.

The trouble is that the farmer has absolutely NO CONCEPTION OF THE ELEMENT OF TIME in financial or mercantile transactions. He reverses the position of the Irishman who, seeing a run started on his savings bank, went after his money; and when the cashier promptly counted it out to him, looked up amazed and said: "Why, can I get it?" "Certainly you can," was the reply; whereupon the Irishman shoved it back through the window saying: "Then I don't want it!"

The farmer thinks that so long as he is "good for" the amount, so long as it is true that, if he wanted to do so, he could pay the bill, the merchant should not want the bill actually paid; and, moreover, the farmer will become indignantly astonished if he be asked to pay up on any particular occasion, asking you in return whether you are "afraid you will not get your money;" and hardly any quantity of detailed, explanatory argument will get the matter off the footing of personal feeling onto the correct basis of impersonal business rules.

Slowness is Natural.

This is due to the psychology of the farmer which has become formulated under conditions peculiar to his calling. He has been accustomed to wait, watch, take chances and have such abundant patience with the action of outside agencies that he is unfitted to appreciate the inevitable precision of business laws and rules. Notice how he plows, cultivates, seeds; doing his work by fits and starts —18 hours to-day, 4 hours to-morrow—getting something finished with a rush one day, merely getting through with the chores the day after—all in subserviency of the weather.

Then after all preliminaries are completed, all he can do is drill around at the routine work of his farm and wait to see "what will the harvest be"—wait with a fatalistic view almost as blind as the husbandman of Egypt for what the gods may do for him—or to him. He is thus unfitted, utterly, to grasp the reason why of any man-made rules or laws which regularly and inevitably run their cycle in "30 days net;" and he simply cannot understand why you MUST meet your bills on the dot when due—irrespective of whether your rating is "$500 or $1,000, 2nd," or "over $1,000,000 1st." That is why the farmer is a poor credit risk and why I have always axiomatically ruled myself on the basis of "Never trust a farmer."

Why Cash Trade is Favored.

This mental structure of the farmer has the advantage that, if you set out to do a cash business, he is one who will approve of such business, trade with you freely, and thus be a good, staunch friend of yours on the Scotch basis of "Short Accoonts Mak Lang Freens." But here again you must "show him," and maybe my correspondent is not situated so he feels that he can make prices interesting on a cash basis. Yet he should be ideally fixed for that kind of business, for the reason that the town of 200 cannot be a place of exacting service nor expensive help. There must be little call for much quick delivering; little demand for goods of a perishable character; the necessary help for such a business should be procurable at the minimum wages. So that, while I, too, much prefer the credit to the cash business, if I were doing business where a big proportion of my trade was with farmers, I should stick to the strictly cash basis of doing business. Even then, however, I should have a line of good, reliable customers in the town to whom I would extend credit on thirty days' time; handling that end of my business myself and watching and nurturing it so that it might grow to be strong and vigorous.

I should like to have this man send me more details of his business. Let me know whether you are in the general store or simply grocery line; amount of stock; what capital; how much business done; full details of your expenses—in detail, or I cannot tell much about it; and tell me how nearly I have "sized up" your troubles in regard to credits at this time. Then I shall be able to analize things carefully and with fair completeness, and thus maybe really and practically aid you. Understand, that your communication may be perfectly free and open as it will be held absolutely confidential.

Safeguard Against Overstocking.

I would say, however, that as far as taking advantage of better prices through heavier purchases goes, I do not regard that as much of a disadvantage, and it may be a safeguard against the very tangible evil of over-stocking. A man to whom $1,500 or $2,000 average book accounts proves hampering can have nothing to do with charging 6 per cent. or any other interest on past due accounts. He is not and cannot be a money lender—let the banks attend to that end of it yet awhile. Learn to say NO; and say NO well within your limits of ability in the financial end of

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

your business. The only length of time which is legitimate in the grocery business is 30 days. Credits should be extended only on the clear understanding that 30 days is the limit; that bills must be paid in full at the end of each month; and this rule must be rigidly enforced. Then if you catch a "tartar" take your loss at the end of the first month, when he owes you $8 balance; and do not wait, with any hope of "getting it all," until that balance is $18 or $28—and then closing the account anyway, having done every bit of your work for absolutely nothing—or worse. I shall await with great interest the further letters of this merchant.

Here is the Something-for-Nothing idea again:

————, Que., July 21, 1911.

Editor Store Management,
Canadian Grocer.

Dear Sir,—Permit us to ask your advice regarding the discontinuation of coupons and cash register tickets which we give at 2½ per cent. valuation. We did quit giving them at one time and were over-persuaded to put them in again, which we have always felt was wrong, and we would like to put a good and sufficient reason before the trade for taking the stand against them, but do not like to sacrifice trade in order to do so.

Could you briefly formulate a few reasons which we might set forth as stated above. Thanking you in advance for the favor.

Yours very truly,

B. C. & T.

My advice is to stop giving 2½ per cent. discount, or rebate on any such plan; stop it quickly and stop it finally; nor ever permit yourselves to be influenced to begin it again. But for formulating reasons why, or any other explanations, I advise with equal positiveness against any such thing. My reason for the first item of counsel is that you cannot afford to give 2½ per cent., or granting that you can afford it, you can use that money to vastly better advantage; and for the second item my reason is that "explanations do not explain."

Would Advertise Instead.

I should remove all evidences from my store—signs, etc.,—that I give coupons or discounts; then I should notify those who have begun to save such things that I was going to stop issuing them. I would in some way fulfill all contracts and keep faith with those who had taken my word for what I was going to do; but I would not start another soul on the saving of coupons, etc. Then, without any kind of reference to my old method, I would use the 2½ per cent. (or 2 per cent.) in bright, new, snappy advertising, to extend my trade among my present customers and attract new trade to replace those who might, temporarily or permanently, leave me because of my change.

The explaining business I should do personally and individually, because human nature is various and a straght business-like talk which would satisfy most people, or many people, would prove unsatisfactory—liable to be positively antagonistic—to many more. Tell those who ask just why you stop; that you lost money by it; that it did not work out; that you could do better in other ways. Do this frankly, revealing, if necessary, your expenses, etc., for there is no great mystery about two plus two, and frankness is always engaging. Tell me more in detail, and I shall try to give more helpful advice.



An interior view of the store of A. Grenier, Quebec City. Small tables for the display of canned goods are to be seen towards the front.

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THE TENSION IN THE WEST.

Only those who live in the West or whose business connections enable them to feel the Western pulse, can realize the tension that has existed there during the past few weeks and will continue until the wheat crop is safely harvested. This pre-harvest tension, fully referred to on another page of this issue, has become an annual occurrence in the West, but it has been intensified this year by weather conditions that have given prospect of an enormous increase in the yield but increased also the danger of damage through frost.

During the growing season frequent rains are needed to fill out the grain. This year there has been an abundance of rain throughout the West and the heads of wheat are unusually large. A Saskatchewan farmer remarked to The Canadian Grocer that if the farmers of the West had had the control of the rain taps they could not have turned on the water at more opportune times. But these opportune rains have retarded the ripening of the grain for which the warm rays of the sun are necessary. Consequently the harvest will be from one to three weeks later this year than usual, and the danger of damage through frost proportionately greater.

The Western farmer does not welcome frost at any time during the summer but he is particularly anxious that it should not come while the grain is in the blossom. If it does the crop is not worth cutting. So during the past few weeks, while the grain was approaching that degree of maturity when it would pass out of the blossom, the tension has been intense because of the fear that through the lateness of the season the frost would strike the maturing grain and wipe out in a night a yield that promised to be much the greatest in the history of the West.

The two or three nights of last week when the moon was at its full were particularly anxious ones for the Western farmer because the danger of frost is greater at full moon than at any other time. The temperature dropped several degrees during that period but no harm was done and by the end of this week the danger of serious damage from frost will be over, for practically all of the crop will then have reached the stage when frost (unless it be unprecedentedly severe) will cause but little injury.

SOURCE OF PROFIT TO OUR READERS.

Every week The Grocer publishes an encyclopaedia article on something handled in the grocery store. The writer of this series is a practical grocer who combines with his own knowledge that of other retailers as well as wholesalers and manufacturers. The result is that an article containing good, practical knowledge is presented to our readers.

These are particularly interesting to clerks who are anxious to learn all there is to know about the goods they handle. To be first-class salesmen they must be able to talk intelligently about what they sell, and not reply, "I don't know," to almost every question put to them.

Our encyclopaedia is an important department in the paper. Hundreds of dealers and clerks are taking advantage of it. Our circulation representatives have been told by subscribers that it is worth much more than the annual subscription. Those who are not reading it every week can profit by studying it carefully.

LOSING MONEY ON ORANGE SALES.

The value of carefully checking up shipments of goods cannot be too strongly impressed upon the merchant. In the first place he should see that he receives the full amount called for on his freight bill. Then he must see that the count or weight of each article is the same as that called for by his invoice. Last, but by no means least, the cost of the article should be carefully reckoned and compared with the selling price in order to ascertain if the amount of profit is large enough.

In a country town, the other day, a grocer was selling 176 oranges at 40 cents per dozen. The writer thought he was selling them too cheaply, so asked the merchant to figure up the exact cost. He first looked up his invoice and found the case was invoiced at $5—higher than he had formerly paid. He was unaware of any rise in price. Then the total cost of transportation from the shipping point to his store was found to be 42 cents. The case therefore cost him $5.42 and he figured on selling 14½ dozen out of the case at 40 cents which would bring him $5.80, a total profit on the case of 38 cents, or less than 7 per cent., and that was allowing only for two oranges going bad. What about his cost of doing business?

Surely, it pays a merchant to carefully check up his goods.

HOW HE SOLD THE WASH-BOARD.

The Grocer witnessed a sale in a grocery store the other day which shows the value of suggestion in increasing sales. A customer had purchased some soap and was about to depart when the clerk remarked: "Any other lines for washing, such as blue, starch, washing soda or wash-boards?"

"I was just going over to the hardware store to get one.

"Oh, do you keep wash-boards?" said the customer, Let me see them, please."

So the clerk showed her and sold her a wash-board, and incidently it might be mentioned that being close to the brooms he also showed her one and succeeded in selling it.

Every merchant and salesman should ask himself, "Do I take full advantage of the opportunities presented to increase my sales?" "Are there any customers whom I allow to depart without selling them all that it would be possible if I put forth enough effort?"

It is unfortunately true that there are still clerks and dealers in retail grocery stores who serve customers without attempting to sell additional lines.

The real salesman sells more goods than actually asked for.

EGGS THAT ARE NOT EGGS.

A clipping from a Western Ontario paper reads as follows:—

> "Born.—In a local grocery, on Saturday last, a well developed chicken hatched from one of the eggs in a basket delivered by a woman customer. The young chick was carefully cared for by the grocer and his staff, but as the season is not far enough advanced for the handling of live stock yet in the stores, the young fowl died on the following day. Like the other merchants, this grocer feels that when he is buying eggs, he prefers them to be eggs and not chickens."

Just whether the merchant would prefer a chicken to an egg of the bad odor variety is a question. At any rate, it seems that he has little choice in the matter. There is a fortune awaiting the man who can invent some use for eggs of questionable quality besides bouquets for unfortunate actors, for the amount of bad eggs being delivered to dealers is extremely large, with the situation probably becoming worse instead of better. The country merchant or the commission man is not the person who should bear the consequent loss, but the farmer who continues to send them to market.

It would seem that the only direct solution of the problem is that the country merchant candle all eggs he receives and reject those that do not come up to the standard.

In the meantime, he might attempt to educate the farmer to deliver only good quality produce.

WORK FOR CLEAN STREETS.

A fruit dealer in Kingston, Ont., was fined during the week for throwing decayed fruit on the street.

Kingston is anxious to have clean, sanitary streets and its anxiety in this respect is to be highly commended. Retail dealers should in all cases take pride in the welfare of their home towns. A clean, healthy appearance always has a good effect in building up any centre, for in these days the general public is becoming more and more particular in the matter of selecting a premanent abode.

A public-spirited dealer is the best asset of any town. Its progress means his profit and each should do his own part in keeping clean his place of business as well as the section of the streets over which he has nominal control.

ABOUT THE ADVANCE IN FLOUR.

Manitoba flour during the past week has advanced 20 cents per barrel in Ontario and the West, and 10 cents in Eastern Canada.

This upward movement was due to the higher wheat market caused by adverse crop reports, chiefly of black rust in the Canadian West. It is now claimed that there has really been no damage from this source and quotations on wheat are less firm; or at least below the level ruling when flour was advanced.

For this reason and because of the favorable conditions for the present wheat crop, there is a feeling in some quarters that this advance may not hold long. Still, the advance is so small, that even if the wheat market does become easier, no change may be made until something definite regarding this year's crop is ascertained, when a price taking in the general outlook for the year will probably be named.

At the present time, barring some uncertain rumors of black rust, conditions appear favorable for a large yield. The wheat, however, has not passed the stage where it is liable to be affected by frost or rust.

A definite idea regarding the outlook will be known in about two weeks.

PREPARE FOR THE SPICE TRADE.

The pickling season is now not far off and the grocer who intends to reap the full advantages of the consequent demand for spices will now have preparations well under way for the handling of this annual fall trade. The dealer should now know pretty accurately what supplies he will need, and it is well that he get his stocks in order, so that when the call for these lines begins, he will be fully prepared.

In last week's Grocer, some advice in regard to the handling of spices was given which might well be studied carefully by the dealer, as from it he may glean some hints that will be of use in making his spice trade a success. Quality is most important in spices, for without it a dealer can not hope to maintain a hold on the better class of trade. Some precaution in the keeping, handling and weighing is also essential in order that this department may reap a good fair profit.

EDITORIAL NOTES.

Opening prices on salmon were expected to have issued this week, but as yet no announcement has been made. Canners are apparently waiting in order to ascertain as accurately as possible the probable production this year before naming prices.

* * *

The fourth annual convention of The British Columbia Retail Merchants' Association will be held on August 28 and 29 in Vancouver. The Grocer would advise all dealers who can possibly arrange it, to attend the meetings as the questions deliberated will be of a highly interesting and profitable character.

* * *

A correspondent interested in the article in last week's issue as to whether a clerk should receive a discount on goods he purchases from his employer or not, relates the method of the late Timothy Eaton in this regard. The late Mr. Eaton in buying from The T. Eaton Co. not only paid the full retail price but paid cash as well, the same as any other buyer.

* * *

The seventeeth annual meeting of the Maritime Board of Trade was held in Moncton, N.B., Aug. 16 and 17th, and was largely attended by representatives from New Brunswick, Nova Scotia and Prince Edward Island. Many important trade questions affecting the Eastern provinces were discussed and dealt with. A full account will be given in next week's issue from a staff correspondent.

* * *

There is an opening on the staff of The Canadian Grocer for a young man of good address with a thorough knowledge of the grocery business and who has made good as a salesman. Apply to Mr. Huston, 143 University Avenue, Toronto.

B.C. Organization After the "Deadbeat"

Annual Meeting of Vancouver R. G. A.—Information Bureau Becomes a Good Detective Agency — New Officers Elected— The Peddler Question Before The Meeting.

Special Correspondence.

Vancouver, B.C., August 17.—Much interest was taken in the annual meeting of the Vancouver Retail Grocers' Association, held on the 8th instant. The association has a membership of ninety-five and the good work being done is causing the organization to number among its members nearly all of the grocers in the city.

There are a few outside the fold, and the benefit of organization has been brought home to them in a very material way. During the last two weeks three parties have come to the city, and have been able to get accounts with non-members. The local association is in touch with Mr. Hyndman, of the Winnipeg association; Mr. Cope, of Lethbridge; and Mr. Ketchum, of Edmonton, as well as secretaries in this province, and any deadbeats are soon made known to the members. In the cases in point, the members were on their guard, and the cost to the non-members will be much more than a year's subscription. The local association has affiliation with the State of Washington, so that the organization is thorough, and the fullest protection is given to members.

On the Trail of Deadbeat.

This is done under the head of an information bureau, and its effectiveness was shown by a case this week. A man had got into grocers in Winnipeg and went to Regina, repeating the successful operation of separating merchants from good goods without cash payment either before or after. Then he went to Nelson, and to Revelstoke, and was located in Victoria by the association as he was about to open another account. Members were advised. Now the association is waiting to hear of him in Vancouver.

The past year has been a successful one with the local association. Much work has been done in the interests of the members, and the close of the year sees a fair balance on the right side. The meetings are enthusiastic, and the indications are for better work than ever.

Officers for Coming Year.

At the annual meeting the following officers were elected:

President—Thos. Duke, one of the old time grocers of the city.

Vice-president—T. F. McDowell.

Secretary-treasurer—A. A. Blain.

Directors—J. A. Henderson, A. Macfarlane, A. G. Main, F. W. Welsh, W. A. Walsh.

R. D. Dinning, the managing-secretary of the association, is making preparations for the annual convention of the provincial association to be held on August 28 and 29, during Exhibition week.

Among the matters discussed at the meeting on Tuesday evening was that of peddlers. The Wholesale Produce and Fruit Exchange has made a protest to the city council against peddlers being allowed to roam the city streets hawking their wares. This is also in the interest of the retailer, who has made protests in the past. At that time, the wholesalers were at fault as they supplied the fruit. Now it is being brought in from Seattle.

The assistance of flour and feed merchants is also being asked, carload lots of flour are said to be brought in and distributed without being warehoused.

B.C. Merchants to Convene in Vancouver

President Welsh Sends Out Call to All, Whether Members or Not—Discussions on Trade Matters by Both Wholesalers and Retailers.

Vancouver, B.C., Aug. 17.—F. W. Welsh, president of the Retail Merchants' Association of British Columbia has sent out the following letter to dealers of the Pacific coast province regarding the fourth annual convention of that body:—

"I have the pleasure of reminding you that the date of the fourth annual convention of the Retail Merchants' Association of B.C. is drawing nigh.

"August 28th and 29th are the dates selected as most convenient to the great bulk of our merchants, and as these dates coincide with the Vancouver Exhibition, when special rates will prevail on all railroads and steamboats, I trust you will make a special effort to attend. It is not necessary that you be a member of any association to ensure your welcome to this gathering.

"It is the earnest desire of the Executive that there shall be concerted effort upon the part of the entire retail trade of the Province to work together for the common good.

"The sessions will be held in the Orange Hall, cor. Gore avenue and Hastings street, commencing at 2 o'clock on the afternoon of the 28th.

"An interesting programme of discussions of interest to the different trades is in course of preparation, and the speakers will be men prominent both in wholesale and retail circles.

"The Vancouver Retail Grocers' Association have undertaken the responsibility of entertaining visiting merchants, and will tender a banquet to all visitors, and others, on the evening of the 29th.

"That adequate arrangements may be made, will you be good enough to notify R. D. Dinning, secretary, Room 21, Hadden Block, if you intend to be present.

"I would impress upon you that this convention is not for Grocers only, but for every retail merchant in B. C.

"I trust, Sir, I shall have the pleasure of meeting you on August 28th."

TRADE CHANGES.

Happenings In The Grocery Trade During the Week.

Jas. G. Galbraith has opened a grocery store at 186 Christina St., Sarnia, Ont.

W. W. Hough has opened a grocery store at Wingham, Ont.

E. McEown has purchased the grocery store of Ward Foster at Waterford, Ont.

S. P. Wilson has purchased the general store of G. Forbes, Hargrave, Man.

R. P. Johnson has sold his general store at Scott, Sask.

C. C. Whitehead has opened a general store at Silton, Sask.

Mrs. A. Gunderson has opened a general store at Kincastle, Sask.

J. S. Musson has opened a grocery store at Calgary, Alta.

L. O. Walton has opened a grocery store at Lethbridge, Alta.

Donald Sutherland has opened a general store at Riddelvale, Alta.

S. P. Slata & Son have opened a genstore at Calgary, Alta.

Griffin & Robb, general merchants, Seven Persons, Alta., have dissolved partnership.

Purcell & O'Brien, general merchants, Bassano, Alta., have dissolved partnership.

Munn Bros. have opened a grocery at Kamloops, B.C.

C. Lauriente, Trail, B.C., has added a grocery department to his store.

Practical Methods in Retail Stores

Winnipeg Merchant Tells Why Good Delivery Outfit is a Trade Attracter—Will Clean All Fish Ready for Cooking Befor Sending Out—Attention to Butter and Eggs Worked Up Trade—Reason for Cleanliness in Grocery Store — Montreal Grocer Does Not Let Syrup Trade Drop Off During Summer.

Value of Good Delivery Outfit.

Winnipeg, Aug. 17.—"In regard to appearances as a trade attractor, the value of a good delivery outfit cannot be too strongly emphasized," says a local merchant.

"A customer does not wish to have a wreck of a horse with a dilapidated wagon driving up to her front door with the supply of groceries. Chances are they will reason that a dealer who drives such a wagon is likely to give little thought to the manner in which he handles the food he sells. How much better an impression is made on the customer by a nicely groomed horse with a clean wagon in good repairs and nicely painted. This is the kind of a delivery outfit that is likely to bring returned trade to the grocer."

Adds Fish and Meat Departments.

London, Ont., Aug. 17.—Harry Ranahan, has added a meat department in the premises adjoining his grocery at 517 Richmond street. He has had it especially arranged for this purpose and he will give special care to the handling of meats, fish, poultry and game. Two large refrigerators have been installed, so that the meats may be kept in first-class condition.

One of the features of the new business will be that all fish will be cleaned and ready for cooking before the orders are sent out.

Makes Specialty of Butter and Eggs.

St. John, N.B., Aug. 17.—"When I started in business in this city eight years ago," said a local grocer, "I decided to make a specialty of butter and eggs. While I did not neglect the ordinary lines of groceries, I put forth a special effort to secure the very best obtainable in butter and eggs. These are articles of food which the housewife, especially in the city, has great difficulty in obtaining the best quality.

"I know of many customers whom I hold just from the fact that they can always secure good quality in these lines from me. It has always been the means of getting many new customers for me. First they would buy their butter and eggs. I would succeed in selling them some additional lines and in a short time they were regular customers. Of course, it is essential that the quality of these lines be the best. Good goods must not only be bought but they must be handled in proper manner after they reach the store."

Cleanliness as Trade Attractor.

Vancouver, B.C., Aug. 17.—"Perfect cleanliness in the store is an important factor in attracting trade for the grocer," asserted a local dealer recently. "It is an essential in every store, but most necessarily in the grocery, where food is handled.

"Every morning when our store is open, it is carefully swept, counters, ledges and show cases dusted, and as many shelves cleaned as time allows. I aim to keep my window looking clean and change it often, for even if the same goods are replaced, the dusting makes an improvement. I do not allow clerks to stand around idle during working hours, but intrust them in their spare moments to clean show cases or counters or re-arrange displays. I see that scales, knives, scoops and ladles are kept washed and do many other things that will help to give the store an appearance of cleanliness."

Maintains Syrup Trade in Summer.

Montreal, Aug. 17.—"My sales of syrup even during the middle of summer amount to a considerable volume," said a merchant of this city. "Trade in this line is greatly changed from a few years ago, when selling syrup after the first sign of spring was looked upon as being somewhat in the same class as attempting to sell fly screens in January.

"The truth of this matter was that the appetites of the people for this line did not drop off nearly as much as the ambition of the merchant to sell it. I have, however, demonstrated the fact to my own satisfaction that syrup is not only a winter food but a staple line of groceries. Of course, I do not sell nearly the amount in the summer but still my sales are large enough to warrant carrying a stock."

"No," he added, "I do not hide it under the counter and wait for customers to force me to surrender it up. I keep it in a prominent position on the shelves and at intervals I make a counter display and draw people's attention to it. My sales are accordingly maintained at an appreciable figure."

Believes in Variety.

Regina, Sask., Aug. 17.—"The housewife does not want to do any more walking or any more shopping than possible during the summer, and the store that can supply her with the largest variety of goods is generally the one she will patronize during the summer months, thus saving her the trouble of visiting many stores." Thus spoke a local grocer who realizing this fact last year put in a cake, biscuit and bread department in his store. There was no bakery in the neighborhood and as he knew that the housewife did not do much baking in the summer, it would be to his advantage to supply her with these articles, thus saving her a considerable walk. Near the door he placed a silent salesman in which cakes and tarts were displayed while on the shelves glass front biscuit boxes showed the fancy biscuits up well to the customer. He found this a valuable sideline, so much so that he is continuing it this summer.

Forward Principles.

Grand River, Ont.,-Aug.17—Five years ago Fristian Simpson, proprietor of the Opera House Grocery commenced business in this village and every year since there has been an increase, the past one being the banner year of all, double the amount of business done the first year having been transacted. Straight forward business principles and special attention to keeping his store bright and clean has done much. Mr. Simpson being situated in a farming community finds it to his advantage to look after the produce of his customers, and many people are attracted to his store because he pays cash for butter and eggs. Thus, while they have the ready cash, they find many lines which interest them, with the result that sales are increased a great deal.

Changes Display Often.

St. John's, Nfld., Aug. 17.—"Variety in display," says a local merchant, "helps to keep up the interest in your window. It should not be dressed with the same line of goods continually but changes to new lines should be made often.

One week I will make a display of canned goods, followed the succeeding week by something entirely different, such as flour, meats, or woodenware. The window should at least be changed often, even if the same line of goods is shown, so that it will present a differenet appearance to customers on each visit. A customer soon loses interest in your store if the window is kept continually the same, but if you are continually showing something new, they will get to watching your window closely for any changes."

Latest Review of the Grocery Markets

Canned Peas are Firmly Held—Montreal Reports an Acute Situation in Them —Tomatoes and Seeded Raisins Also Higher There — Stronger Market on Italian Macaroni Due to Poor Prospects for Russian Wheat—Winnipeg Reports Firmness in Coffee, Beans and Syrup—Future Valencia Raisins are Firmer —Spices are Steady.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS

POINTERS—

Imported Jams—Up 5 per cent.
Canned Peas—Almost exhausted.
Spot Tomatoes—$1.65.
Evaporated Peaches—Price advanced.
Seeded Raisins—Higher.

Montreal, Aug. 18.—Business is hardly as brisk as it has been during previous weeks, a little tinge of quietness being noticeable. This is attributed to several reasons. The harvesting season is generally regarded as a quiet time as the farmers are busy with their crops and are unable to get into the towns for supplies. Wholesalers mention this factor and there is no doubt that it has more or less effect. Then there are the approaching elections which generally provide a diversion from concentration on business and as the result of the two influences the markets show a little quietness. This feeling is not very prominent but still it exists in contrast to the heavy business that has been unbroken throughout the present year.

Sugar continues to create considerable interest, those who follow it closely asserting that the future depends largely upon the weather condition in Germany. With rain the tense situation will likely be broken, otherwise crops will be more seriously affected, and it is impossible to tell what the result might be. The local market is a little easier this week as far as demand goes, buyers seemingly being provided with supplies.

Dried fruits are still firm, prunes being higher in price this week. The growing crops are not being treated to the best weather and this combined with other conditions which have been referred to make the market strong. The same applies to practically all the dried fruits.

Sugar.—The market began to ease off slightly early this week, but it was regarded as nothing more than a temporary movement. The demand is a little easier, but there is still considerable buying. A big share of the annual business is yet to be transacted as the fruit season has just about reached the half way mark.

Granulated, bags	5 25
" 20-lb. bags	5 30
" Imperial	5 10½
" Beaver	5 15½
Paris lump, boxes, 100 lbs.	5 95
" " " 50 lbs	6 05
" " " 25 lbs	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 95
" " 100 lb. boxes	6 05
" " 50 lb. "	6 15
" " 25 lb. "	6 35
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 70
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 10
Powdered, bbls.	5 50
" 50-lb. boxes	5 70
Phoenix	5 25
Bright coffee	5 00
No. 3 yellow	5 00
No. 2 "	5 00
No. 1 " bags	4 85

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrups and Molasses.—Fancy molasses are dearer and choice grades are cheap. The demand is steady. There is also a good enquiry for syrup.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " " barrels	0 31	0 34
" " " half-barrels	0 33	0 36
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls.		0 03½
" ¼-bbls.		0 03½
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

Dried Fruits. — Seeded raisins are quoted by some at from 10 to 11 cents, which is an advance on the quotations that have been in force. The market maintains its strength in every case. Prunes are high and just now are almost unobtainable, to use the words of one wholesaler. To refer to the condition would be simply reiterating what has been said time and again of late, for the present conditions have been obtaining for a month or thereabouts.

Evaporated apricots	0 20	0 22		
Evaporated apples	0 14½	0 16		
Evaporated peaches	0 17½	0 18		
Currants, fine filiatras, per lb., not cleaned		0 07		
" " " cleaned	0 07½	0 08		
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½		
" Patras, per lb.	0 08½	0 09		
" Vostizzas, per lb.	0 09	0 10		
Dates, 1-lb. packages	0 06½	0 7½		
Dates, Hallowee, loose	0 04½	0 05		
Fards		0 11		
Figs, 3 crown	0 08	0 08½	Figs, 6 crown	0 11 0 12
Figs, 4 crown	0 09		" 9 crown	0 13 0 14
" 5 crown	0 10	0 11		

Prunes—

30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—

Choice seeded raisins	0 09½ 0 10
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

Nuts.—The market is steady with prices quite firm. The demand is normal with no change since last week.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 12½
" Barcelona, per lb.	0 10
Tarragona Almonds, per lb.	0 13 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 33 0 35
Brokens	0 30 0 32

Rice and Tapioca.—There is nothing new to report in this market. Business is steady and prices are unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 15
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	2 95
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Teas.—The market for Japan tea has continued firm and quite active during the week. Importations are giving general satisfaction both in style and cup quality, and new season's shipments of first and second crop are readily picked up. There has also been a good demand for Ceylon greens but blacks have been exceptionally dull. One report of the tea situation says: "Last month's shipments to the United Kingdom were over 1,000,000 pounds short of the estimate given at the beginning of the month, which makes the total quantity shipped from January 1 about the same as for the corresponding period of last year. With the estimate for the present month being about a million pounds less than the shipments for July last year, we see no prospect of lower prices in the near future, more especially as the quantity of common teas will be now reduced each week owing to the gradual improvement in quality."

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Spices.—The market continues firm with good enquiry. The approach of the pickling season which has already opened is making itself felt.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 85
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 22 0 27

Coffee.—Coffee retains the strength of its position. Otherwise business is uneventful.

Mocha	0 22 0 30	Santos	0 19 0 22
Rio, No. 7	0 19 0 21	Maracaibo	0 21 0 25
Mexican	0 22 0 30		

CANNED GOODS

Montreal.—"What's the use of you quoting canned peas at that opening price? Might as well cut out peas altogether. If I had any they would be at least $1.25, but as I am already oversold the problem is where to look for supplies." Such was the comment of one wholesaler. Another quoted standard peas at $1.35 and Early Junes at $1.50. Peas are very scarce and the canners will not ship as big a percentage of the orders as was at first anticipated. Foreign markets must now be depended upon for supplies, and it is a question to what extent they will be of service.

Still another wholesaler was lamenting the fact that he had sold 25 cases of spot tomatoes at $1.65. "It's a shame," he said, "that the retailer has to pay that money for tomatoes," and continued his opinion upon the present extraordinary conditions in many of the grocery markets. "I have never seen anything like it," he remarked. "Whether we have outstripped production, or whether it is speculation or whatever the cause, things are certainly in an unusual condition right now."

And so it goes from week to week with no near signs of improvement.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal—Beans golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's—Peas, sweet wrinkle, size No. 2	....	1 25
3's—Peas, early June, size No. 3	....	1 50
2's—Peas, standard, size No. 4	....	1 35
Gal.—No. 4 standard	....	....
2's—Spinach, table	1 22½	1 30
3's—Spinach, table	1 77½	1 80
Gal—Spinach, table	5 30	5 32½
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 12½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 92½	1 95
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

Clover Leaf and Horseshoe brands salmon—

1-lb. talls, per dozen	2 27½	2 30
½-lb. flats, per dozen	....	1 45
1-lb. flats, per dozen	....	2 47½

Other salmon—

White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	....	2 10

Lobster—

½-lb. flats, dozen, $2.75, $2.85; 1-lb. talls dozen, $3.60 $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

Toronto.—Canned peas are firmly held at the present quotations of $1.25 for standards and even at that figure dealers do not appear over-anxious to take orders. The truth is that many are uncertain how the situation is going to turn out. While the total production this year is above last, still they came on a practically bare market and already there has been a marked consumption unknown in other years on account of the scarcity of green goods. Then again, it is generally believed that a larger demand on account of increasing population and other factors can be looked for.

The percentage of delivery on red raspberries will only be 50 per cent., while in the black varieties it will amount to 60 per cent. This small delivery was generally looked for on account of the hot weather that in some cases cooked the berries on the bushes. The opening price on raspberries was $2.02½. Gooseberries were an extremely small pack, only 24 per cent. being delivered. Eighty per cent. is the amount set down for lawton berries, but packing is still going on in this fruit. The delivery of rhubarb has been increased to 95 per cent. Prospects for tomatoes are good just now and with a lengthy season, a fairly large pack can be expected. Corn looks good.

Although expected before now, prices on salmon have not yet been received. Canners are evidently waiting until something definite is known before naming prices. One wholesaler volunteered an opinion that Clover Leaf and Horseshoe brands would open around $2.25 per dozen for talls.

VEGETABLES	Per doz Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3's—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½

FRUITS

2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 62½	1 65
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal'—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT

Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25	2 27½	
½-lb. flats, dozen	1 42½	1 45	
1-lb. flats, dozen	2 45	2 47½	
Other salmon prices are:			
Humpbacks, doz	1 30	1 35	
Pinks	1 30	1 35	
Cohoes, per doz.			1 77
Red Spring, doz.		2 10	2 15
Lobsters, halves, per dozen		2 60	2 75
Lobsters, quarters, per dozen			1 60
Northern River Sockeye			2 20 2 25
Chicken		4 00	
Turkey		4 00	
Ducks		4 00	
Soup, 2's			1 9
Soup, 1's			1 40

ONTARIO MARKETS

POINTERS—

Canned Peas—Firm.

Beans—Prices well maintained.

Italian Macaroni—Strong.

Toronto, Aug. 17.—Trade as reported by local wholesalers is exceptionally brisk for the season of the year, harvesting throughout the country having had little or no effect on business. Orders are coming in freely and jobbers are well satisfied with the amount of business that is being transacted. Collections are also reported good.

Contrary to what might be expected, business in and with the fire-swept country in New Ontario is good. Trade has not been depressed as was thought would be the case, but instead is extremely favorable.

There is a steady movement of sugar to the retail trade and prospects are for a good movement during the remainder of the preserving season. Fall fruits are now beginning to come on the market, and it now looks like a big yield of peaches and plums.

Sugar.—While quotations for beets have eased off somewhat during the week on account of light rains in Germany, the sugar situation has still many features of strength. Much now depends on the weather in Europe. Rain in the beet-growing district will break the tense situation, while if the drought continues, it is uncertain just what might follow. It will be remembered that in the previous similar campaign in 1904, the full effect was not felt until the following February. The facts of the case just now are that New York refiners need supplies and are trying to draw them from Porto Rico and Java. If they can't get what they want, higher prices will result, while bad weather in Europe will have the same effect. It is interesting to note that since June, the advance in refined in Canada has been 65 cents, while during the same time United States markets have advanced 95 cents. Demand locally continues at an appreciable figure, with prospects of a good run during this and next month.

Extra granulated, bags	5 35
" " 20 lb. bags	5 45
Imperial granulated	5 15
Beaver granulated	5 15
Yellow, bags	4 95
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 75
" " 50-lb. boxes	5 95
" " 25-lb. boxes	6 05
Powdered, brls	5 55
" 50-lb. boxes	5 55
" 25-lb. boxes	5 95
Red Seal, cwt	7 10½
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 25
" in 50-lb. "	6 35
" in 25-lb. "	6 55

Syrup and Molasses.—There are no special features to record in either syrups or molasses. Prices on both lines are well maintained. Trade is naturally inclined to quietude but in comparison with other years trade at this period is quite favorable.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 40	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 75	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 65	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 60	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 30 0 35
Quarter " "	0 03½	New Orleans, bbls	0 28 32
Pails, 38½ lbs. ea	1 75	Barbadoes, extra fancy	0 45
" 25 " "	1 25	Porto Rico	0 45 0 52
		Muscovado	0 30

Dried Fruits.—In regards to spot stocks of dried fruits, what has been said before still applies. Many lines are almost unobtainable and for this reason the trade as a whole is not large. Raisins and currants are practically the only lines in which there is a steady movement and prices on them are well maintained.

Future prunes are still at a high figure with little interest being shown. The situation in Valencia raisins is somewhat firmer. One dealer in this regard said: "The dry weather now prevalent in Europe is no doubt affecting the crop to some extent. All prices up to close on 24 shillings have been withdrawn, while speculative prices up to a short time ago were as low as 21 shillings." There is little or no change in the currant outlook.

Prunes—			
30 to 40, in 25-lb. boxes	0 17		
40 to 50 " "	0 16½		
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes	0 20	0 21	
Fancy, " "	0 20	0 22	
Candied Peels—			
Lemon	0 09	0 11	Citron 0 15 0 17
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.			2½ " 0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "	0 04	0 04½	
Bag figs	0 04½	0 06	
Dried peaches		0 13½	
Dried apples	0 09	0 09½	
Evaporated apples		0 16	
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana	0 10	0 12	
" fancy	0 11	0 13	
" extra fancy	0 14	0 16	
Valencias selected	0 08½	0 09	
Seeded, 1 lb packets, fancy		0 10	
" 16 oz. packets, choice	0 09½	0 09½	
			Sairs 0 05
Dates—			Package dates,
Hallowees—			per 1 lb 0 06½ 0 06½
Full boxes	0 05½	0 06	Fards choicest 0 10 0 10½

Teas.—The general tea market is steady, with similar tendency in primary markets. There was little fine Ceylon tea offered in July. The large supplies of the common grade that were offered were readily disposed of at fairly steady prices, except for the commonest teas, which were rather easier towards the end of the month. "In regard to the future," says one report, "it does not appear at the moment that much further setback can take place in the price af Ceylon tea, as severe drought has been experienced throughout the whole of the tea-growing districts, and also in Southern India. This has caused another temporary shortage which must have its effect on the market for the next month or six weeks."

Coffee.—Coffee prices maintain a position of steadiness, the local situation showing practically no change. The general demand that New York coffee holders expected to increase is still slow. While coffee options are irregular, the undertone is steady.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Spices.—There is not a single line in the spice market that is not steady in price. Peppers are perhaps most prominent in this regard. Wholesale spice men have practically completed their purchases for the pickling season, and shipments are now going out to the retail trade.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 18	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 00	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—A normal trade for the season is about all there is to report in these lines. Primary quotations on tapioca continue firm.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 2 90

	Per lb.			
Rice, stand B	0 03	0 03½	Sago, medimm brown	0 05½ 0 06
Rangoon	0 03½	0 03½	Tapioca—	
Patna	0 05½	0 06½	Bullet, double goat	0 08
Japan	0 04½	0 06	Medium pearl	0 06½ 0 07
Java	0 06	0 07	Flake	0 08
Carolina	0 10	0 11	Seed	0 06½ 0 07

Nuts.—Prices on nuts are unchanged. The tendency in most lines is towards strength. Trade is quiet with the exception of shelled varieties and peanuts.

Almonds, Formigetta	0 15 0 16
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils (new crop)	0 16 0 18
Peanuts, roasted	0 10 0 12½

Beans.—The situation in beans is if anything a little stronger. At least it is no easier. Supplies as a whole are not large when it is considered that there is some little time yet before bean harvest.

Prime beans, per bushel	2 15 2 25
Hand picked beans, per bushel	2 25 2 35

Macaroni.—There is a strong market on macaroni imported from Italy, which is manufactured from Russian wheat. The outlook for wheat in Russia is extremely poor just now, and the total outturn is expected, according to one report, to be fully 200,000,000 bushels smaller than last year, or a deficiency of 25 per cent. Last year at this time under unfavorable conditions prices were advanced, and the market at the present displays signs of strength.

Olive Oil.—The prospects for the growing olive crop appears so far to be quite favorable, although some dealers claim that it is not far enough advanced to form a definite idea of what the production of oil will be. One broker who deals in fine oils has a shipment of the Italian article on the way which cost him 35 per cent. more than it did a year ago.

MANITOBA MARKETS

POINTERS—

Syrup—Steady.

Coffee—Firm.

Beans—Firm.

Dried Fruits—Being watched with interest.

Winnipeg, Aug. 17.—There is little

sign of a decrease in the trade in all grocery lines during the past week. The rumor of severe damage being done to the growing crop by black rust appears to have had little detrimental effect whatever on the amount of orders that are being received. Country merchants are still stocking heavily for the extra harvesting help which arrives from day to day. In fact, harvesting will be general throughout the West the early part of next week.

Sugar, as was expected, continued its advance during the week, a ten-cent increase being reported this week. The local market, needless to say, is extremely strong and those jobbers who stocked up heavily at the low point two months ago will make a nice profit owing to the recent advances. Wholesalers refuse to express their opinion as to the probability of the local market during the next six weeks, as they claim all depends on the action of the Southern markets, and consequently they know nothing about it. Stocks in the city at the present time are fairly large, and there is no danger of a shortage.

The dried fruit market is beginning to cause some speculation and keen interest is being taken in the situation in California at the present time. Seeded raisins are very firm and new Valencia raisins are expected to arrive in the market shortly. It is quite probable that the price of this latter line will be reasonable. New currants in all probability will be a little lower than was expected at first, while the new prune crop is showing a higher tone.

Sugar.—The 10-cent advance in sugar last week places Montreal and B. C. granulated locally at $5.75. Country merchants owing to the sharp advance which has taken place recently have been stocking up fairly heavily but are expected to hold off for a while on account of this last advance.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 60
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 10
" in boxes (25 lbs.)	6 35
Powdered sugar, in bbls	5 90
" in boxes	5 90
" " in small quantities	6 65
Lump, hard, in bbls	6 60
" " in ½-bbls	6 70
" " in 100-lb. cases	6 60

Syrup.—Syrup is very quiet this week, but no decline whatever has taken place. There is little new.

Syrups—	
24 2-lb tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10 lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—As was stated above the California situation is being watched with interest, and predictions of all descriptions are being received regarding the situation of the new crop. On the whole, however, it is expected that the price will not be as high as was expected.

Coffee.—Coffee remains firm this week, and no further advance is reported. Prices quoted are:

Coffee, standard Rio.	0 15	Coffee, choice	0 15
		Coffee, extra choice	0 17

Beans and Peas.—No further advance has taken place in beans and the demand remains just as strong. Stocks of beans are by no means large, and there is a liklihood of there being a slight shortage in this crop.

Beans, 3-lb. picker, per bushe	2 30
Hand picked, per bushel	2 40
Peas, split, 100 lbs	2 75

NEW BRUNSWICK.

St. John, August 17.—During the past week several interesting changes have been recorded on the local market, the majority of them, however, being anticipated. The scarcity of hand-picked beans was responsible for a further advance in that commodity, and local grocers are of the opinion that the scanty supply will practically amount to a famine before this year's crop has reached the market.

The market in dried fruits is steadily advancing. Canned goods are also firm, and further advances are looked for. Both Manitoba and Ontario patents have gone higher, an increase of 10 cents being noted in all grades of each. Local merchants attribute the advance to conditions in the speculative market, which is said to be firm, in spite of the fact that abundant harvests are being looked forward to in Ontario and Manitoba, and the Northwest. An advance in feed is expected, owing to the hot weather and the consequent drought in the West.

Beans, hand picked, bus	2 40	2 45
Beans, yellow eye, bus	2 50	2 55
Cheese, new, lb.	0 12½	0 13
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Tomatoes	1 55	1 60
Strawberries	1 85	1 90
Flour, Manitoba	6 25	6 30
" Ontario	5 20	5 25
Fish—		
Cod, dry	5 75	5 85
Cornmeal, gran		4 75
Cornmeal, bags		1 60
" bbls		3 35
Std. oatmeal		6 00
Rolled oatmeal		5 50
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 10½
Molasses, foy. Barbados, gl	0 30	0 31
Potatoes, bbl	2 25	2 40
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 17	0 18
Eggs, case	0 16	0 16½
Ham		0 16
Rice, lb	0 03½	0 03½
Lard, compound lb	0 10½	0 11
Lard, pure, lb	0 11½	0 12½
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	20 50	22 25
Salmon, case—		
Red spring	7 50	8 00
Cohoes	6 75	7 00
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	5 40	5 50
Austrian	5 30	5 40
Bright yellow	5 20	5 30
No. 1 yellow	4 90	5 00
Paris lumps	6 20	6 35

NOVA SCOTIA MARKETS.

Halifax, Aug. 17.—Several advances in prices in the wholesale grocery markets have been recorded this week. Following the advance in sugar of ten cents per hundred pounds last week, flour has been marked up ten cents per barrel, and provisions have also shared in the advance. Pork is 75 cents per barrel higher and lard has been advanced one-half cent per pound. Ontario beans are from ten to fifteen cents per bushel higher.

Some canners have reduced their percentage of delivery of canned peas to the wholesale trade here. They claim they can only deliver 40 per cent. of the orders booked for standards, but wholesalers, if they choose, may take the balance, up to 63 per cent., in other varieties.

INFORMATION FOR BUYERS.

Supplied to the Trade by Buyers.

Cais & Co., Genoa, Italy, have realized the importance of the Canadian market and accordingly opened a branch warehouse at 9 St. Nicholas street, Montreal. Stocks of canned tomatoes, sardines, olive oils, macaroni, wines and liquors are carried there, and merchants would do well to get quotations from these people as they have a number of good things to offer.

The annual Salesmen's Convention of The A. J. Deer Co., Inc., Hornell, N. Y., held recently, was an interesting event. One hundred salesmen from all parts of the United States and Canada were present and some profitable discussions on coffee mills, infringements on patents, complaints from customers, salesmanship qualifications, etc., took place. Wm. H. Ukers, editor of the Tea and Coffee Trade Journal, gave an address on "Cultivation and Production of Coffee" which was one of the many features of a valuable convention. This company is to be congratulated on its splendid salesmen's conventions.

W. M. Whyte, who has been in the employ of the Pure Gold Mfg Co., Toronto, for a number of years, and who is leaving this week to take up residence in Porcupine, was the recipient of a gold watch suitably engraved, as a token of the high regard and esteem of his associates who wished him success in his new undertaking, and took this occasion to give him a token of their regard. T. B. Greening, president of the company, made the presentation.

During the convention of the New York State Retail Grocers' Association held recently at Buffalo, those present were tendered a banquet at Niagara Falls, "The Home of Shredded Wheat," by The Shredded Wheat Co. General Manager Mason, Sales Manager Traverse and other officials met the visitors and gave them a hearty welcome. The banquet was one of a magnificent nature, elaborate preparations having been made to give the grocers an entertainment to be remembered. The feature was the debut of the Shredded Wheat Choral Class whose singing during the evening was greeted with rounds of applause. Several addresses were made and a general good time was experienced.

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Odds and Ends for Busy Dealers

Gathered From Here and There—Openings for General Stores —Class Legislation in Favor of Peddlers—Tendencies to More Sanitary Methods—Another Alleged Ptomaine Poisoning Case Ventilated—Spell Customers Names Correctly.

According to a recent circular of the Grand Trunk Pacific Railway, there are openings for general stores at Change, Redditt and Willet in Ontario; Beaudry, Cabot, Dugald, Gregg, Oakner, Quadra, Rivers and Uno in Manitoba; Duff, Goodeve, Lorlie, Tate, Undora, Vera and Zeneta in Saskatchewan and Deville, Jarrow, and Ryley in Alberta.

It is the opinion of the city law department of Chicago that peddlers, although licensed by the city to travel about the streets, have no more right to shout their wares than the grocer has to howl his goods in front of his place of business, or the owner of a hardware shop to call attention to his place by the ringing of a fire gong. They claim that to permit the hucksters to engage in vocal advertising while forbidding other noises would constitute class legislation that would be held invalid by the courts.

The Retail Grocers' Association of Detroit, Mich., has adopted a resolution urging the Board of Health there to take immediate steps to stop the sale of decayed fruit and vegetables by peddlers, farmers and gardeners. The grocers complain that some of the peddlers make a business of buying "any old truck" they can find, left over and half rotten stuff that is unsalable on the markets, pick it up for a song compared with the price of fresh goods, mix in enough fresh stuff to make it look presentable, and sell it for a good deal less than the grocers have to ask.

If you give your customers a bargain be sure to let them know about it. If you sell an article below the regular price, bring the fact to their notice, There is nothing like tooting your own horn. If you don't, nobody else will.

The death of a child in Sturgis, Ky., was reported in May from ptomaine poisoning generated in a can of tomatoes. The National Canner's Association of the United States began an investigation, and later secured a certificate from the attending doctors that death was from another cause and not ptomaine poison. Doubtless if rigid investigation followed other reported cases it would be found that a large proportion of sickness attributed to this cause is done so mistakenly.

People are extremely sensitive about having their name spelt wrong or even having their initials incorrect. Make it a point to have these correct on the customer's parcels and bill.

"The effect of the high prices on coffee during the year," says the New York Journal of Commerce," was to check consumption in the United States, resort being had to substitutes, while compounds were also more extensively used. Thus deliveries, which it should be noted would be swelled by shifting of valorization coffee, were 272,079 bags less than in 1910.

CANADIAN FLOUR IN WEST INDIES.

The Trade Commissioner at Barbadoes, West Indies, writes that the increase shown in the importation in flour in 1910 was chiefly in Canadian brands. The prejudice that existed up to a few years ago against Canadian flour has now entirely disappeared. An increasing annual import may be confidently looked for, as all Canadian flours now used in the West Indies are able to withstand the heat without deterioration.

"THE FRA" ON HONESTY.

"It takes humanity a long time to learn that a plain honest statement in business, or in any transaction in life, is the only way to success. A man who is always trying to drive a sharp bargain has little time to work, and can get little of it done. Besides the one who is cheated once, seldom comes again."

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

THERE ARE MORE OF

Wilson's FLY PADS

SOLD IN AUGUST AND SEPTEMBER THAN IN ALL THE REST OF THE SEASON.



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY



McLEAN'S
"White MOSS"
COCOANUT

The purest shredded (not ground) cocoanut, fresh and full of the rich, nutty flavor. Don't hesitate to recommend McLean's.

CANADIAN COCOANUT CO.

Sole Makers : Montreal

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

INTRODUCE
"GLOBE"
MACARONI and VERMICELLI

MADE OF HARD WHEAT

FREE FROM GLUTEN

MADE BY SKILLED LABOR

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli. They are free from glutinous substances.

You will profit by the sale of "GLOBE" products. Stock them now.

D. SPINELLI & CO.

REGISTERED

MONTREAL - - - QUEBEC

PON-HONOR PRODUCTS
THE SEAL OF PUBLIC APPROVAL
The House of Quality
The House of Quality

SPECIAL PRICE
ON
Breakfast Bacon
(New Cure)
AND
Cottage Hams
Quality unexcelled. *Order to-day.*

GUNNS LIMITED
PORK & BEEF PACKERS
TORONTO, ONT.
CANADA

SHORT ROLLS

These are very nice goods, Mild, Sugar Cured, Boneless and Smoked. Just the thing for your Slicer. We have them also Cooked, a very good substitute for Hams in the present scarcity.

F. W. Fearman Co.
LIMITED
HAMILTON



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give **REINDEER CONDENSED MILK** a richness and flaver all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect **REINDEER BRAND** when they order Condensed Milk.



LIMITED
TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED
Pork Packers and Wholesale Produce Merchants
Packing Houses
FERGUS
70-72 Front St. East
TORONTO

Tinge of Quietness in Provisions

Demand for Pork Products is Not Quite So Brisk—Tendency in Provisions Rather Uncertain—Live Hogs Steady at Present—Higher English Cables on Produce Due to Strike—Butter is Firm—Eggs Unchanged.

There is a tinge of uncertainty in regard to the immediate future of provisions. Just at the present the provision market is steady under a similar condition in live hogs, but there are dealers who are looking for an easing off in live hog prices, but whether it will come is a question. The offerings of live hogs of late have not been large, due perhaps to the fact that the farmer is busily engaged in harvesting. Trade in provisions is inclined to quietness, or at least there is not the same brisk movement that has been in evidence. A fairly good trade, however, continues in smoked and cooked meats.

Cables from the English markets on various lines of produce have been uniformly higher, due no doubt, however, to the abnormal conditions caused by the strike of railwaymen and dock laborers. Higher cables have come forward for bacon, butter and cheese, but on account of the strike these quotations are somewhat unreliable.

Butter is holding a position of steadiness, especially in regard to good quality stock. Demand is good and conditions point to a continuance of steadiness. Eggs are unchanged, but prices are holding well.

There is some trade being done at various centres in new crop clover honey. Prices this year are higher. The production in Ontario, the leading factor in the Dominion, is considerably below last year, due to the drying up of the clover during the period of drought.

MONTREAL.

Provisions.—The local market is unsettled, and it is a question as to what the next movement will be. Packers are looking for a drop in the price of hogs, but it is a question whether there will be any further downward movement. The demand for hams, bacon, etc., is a little easier, according to reports, the bulk of the business having decreased slightly. There is still quite a trade passing, but hardly that activity that was apparent some weeks ago.

Pure Lard—	
Boxes, 50 lbs., per lb	0 10½
Cases, tins, each 10 lbs., per lb	0 11
" " " 5 " "	0 11¼
" " " 3 " "	0 11½
Pails wood, 20 lbs. net, per lb	0 11
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 10½
Tierces, 375 lbs., per lb	0 10¼
One pound bricks	0 11½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09¾
" 5 " " " "	0 09¾
" 3 " " " "	0 09¾
Pails, wood, 20 lbs. net, per lb	0 09¾
Pails, tin, 20 lbs. gross, per lb	0 08¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11¼
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 00
" dressed, per cwt	10 25 10 50

Butter.—The butter market is steady and gives promise of firmer conditions in the near future. The price is steady and demand good. The fall is likely to see higher prices, according to some dealers.

Creamery	0 23½ 0 24
Dairy, tubs, lb	0 18 0 20

Eggs.—The market is unchanged, prices being firm, with the demand remaining good. The amount of shrinkage is still heavy.

New laids	0 27 0 28
Selects	0 24
No. 1	0 20

Cheese.—Production remains at a fairly large figure, recent rains having been helpful. The price is unchanged.

Quebec, large	0 12
Western, large	0 12¾
" twins	0 12¾
" small, 20 lbs	0 12¾
Old cheese, large	0 13 0 16

TORONTO.

Provisions. — The provision market shows no special change, but prices are ruling steady. Live hogs are 15 cents higher at $7.50 quoted at country points. The offerings during the past week have been small, while the English bacon market is higher under abnormal conditions. Trade in pork products is none too brisk, although a good trade is present in smoked meats.

Smoked meats—	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	20 00 21 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10 0 10½
" tubs "	0 10½ 0 10¾
" pails "	0 10¾ 0 10¾
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter.—The butter market maintains its steadiness and the tendency is a little stronger, especially in good quality stock. There seems to be plenty of dairy butter offering at present, or at least enough to supply demand.

	Per lb.	
Fresh creamery print	0 25	0 26
Creamery solids	0 23	0 24
Farmers' separator butter	0 21	0 22
Dairy prints, choice	0 20	0 22
No. 1 tubs or boxes	0 17	0 19
No. 2 tubs or boxes	0 15	0 16

Eggs.—While prices are unchanged, the tendency is just the least bit stronger. While the production is apparently just as large, there seems to be a somewhat keener demand for them. Shrinkage is still in evidence.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese.—There is nothing special to report in regard to cheese. Prices are steady. Trade is normal.

New cheese—		New twins	0 13½
Large	0 13	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry.—Trade in poultry is inclined to dullness or at least, according to dealers, it could be brisker. The market shows no special features of strength.

Fowl, live	0 11 0 12	Duckling, live	0 11 0 12
Broilers, live	0 14 0 16		

Honey.—There is some of this season's new clover honey on the market, mostly in 60 lb. tins, quoted at 12 cents per pound. There has only been a sprinkling of comb offered at $2.25 to $2.50 per dozen. These prices are higher than last year's, when tins opened at 10¼c and comb at $1.75. Comb advanced shortly afterwards, however, to $2.25 to $2.50 per dozen. The higher prices are ascribed to the partial failure of the white honey harvest, due to the drying up of clover in the prolonged drought in Ontario the latter part of June and the first of July. Last year there was an average of 58.3 pounds to the colony, while this year the average has fallen to 50.6. As the number of colonies in Ontario this year is less than last, it is estimated that the decrease in the province will be nearly one million pounds.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

WINNIPEG.

Provisions.—Trade in the various lines of provisions has been exceedingly active this summer. Cured meats have been moving steadily, while salt meats show a decided increase. Lard, as prices below show, has been fluctuating according to the price of live hogs. As large quantities of these animals are being shipped in at the present time and will continue all fall it is expected that lower figures will be seen before long.

Hams, large	0 16½	Tomato sausage per lb	0 10
Hams, medium	0 19	Pork sausage	0 09
Breakfast bacon backs	0 20½	Beef sausage	0 07½
Breakfast bacon bellies	0 18½ 0 19	Lard, in tierces per lb	0 11
Shoulders	0 13½	50-lb. tubs	5 65
Short rolls	0 15	20-lb. pails	2 30
Long, clear sides per lb	0 12	10-lb. pails, cases	7 05
Boneless backs, per lb	0 13½	5-lb pails, cases	7 15
Mess pork, bbl	22 00	3-lb. pails, cases	7 20
Mess pork, ½-bbl	11 50	Compound, 20-lb pails	2 20
		Steers, heifers, abattoir killed	0 09

Eggs.—Supplies are exceedingly scarce as regards "guaranteed strictly fresh." None of this quality is offered wholesale, while Manitoba fresh eggs are offered at 18 cents. Retailers who get supplies of "strictly fresh" direct are retailing them at 35c per dozen.

Butter.—Creamery butter shows a considerable decline from last month's price. Manitoba fresh made bricks are now selling at 23 cents per pound, and large quantities can be bought at that price. Provincial creameries have been shipping in supplies of late to the city with resulting lower prices. Butter in boxes is quoted at 2 to 2½ cents per pound less than the bricks. Dairy butter shows little improvement in quality, and fair quantities are being received. Prices quoted are: 16 cents for strictly No. 1, 12 cents for No. 2, and 7 to 9 cents for No. 3.

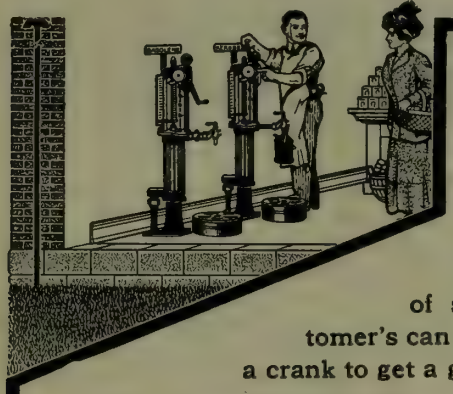
Cheese.—Market is active and firm. Demand is good and higher prices are looked for in both local and Ontario manufactured. Manitoba new cheese, delivered Winnipeg, is quoted at 11 to 11¼ cents per pound.

EARLY CLOSING IN ST. JOHN.

No Definite Understanding Has Been Reached Yet.

St. John, N.B., Aug. 17.—(Special)—And still there is no definite understanding regarding the early closing by-law. A further adjournment was made last week in the police court when the test cases under the act came before the magistrate. The matter is fast losing interest, because of the fact that the summer is well over, and any trade which might have come to grocers in some sections of the city through being allowed the privilege of keeping open if they desired, has been lost. Local merchants, however, would like to have a definite understanding of the matter arrived at. Some of them who are situated in the residential districts claim they have lost a goodly sum of money through their doors being shut after 7 p.m., the hour mentioned in the by-law, and the hour in which many a housewife makes her purchases for the next day, her housework keeping her at home through the greater part of most days. Other dealers claim to have benefited by the by-law being enforced. It is expected that final judgment will be given next week.

A cooling and healthful drink for summer may be made from cream tartar.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



Why Grocers Should Use

Allison Coupon Books

—Simply because they are credit customers.



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise No pass books, no charging, no time wasted, no errors, no disputes.

Manufactured by

Allison Coupon Company

INDIANAPOLIS, IND.

For sale everywhere by jobbers.

Ask Your Wholesaler for

KO-KO-BUT

The Perfect Cooking Butter

ECONOMICAL
DIGESTIBLE
WHOLESOME
100%
Pure Vegetable Butter

N.B.—We are spending thousands of dollars telling your customers about these goods Are you taking advantage of your chances to make big sales?

Dominion Cocoanut Butters
LIMITED
MONTREAL

Grocers: With the increased cost of labor and materials, and the consequent increased cost of production in the past few years, it is not reasonable to suppose that a really first class baking powder can be made and sold to the trade at old prices. Rather than sacrifice the quality of Magic Baking Powder the price to the trade was slightly increased. Magic Baking Powder still conforms to the high standard of Gillett's Goods.

MAGIC BAKING POWDER



Contains no Alum

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



THE MATCHLESS MATCH

"DOMINION"

The Dominion Silent Match gives uniform satisfaction. There's always a light when one is struck; no noise, no offensive odor. Every stem is made of straight grained wood and will not break. The heads will not fly off. They are boxed nicely and make good shelf stock.



Or
Canada
Brokerage
Company,
Limited, Toronto

THE DOMINION MATCH CO. LIMITED

DESERONTO, ONT.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

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BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



This Notice Deserves Your Attention

The remarkable increase in the demand for our various lines in all parts of Canada has necessitated our appointing various wholesalers as our agents.

Chinese Starch

will now be handled by the W. H. Escott Co., Winnipeg, to whom all orders from Alberta, Manitoba and Saskatchewan should be addressed.

"Keep Your Eye on the Chinaman"

and remember that

Chinese Starch packages contain 16 ounces, not 12.

Chinese Starch never fails to please.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice.

Put Some Starch Into Your Sales.

Dummies for Window Display to be had from Agents, or on direct application to

OCEAN MILLS, O. Lefebvre, Prop., MONTREAL

Slight Advance in Manitoba Flour

Prices at Toronto and West Go Up 20 Cents Per Barrel—Only 10 Cents Advance in East—Wheat is Less Firm—Crop Conditions are Good—Some Definite Idea of Outturn Known By End of Month.

As hinted would be the case last week, flour prices have been generally advanced. In Toronto and Winnipeg an upward movement of 20 cents per barrel has taken place, while in Montreal and the Eastern Provinces only a ten cent advance has occurred. Some dealers are already hinting that the advance may not hold for long, as the wheat market is less firm, while conditions of the wheat crop are good. Still no reduction may take place until something definite can be learned concerning the general wheat situation, when prices taking in the general outlook for the year will be named.

Something really definite regarding the wheat outturn and the prospects for the year will be known by the end of the month. Harvesting is not yet general in the West, and it will be ten days to two weeks behind last year. The rumors of frost and black rust which forced the market upward last week did not amount to anything.

While the outlook is favorable just now, the critical point has not been altogether passed yet. One dealer, in speaking of the situation, said: "While conditions just now are as good as can be expected, still it must be remembered that the crop is later this year and that wheat is not yet past the stage where it is immune from frost or rust. Therefore, while dealers may look for lower values, they should not place their price expectations at too low a figure."

Cereals in general are steady, and an advance of 10 cents per sack in rolled oats is reported from Montreal this week.

MONTREAL.

The market has been strong for the past two weeks and it was not at all a surprise when prices advanced 10 cents.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Cereals.—In sympathy with the flour market, a rise of 10 cents took place in rolled oats. The market still remains firm.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 35
Rolled oats, cotton bags, 90 lb	2 40
Rolled oats, barrels	4 75

TORONTO.

Flour.—The strength in the flour market referred to in our last report has resulted in an advance of 20 cents per barrel in Manitoba. Some uncertainty prevails among dealers as to whether this will hold for any great length of time, as the wheat market is already somewhat easier than when the advance took place, while the prospects for the present wheat crop are favorable just at the present. The definite outlook for the season will be pretty well known by the end of the month. Trade just now is naturally quiet.

Manitoba Wheat.

1st patent, in car lots	5 10	5 30
2nd patents, in car lots	4 60	4 80
Strong bakers, in car lots	4 40	4 60
Feed flour, in car lots	3 00	3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—While cereals of all kinds are unchanged in regard to price, the general tendency is one of firmness. The oat market is strong, an advance of 1s in rolled oats for export being a feature of last week. Trade is on a hand-to-mouth basis.

Rolled oats, small lots, 90-lb. sacks	2 35
Rolled oats, 25 bags to car lots	2 25
Standard and granulated oatmeal, 98-lb. sacks	2 70
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	1 90

Rolled oats in cotton sacks, 5 cents more.

WINNIPEG.

Flour.—Owing to the increased demand in both domestic and export lines, the price offlour has advanced 10 cents on all grades. Export bids continue to arrive in large quantities and prospects for a large fall business are very bright. Trade with the far east is developing, and an exceptionally large field is expected to be opened up there before long. Prices quoted are:

1st Patents, per 98-lb. sack	2 75
2nds	2 55
3rds	2 35
1st Clares	2 10
Common grades	1 60

Cereals.—The eastern demand still continues active for mill feeds, and bran and shorts are selling at $18 and $20 respectively. Chopped feed, is firm at $25 per ton. Barley for human consumption is active, pot barley having advanced to $1.35 for 49s and Pearl to 195 for 49s.

HE LOST HIS JOB.

"What have you in the shape of cucumbers, this morning?" asked the customer of the new clerk.

"Nothing but bananas, madam," was the reply.

Right from the drop of the hat "Perfection" Cream Sodas win out

Once you offer "Perfection" Cream Sodas to your customers you are in a fair way to not only sell them the first order but to make them steady patrons, thus building a sure foundation for future business. No grocer can well afford to jeopardize his business by selling his patrons poor, stale soda biscuits. Sodas, of all things, should be crisp and palatable, with a real creamy flavor. Mooney's "Perfection" Cream Sodas meet these requirements. Try a small order, if you are not already handling them.



The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. - Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld.



MR. GROCER-MAN!

Your Interests Are Ours, Too. Sell

MAPLEINE

A DISTINCTIVE FLAVORING

BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil — mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used anywhere a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson Co., 26 Front St. East.

Crescent Mfg. Co., Seattle, Wash

When writing advertisers kindly mention this paper.



Buy Anchor Brand Flour and you will not want your money back; all dee-lighted; all trade bringers, no complaints or quibbles about quality. Join the happy throng. 16

Anchor Brand Flour

Manfd. by
Leitch Brothers Flour Mills
Oak Lake, Man.

WHEN YOU'RE ASKED FOR YOUR BEST FURNITURE POLISH, PULL DOWN

CHIVERS'

You can go other brands one better by recommending it. Made in Bath, England, for a long term of years, and improved until it now stands pre-eminently ahead of all others for an unequalled quick polish and durable lustre on all kinds of furniture from the kitchen chair to the highly polished piano.

ENQUIRE **HARRISON & SON,** St. Nicholas Building, Montreal

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

Don't Mistake the Name

There are many firms carrying on business under the name of CHIVERS, but only one

High-Class Pickle Concern

Are you stocking our pickles? If not you are passing over a line which is a CERTAIN SELLER.

Reasonable Prices

WRITE US

S. CHIVERS CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

GOOD VINEGAR



sells just as easily as the other sort, and it is a deal more satisfactory to handle.

White Cottell & Co.'s Vinegar is Good Vinegar

All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

MAKE MORE MONEY

No, we are not boasting any get-in-quick scheme. Ours is a simple business proposition.

In your spare time be a representative for the MacLean Publishing Company, publishers of MacLean's Magazine.

You will earn a handsome commission on every subscriber you secure.

The MacLean Organization is already over 400 strong, but there is room for more.

We want to have a representative in every populated centre in the Dominion.

Don't wait—get in touch with us now.

THE MACLEAN PUBLISHING COMPANY
143-149 UNIVERSITY AVENUE, - TORONTO, ONTARIO

Canadian
Early St. John Peaches
GOOD SHIPPERS
BARTLETT PEARS (Good Sample)
Plums, Early Varieties
ALSO
Fancy Tomatoes and Cucumbers.
Apples in Baskets. Egg Plant.
Gherkins. Pickling Onions.
Oranges, Lemons, Bananas
Full Lines
CALIFORNIA FRUITS



25-27 CHURCH ST. TORONTO
are Largest Receivers

Positively Pleasing

is the steadily-increasing Demand for those Honestly-packed, Extra Fancy

"ST. NICHOLAS"
AND
"HOME GUARD"
Lemons

J. J. McCABE
AGENT
TORONTO, : : ONT.

Briskness Prevails on Fruit Markets

Weather is Favorable—Supplies of Fruits are Large—California Fruit for Table Use—Canadian Being Pushed for Preserving—Some Dealers Hint Lemons will be Higher Later on—Easier Tendency in Valencia Oranges.

Briskness prevails in most of the fruit and vegetable markets at the present time. In the first place the weather has been quite favorable for the handling of most lines. Canadian late fruits are increasing in quantities and both wholesalers and retailers are pushing them. Then California peaches, pears and plums are being given a good deal of attention, retailers doing a good trade in these for table use, while Canadian fruits are being pushed for preserving purposes.

Lemon prices after a series of fluctuations are seemingly content to remain stationary for a little while at least. A nice steady trade is being transacted in this line. While stocks are fairly large just at present, some dealers are hinting that higher prices may rule later on. They argue that although stocks here are quite plentiful at present, supplies on the way are small while prices in Italy are high. The production of the Verdelli is about at an end for this season.

The tendency in oranges is a little easier, due to a general slackening in demand. The production of watermelons in Indiana from where Eastern Canada is now getting her supply is drawing to a close. Musk or sugar melons are being offered in considerable quantity.

The tendency in new crop potatoes is naturally towards a lower level. Canadian potatoes continue to increase in quantity but large supplies are being brought from across the line, at present from New Jersey. New Brunswick is expected to begin shipments at the end of this week or the beginning of next.

MONTREAL.

Green Fruits.—There are no important changes to note. Trade remains brisk in all quarters and dealers are generally satisfied. It is likely that Valencia oranges will be somewhat cheaper next week.

Apricots, California, box	2 25	2 50
Apples, Spies, extra fancy	9 00	9 50
Bananas, bunch	1 75	2 25
Bananas, crated	2 00	2 50
Blueberries, Can. box 22 qts		2 75
Cantaloupes, Cal	5 00	6 00
Cherries, Canadian	1 50	1 60
Cherries, California, box		2 75
Cocoanuts, bags		3 75
Currants, red, basket	1 00	1 25
Currants, black, basket	1 25	1 75
Grape fruit, Flo	3 75	4 50
Lemons		5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	5 00	5 50
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 75	2 00
Pears, Cal., crate	3 00	3 25
Pineapples—		
Floridas, case	3 00	4 75
Plums, California box	2 25	2 50
Raspberries, box		0 15
Strawberries, Canadian		0 15
Watermelons, each		0 50

Vegetables.—As there are no notable decreases in prices the high figures still prevail but a better trade is reporting as passing. Canadian lettuce have advanced a few cents while radishes are also beginning to ascend.

Beans, wax, hamper	2 00	
Beets, doz	1 00	
Carrots, doz	0 25	
Cabbage, doz	0 40	0 80
Corn, per doz	0 10	12½
Cucumbers, doz	0 10	0 15
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 45	0 50
Onions—		
Bermuda, crate		3 00
Montreal potatoe, new, bag	1 50	1 75
per barrel	3 00	4 75
Radishes, dozen bunches		0 25
Tomatoes, Jerseys, bushel		2 25
Turnips, bunch		0 40

TORONTO.

Green Fruits.—Lemons are unchanged, extra fancy stock being quoted at $5 per case and extra choice at $4.50. Some dealers are looking for steadier prices on lemons, for although there is a fairly good supply locally, there is little on the way while prices now ruling in Italy are higher. The lime situation is again back to normal and prices are down to $1.25. Oranges are easier this week. Lawton berries were down to 5 cents at one time during last week, but the season is now growing to a close and prices are advancing. Canadian tomatoes are plentiful at 20 to 30 cents and a big trade is being done in them. Canadian peaches, pears and plums are increasing in supply, and a larger trade is accordingly being done in them while California fruits are also being taken up well. Canadian grapes made their appearance on Monday, 6 qt. baskets selling at 75 cents.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli		5 00
Limes, box	1 25	1 50
Oranges—		
Late valencias	4 25	4 50
Pineapples crate	3 00	3 50
Lawton berries	0 08	0 10
Blueberries, bsk	1 00	1 50
Black currants, basket	1 50	1 75
Can. tomatoes, 11-qt. baskets	0 20	0 30
Rhubarb, doz	0 25	0 40
Can canteloupes basket	0 50	0 65
Canadian sugar melons, case	1 50	1 75
Canadian sugar melons, basket	0 50	0 75
California Peaches, box	1 25	1 50
Plums	1 50	1 75
Pears		3 00
Watermelons	0 35	0 50
Canadian plums, small basket	0 15	0 25
11-qt. basket	0 30	0 50
Can. peaches,— small basket	0 20	0 25
11-qt. basket	0 50	0 75
Can. pears, small basket		0 20
11-qt. basket	0 25	0 35

Vegetables.—American potatoes are down to $4.50 per barrel while the Canadian article is ranging from $1.25 to $1.50 per bushel. The course of the market can naturally be expected to be downward. Shipments from New Brunswick are expected about the beginning of next week. Such lines as green corn, celery, beans and peppers are becoming lower as supplies increase.

Canadian beet, basket	0 30	0 40
Cabbage, Canadian, crate	2 25	2 50
Carrots, new, basket	0 40	0 50
Cucumbers, Canadian, bsk	0 15	0 25
Lettuce, Canadian, head	0 25	0 30
Green corn, doz	0 07	0 09
Egg plant, bsk	0 50	0 60
Celery, per doz. heads	0 25	0 40
Cauliflowers, dz		1 25
Green peppers, basket	0 60	0 65
Canadian beans, 11 qt. basket	0 15	0 25
Onions—		
American cooking, 70 lb. bag		1 40
Spanish	2 50	3 00
Potatoes, new, barrels		4 50
Potatoes, Canadian bushel	1 25	1 50
New turnips, per 11-qt. basket	0 15	0 20

WINNIPEG.

Fresh Fruit.—No new lines are being offered, and prices show little change from last week. Raspberries are practically off the market, only a few retail stores offering this line at present. Cantaloupe are scarce, and are selling as high as $7 per crate. Single melons are retailing at 35 cents a piece. Prices quoted this week are:

Bananas, bunch	2 75	3 50
Navel oranges	4 00	5 00
California lemons, crate		6 00
Wash. apricots, per box	1 50	1 75
Cal. peaches, box	1 75	2 00
Cal. plums, box		2 25
Bartlett pears, crate		4 00
Canteloupes, crate		7 00
Georgia watermelons, doz		5 00
B.C. raspberries, crate		5 00
American duchess, bbl		6 00

Green Vegetables.—An active trade continues to be carried on in this line. Owing to the arrival of a trifle warmer weather the demand has increased, and home grown products are being used extensively. The season has been a good one for the local gardeners, and the high prices prevailing are enabling them to secure good profits. Prices this week

California Peaches

We are headquarters for California Fruits — handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - $1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

Peaches Pears Tomatoes

We are receiving very fine stock.

Muskmelons, Rocky Fords, Peppers, Egg Plants, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF CANADIAN FRUITS

HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDILLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.

Send along your orders for anything in fruit.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS

GROWN AND PACKED IN PALERMO



are the best. At Sales in New York last week our Palermo Verdellis sold at from 25c. to 75c. per box more than Messina Verdellis. This confirms our statement that our Lemons are the best value. Be sure you mention "Follina's Pack" when ordering from your wholesaler.

W. B. STRINGER, Sales Agent **FOLLINA, BROS., Packers**

show slight variation from last, and remain as follows:—

Native mint, per doz	0 25
Native green onions, doz	0 20
Native parsley, per doz	0 25
Native lettuce, per doz	0 20
Native watercress, doz	0 35
Ontario tomatoes, per basket	2 50
Native head lettuce, doz	0 50
Native spinach, lb	0 04
New cabbage, per lb	0 04
American peppers, basket	0 75
Native green beans, per lb	0 05
Native carrots, per lb	0 03
Native beets, per lb	0 02
Native peas, per lb	0 05
Native mushrooms, per lb	0 50
Native radishes, per doz	0 20
Native turnips, per lb	0 01½
Native celery, doz	0 40 0 75
Native cucumbers, doz	0 50

Potatoes.—The only potatoes quoted on the local market are local grown which are being offered for $1.50 per bushel. The yield this year appears to be of average size, while the tubers themselves are of a better quality and flavor than last year.



Fish - Oysters



Fish in Rather Limited Supply

None Too Plentiful Offerings—Will Become More Plentiful Later in the Fall—Trade is Quiet at Present—Will Continue So Until Cooler Weather Sets In — Drop in Prices in Newfoundland Reported—Talk of Oyster Season.

Trade in general in fish just at the present time, as can naturally be expected, is quiet. The situation shows no change other than that supplies of fish of various kinds are inclined to be scarce.

Only a small quantity of mackerel have been taken along the Nova Scotian coast this week. Herrings have, however, struck in along the shore in larger quantities. One report from the East says that there has been a sudden sharp break in prices in Newfoundland without an apparent cause on the surface, other than a slight improvement in the catch. This is somewhat of a surprise in the face of the fact that markets are generally firm with fish in good demand.

QUEBEC.

Montreal.—Haddock and cod are in good supply with reasonable prices. Halibut is coming in from the Pacific Coast. Fresh Gaspe or Eastern salmon are finished, but there is some fresh B. C. stock still remaining. Boneless and skinless cod are scarce.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 10
Bluefish, per lb	0 13	Salmon, B.C., lb	0 15
Dressed perch, per lb	3 10	Salmon, Gaspe	0 16
Dressed bullheads, per lb	0 10	Shad, buck, each	0 30
Eels, fresh, each	0 25	Shad, roe, each	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04	Sea bass, per lb	0 10
Steak cod headless, per lb	0 05	Trout, brook	0 25
		Lake trout, lb	0 11
		Pike, per lb	0 08
		Pickerel or dore	0 14
		Whitefish, lb	0 11

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb	0 09	Gaspe salmon, per lb	0 15
Pike, round, lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 06	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Bras pike	0 05	Whitefish, large, lb	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, Labrador, bl	16 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, half bl	8 50
No. 1 mackerel, pail	2 00	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel, ½ bbls	8 00	Salt eels, per lb	0 07
Scotia herring, No. 2, bbl		Sea trout, ½ brl	6 50
Lake trout, half bbl	6 00	Sea trout, bbls	12 00
Choice mackerel, half pail	2 00	Scotch herring	6 00
Salmon, B.C., red, bbl	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl	12 00	Holland herring, ½ bl	5 50
		Holland herring, keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Herring, new smoked, per box	0 24
Kippered herring, per half box	1 50
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	8, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

ONTARIO.

Toronto.—Trade in fish is naturally at this season of the year quite quiet, and can be expected to be so until the arrival of cooler weather. Fish are not plentiful just at the present time and will not be for several weeks yet when the fall run sets in. Prices are unchanged. There is already some talk of the oyster season which will set in by the end of the month.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Shrimps, per gal	1 25

NOVA SCOTIA.

Halifax.—According to advices received here there has been a sharp break in prices in the Newfoundland fish market. Codfish has dropped eighty cents per quintal at St. John's. The fish that sold a week ago at $6.50 per quintal are now quoted at $5.70. The sudden decline in the price came as a great surprise, particularly when all the markets are firm and fish is in good demand. There is no explanation as to what caused the break. There has been considerable improvement in the catch of fish on the Newfoundland coast during the past week, and as the receipts have increased, this may have something to do with a sudden change.

Fish continues in good demand in the local market, and prices still hold firm. Swordfish are plentiful along the coast here, but they are in light demand. The most of these fish are shipped to Boston where they find a ready sale.

Only a scattering of mackerel have been taken along the coast during the past few days. Some of the traps have been taken up, and the fishermen are putting them in shape for the fall run.

Herring have struck in along the shore in large quantities, and some of the fishermen at Portuguese Cove got about 3,000 in their nets. They are selling at twelve cents per dozen.

John A. Neville, of one of the large canneries, states that the past lobster season was the most successful that the fishermen have had for years. They have received higher prices than ever before. Codfish are plentiful on the Cape Breton and herring have also struck in and the run is heavy. Fifty boats in one day landed from 8 to 14 barrels each at Gabarus.

FOR YOUR ADVERTISING.

MACARONI—is a most palatable food—innumerable ways of preparing and serving.

TAPIOCA makes palatable, light and easily digested dishes. Try it.

OLIVES—that are appetizers—extremely rich both in flavor and nutritive qualities.

POTTED CHICKEN is a most convenient luncheon meat — appetizingly seasoned and prepared in the most cleanly manner.

BREAKFAST COCOA—with that smooth, pure true cocoa flavor.

OX TONGUE—preferred by many to fresh boiled tongue because of its uniform tenderness and fine flavor.

FLOUR—use Bland Brand whenever you want the bread, cakes and biscuits to be light and creamy.

BEANS—the tomato sauce adds to their tastiness—rich fine flavor.



Don't Shut Your Eyes

to the chances you have of developing a good sound

FISH BUSINESS

but watch this space regularly and you will find *leading* lines allowing *leading* profits.

CANADA BRAND BONELESS COD

Neither you nor your customers like *picking the bones* from your fish, but you like *picking the dollars* from your cash box. If you want *dollar picking* consider these lines.

Canada Tablets,	20 1-lb. Tablets
Canada Crate,	12 2-lb. Boxes
Canada Strip,	30-lb. boxes, whole pieces
Cod Bits,	25-lb. Boxes, Bulk
and SKINLESS FISH	
Mariner Brand,	25-lb. Boxes, Bulk

YOU CAN HONESTLY



HANG UP THIS SIGN

If you feature the above with

OCEAN BRAND { **HADDIES** **KIPPERS** **BLOATERS**

BOUTILIER'S { **SMOKED FILLETS**

ARBROATH BRAND SMOKIES

REMEMBER—We will also have **SALT HERRING** and **SALT MACKEREL** in Iron Hoop Barrels.

GET IN TOUCH WITH US.

The Halifax Cold Storage Co., - Halifax, N.S.

47 WILLIAM ST., MONTREAL, - Selling Branch.

Fruit Display That Brought Business

Much Care and Attention Given to Produce Best Results — Pyramids and Diamond-Shaped Boxes of Fruit Arranged Symmetrically—Reasons Why Dealers Located Such a Business at Corner Where Traffic is Large.

Toronto, Aug. 17.—(Special)—The fruit display shown in the accompanying photograph is one in the window of the Rome store, owned by P. Frank and situated at the corner of Church and Carlton Streets. It attracted a great deal of attention and was the means of bringing considerable business.

The full effect of the window cannot be completely secured from the photograph, but the general outline of the method of procedure in arranging it may be gleaned.

How Display Was Made.

The bottom of the window was laid with moss, sloping downward to the glass and showing the fruit up to good advantage. The two pyramids were made of three rods covered with moss at the bottom on which was a diamond filled with oranges while in the centre of the pyramid was shown different fruits and vegetables.

Between the two pyramids was a diamond filled with grapes, leaning against a pedestal on which rested a fern. At each side were boxes of California fruits while farther out were baskets on their side with apples sloping out of the mouth. Oranges made a border along the front of the window while small baskets of grapes, plums, berries, melons and boxes of confectionery were situated here and there about the window. A palm at each side added to the attractiveness of the display.

Window Brings Business.

Mr. Frank has only been in business in Toronto for seven months and the special attention given to his windows has brought him a good patronage.

He conducted a store on Queen street for a time, but wishing for a place where he would have better opportunity of display—which he believes is one of the most important features in selling goods—he selected the present site at the intersection of two car lines. Here he has two splendid display windows, the one shown herewith on Church St., and the other on Carlton street.

He handles fruits and confectionery and intends to add groceries soon. He stocks only high grade goods, believing in giving his customers only first-class quality and charging them higher prices than if he only gave them the ordinary run. He finds that the public is willing to pay the higher price when it is always assured of quality goods.

The window shown here he dresses only once a week, giving special care so that it will present an attractive appearance. Of course during the week he may replace some of the lines displayed by fresher goods, but the general outline remains unaltered for six days. The other window he changes oftener, whenever it is found expedient.

In regard to window-dressing Mr. Frank believes that judgment and good taste are the chief assets, backed however by the ambition to turn out an attractive display. Each article, in his opinion, should be placed so that it will show to the best advantage, and to secure this time must be taken. The display must be symmetrical and evenly balanced. Neatness and cleanliness are essential features.

Selling Flour During Summer Months

Montreal Dealer Who Has Particular Methods That Bring Good Returns—An Example of What Salesmanship Will Do —The Lesson Taught That the Dealer Loses Money Who Waits For Demand.

Montreal, Aug. 17 (Special).—There is just the possibility that some of the trade are overlooking their flour business. The summer demand is still with us and their attention is directed toward other lines that may sell more rapidly. It is natural that the new lines now doing so well—but often with questionable profit—should receive special notice during their season, but at the same time the old staples must not be overlooked.

Flour may not be one of those articles that cuts a wide swath in a day's business. Rather is it a steady dependable staple that brings a sure and certain trade and with more recognition of its possibilities and effort on the part of the store's staff it could be built up to an even better basis than that upon which it now rests.

An Effort Needed.

Summer is really not the season when flour demand is at its best and it is for that reason, if for no other, that it should be given just a little extra selling force. There is always a fair trade, however. People desire light foods and cakes, pies and other delicacies take the place of the heavier desserts that are common in winter. Then, too, picnics and outings are so numerous that the special demand they create is rather marked.

One Grocer's Method.

John Foster, a Montreal grocer, on Pine Ave., east, does not neglect his flour trade even though summer does bring fruits and other articles equally interesting. To The Grocer he stated recently that there is a good demand in summer for flour but it is mostly for pastry, biscuits, cakes and such dainties. The flour he buys is a Manitoba spring wheat, and he carries the principal brands of two of the leading companies in the country. This is advertised to the trade as being equally good for bread or for pastry and he recommends them as such and has built up a good trade with them.

Recently, Mr. Foster had a flour window which helped considerably. One of his plans now is to have always on hand small bags of flour of different weights which of course retail at different prices. During the week when there is a little lull Mr. Foster has his clerks tie up generally two barrels of flour in the manner just described. One section of the shelving is devoted to flour near the rear of the store and as might be expected the various weights are separated. Thus a customer may purchase a one pound, a three, a five or a seven pound bag, according to her requirements. This stock of flour, always ready to be handed over the counter or placed in the delivery box, is not allowed to become exhausted.

Mr. Foster claims that the flour sold in this case is what might be called the best that Canada can put forward and that is about the best there is anywhere. The quality thus being assured he has no hesitancy about putting it forward to the public. With the knowledge that his stock is of the best there is an added incentive to try to sell it.

Salesmanship Necessary.

That there is a good demand for flour in summer for purposes already enumerated is not denied. It is this that should be catered to. Mr. Foster is only one of a large number who could give similar evidence.

There are few, however, who really put forth much initiative to hold their flour trade through the summer months or who try to build up the demand for a pastry flour.





When placing your order for Canned Fish, be sure you have the name right :

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

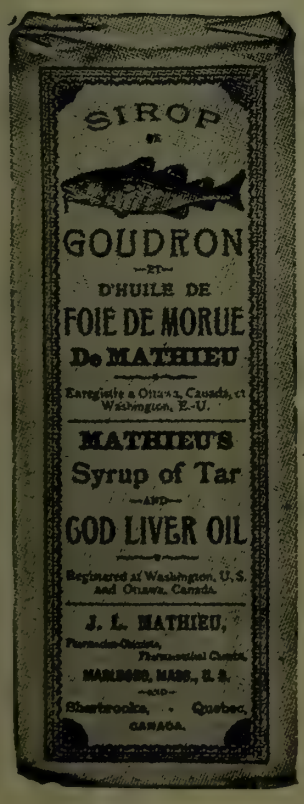
By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS

MONTREAL.

Place of Order-taking and Collecting

How a Doubter Became Convinced That He Could Not Hold Old Customers Unless He Adopted New Methods of Securing Orders—The Importance of Work of Order-taking—How the Collecting is Made Simple and Easy.

By C. H. Crysdale, Oshawa, Ont.

Some people believe to-day that order-taking is hardly necessary for the development and maintenance of a good grocery trade. A few years ago I belonged to that class. Probably I would not have commenced sending out for orders had I not been forced into it. I preferred to stand aloof and have the business come, relying on good service to hold it. When the other dealers in town inaugurated the new order of service, I held off because I belived that I would not have to go out after the business. I discovered my mistake. Soon after the other merchants in town had commenced the new method I noticed that the orders of many of my good regular customers were decreasing in size. I watched this for some time and finally becoming anxious enquired the reason of one of these patrons of mine that happened to come into the store.

The Psychological Moment.

She informed me with a smile that she was not thinking of abandoning me, but one of the men of one of the other stores had called on her one morning when she wanted some goods and she had given him the order. That was all there was to it, but I recognized the fact that the change had become a part of the regular business of the town and held out no longer, deciding to work along the same lines immediately.

Taking orders is a delicate phase of the business and requires diplomacy and tact, if it is to be carried on successfully. One has to know when the lady of the house has time to talk, or if the time is opportune to bother her in the matter at all. For that reason the average clerk would not do for an order man. He would probably get on the nerves of a few good customers every week by blundering along at the wrong time in his effort to force an order. So when I seriously decided to adopt the new order of things I made arrangements for my son to go out on the road and deal directly with the customers. When he could not go, I went myself, and when I was unable to do the work through being absent or for any other cause, one of the clerks did it for us. But, generally speaking, I try to always have some responsible person looking after that particular line of work.

Order Man Sees the Customer.

The order man is the only one in the business to see a customer sometimes for months at a time. Accordingly, he must be in a position to keep her informed accurately of all the buying opportunities the store affords from time to time. He is the active intermediary between the firm and herself. He must not try to sell her more goods than he knows her account can stand, and neither must he in any way endeavor to increase his daily budget of sales by coercion or persistence. It is his business to let her see the store and its stock through his own explanations almost as well as if she stood before the counter herself. He must never be a bore, and yet must always bear his employer's interests in mind.

The order-taker is also, by virtue of the change, the collector for the firm. He is the man who must have accurate knowledge of the state of each account, and that is where the qualities of tact and diplomacy enter into the business. This, in my opinion, is another reason why the order-taker should be a responsible member of the firm. He must have authority to act with decision always. It is for him to know just how long Mrs. Brown's account has been running, and how much she has been buying, week for week, during that time. The average clerk would not be able to enter into the work with this spirit, because he would not feel that he had sufficient interest in the business to do so. It would be in a day's work for him, and whether he came home loaded with new business or reporting an absolute indifference on the part of the customers, there wouldn't be a change of countenance probably in his part during the telling.

The Store of the Future.

It's a new order of business entirely, and is probably the development of certain modern conveniences that have made it possible for the housewife to remain at home and transact the bulk of her business. It will have to be considered seriously and given its proper place in the scheme of the average business. Developments are sure to come, and I suppose it would not be idle to prophecy that in time to come the grocery store will be more or less a place where clerks fill orders taken by the salesmen who have been out on the order route during the morning. This won't be absolute, of course, but it is going to be more manifest, I am sure, in the future than it is now. It is bound to come as surely as the modern conveniences for eliminating distance become more widely used. For that reason, if for no other, the subject is worthy of serious consideration.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

SPLENDID opening for dry goods and grocery store in thriving town on Grand Trunk Pacific, Tofield to Calgary. Investigate. Further information Box 1266, Calgary.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF DOING the work with machine precision and accuracy the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Allee Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

MISCELLANEOUS.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

TRY A
CONDENSED AD.
IN
THE CANADIAN GROCER

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

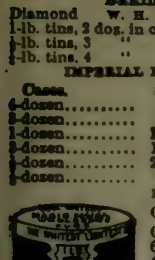
Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$3 00
½-lb. tins, 3	" "	1 25
¼-lb. tins, 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
½-dozen	10c.	$0 85
½-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0.50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	5-lb	Per case $4 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.60.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	
Per doz	
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies	
Red currant	1 00
Black currant	1 15
Crabapple	1 45
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Elite

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	1 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

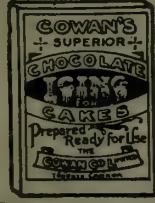
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 5-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 5-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 5 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	"	0 30
Flower Pot, 1 lb. pots,	"	"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

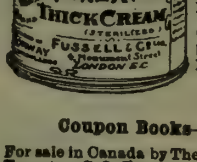
Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $30.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.





CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

The world's Best Shoe Polish

2

Preserves the boots and makes them pliable. Is waterproof

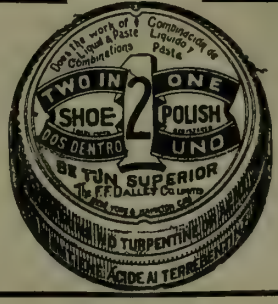
2 IN 1

Rapid Seller, leaving a good profit for you

1

Order to-day and don't delay

The F. F. DALLEY Co., Ltd.



Hamilton, CAN., and Buffalo, N.Y.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	10 50
" " tins	½ kilo	100 tins	16 00
Extra Fins "	"	100 "	15 50
Tres Fins "	"	100 "	15 00
Fins "	"	100 "	13 00
Mi-Fins "	"	100 "	12 00
Moyens No. 2 "	"	100 "	10 00
Moyens No. 3 "	"	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	33 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., ¾ oz.	3 75 case

"La Luna," 63 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., ¾ oz. bars	1 80 case
" 200 lbs., ¾ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matte Golden Russett—

Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45

DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05





QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Minikin.

Cases of 25 packages, 1 lb	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force 36's	4 50
Gusto, 36s	2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ¼-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal



GUNNS "BASIFIRST" LARD COMPOUND.



Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

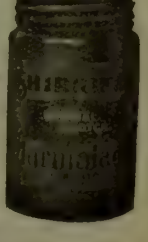
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3
3 cases of 4 doz	3
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI CO'Y, MONTREAL.

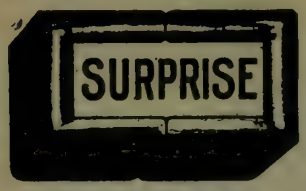
Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 55
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 00

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

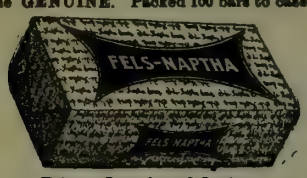
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

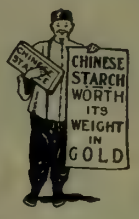
40 lbs.	W. T. Benson & Co.'s celebrated prepared corn
240 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 3-oz., $4: Ocean borax, 48 3-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 36 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.

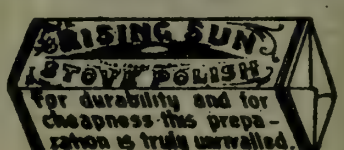
				Per case
No. 1,	cases 60 1-lb.	packages	1 case	$2 85
			5 "	2 75
No. 2,	" 120 ½-lb.	"	1 case	2 85
			5 "	2 75
No. 3,	" 30 1-lb.	"	1 case	2 85
	" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 80
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 6s	50

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, ½'s and ¼'s	$0 25	$0 30
Green Label, ½'s and ¼'s	0 27	0 35
Blue Label, ½'s, ¼'s, ⅛'s and ¼'s	0 30	0 40
Red Label, ½'s and ¼'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGANA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	½s, ¼ or ⅛	0 30	0 40
Blue "	½s, ¼ or ⅛	0 35	0 50
Yellow "	½s, ¼ or ⅛	0 40	0 60
Purple "	¼ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 32
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 48
Gold Label, retail at 80c	0 56

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

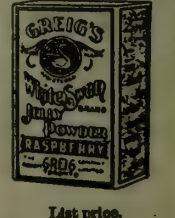
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

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"Shirriff's" (all flavors), per doz ....

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Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
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Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

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Clean Hands Stay

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PREPARED BY
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Can you afford to sell your customers a substitute when they ask for Snap? Keep Snap stocked and well displayed. But not in the sun.

SNAP COMPANY, Limited
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WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

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Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

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The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

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Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

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GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

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Consider this selling axiom, Brother Grocer—
That no sale is complete while the Consumer is *without* the goods.
To-morrow's delivery will not secure the sales of *To-day*.
So part of the Sale is *Service*.
Quick Delivery—Prompt Shipment—Rush Orders—these are needed *equally* with Quality.
For Quality does not avail where the other fellow gets his goods in.
The sooner a building is finished, the sooner it yields a return on the investment.
The sooner your flour comes in the *sooner* it pays dividends.
The quicker it diverts profits to *you*, Brother Grocer.
There is no money in flour while it is in *our* hands—
There is no money in flour while it is in *your* hands—
The sooner the *consumer* has it the better it pays us *both*.
The FIVE ROSES shipping department is in a *better* position than most to *"drive deliveries."*
The system is perfect.
And the *smallest* order gets as prompt and courteous attention from our many local warehouses as the *biggest* jobber's carlots get direct from the mills.
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Though we continually urge the need of *rapid delivery*, we are equally strong on *Economy of Cost* and *Uniformity of Quality*.
We have never sold so *much* FIVE ROSES flour as we are selling now. Because the customer is better pleased, and because YOU are better pleased.
You know the *Quality* of the LAKE OF THE WOODS products, Brother Grocer.
Do YOU know the *Service?*

LAKE OF THE WOODS MILLING COMPANY, LTD.

"THE HOUSE OF CHARACTER"

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Five Roses Flour

Not Bleached Not Blended

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This Granulated is made solely from West Indian Cane Sugar, and it cannot be excelled in Quality.



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VOL. XXV. PUBLICATION OFFICE: TORONTO, AUGUST 25, 1911 No. 34

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for making pie crusts, steam puddings and dumplings, only part flour and part

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will give a flakier and richer pastry. This applies to all kinds of pastry. Get your own wife to try it, and after you have proven how really good it is, tell your customers about it.

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Starch Company, Limited
MONTREAL CARDINAL TORONTO BRANTFORD VANCOUVER

Have You Seen the Monk?

He is riding around in the street cars throughout the whole of Canada. He is not one of those unfortunate individuals who pay for a seat and get a strap to exercise their arms with, but he has his place reserved in Advertisers' Row and his business is to tell to your customers how



PAN YAN SAUCE AND PICKLE

WILL MEET THEIR NEEDS



and it is no wonder he is in high good humour, because he believes what he says and uses **Pan Yan Sauce and Pickle** with his **Meats, Fish, Game, Salads, Soup, Cheese, Etc.**

The Smell Of Them Will Make You Hungry.

Your Jobber Has Them. You Should Have Them.

ALSO MACONOCHIE'S Pickles, Peels, Fish, Marmalade, Worcester Sauce, Etc.

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Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

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A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

Highest Quality

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All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

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the finest and purest materials are used, and the utmost care taken in every process of manufacture.

But the test of a biscuit is in the eating.

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A postal will bring you one of these handsome show-cards in original size and in colors.

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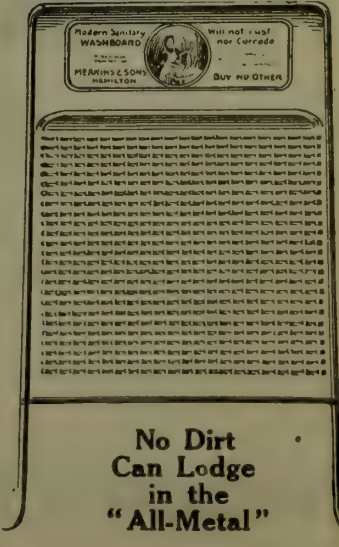
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Have the qualities which recommend them to particular buyers.

These washboards are of **metal construction throughout** and have **no wood to warp and no nails to come loose or rough edges of zinc to cut hands.** They **cannot retain dirt** because each board is made **in one piece.**

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Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

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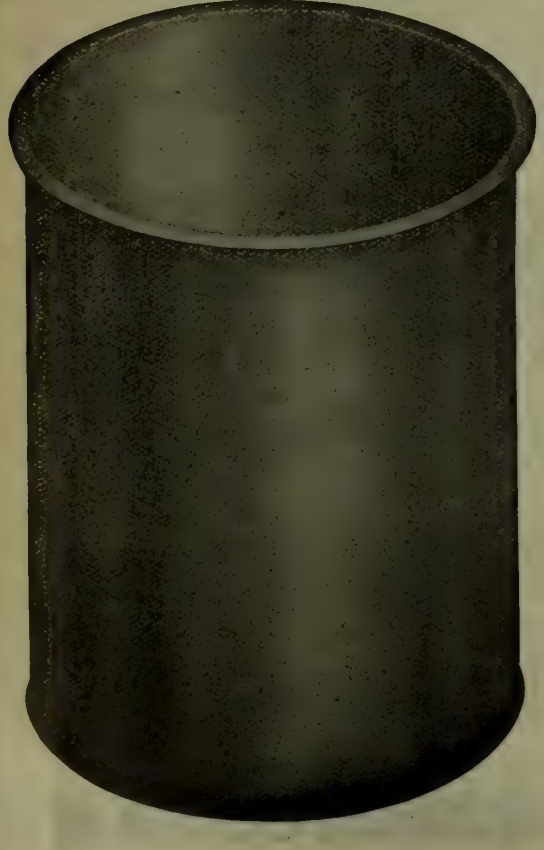
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flavorings, such as Vanilla, Lemon, Almond, Rose, Pineapple, Strawberry, Ratafia, in the Shirriff Line. The most famous Shirriff flavoring—the one that has created the most widespread interest and focused the attention of both the public and the trade on the Shirriff Line is

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¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant and in the same handwriting. The two are made at the same time, *WITH ONE WRITING.*

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DELIGHTFULLY FRESH FARM CREAM SODAS

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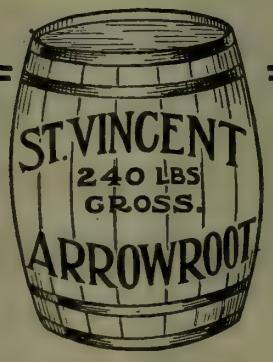
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Get our prices and samples
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for Fall trade.

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Arrowroot Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

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THE

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can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

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This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
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on every Box Insures the Best

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



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The easiest running, quickest grinding and most attractive mill for your store is the

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It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability

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"Blackslee" Slicer

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Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

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Perfection is not attained in a day

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Our latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will safisfy their demand.

IN ONE POUND AND 25c. TINS ONLY.

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is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

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Canada First Evaporated Milk



is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

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The Sugar that has Stood the Test of Time

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Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

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Golden Yellow.

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in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

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Established in 1854 by John Redpath

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One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

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Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

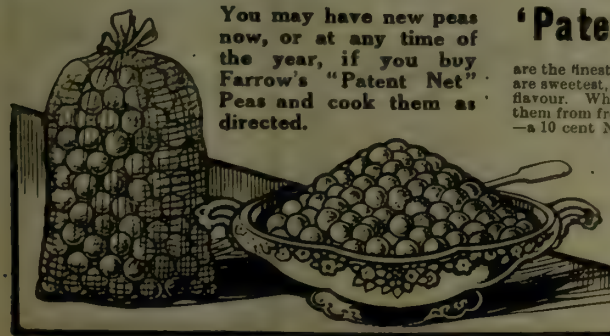
Has been used for over thirty years with the greatest success.

Send for Booklet, "Hints on Brewing."

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GOOD! IT'S MASON'S

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

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Is the only tea-producing country in the world which prohibits the export of artificial, faced, colored, or adulterated tea—Ask

FURUYA & NISHIMURA

or their Agents for quotations on Standard or NEW SEASON'S tea now arriving.

HEAD OFFICE—NEW YORK BRANCHES—MONTREAL and CHICAGO

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,

and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



By Special royal permission

Quality — Good Packing — Attractive Get-up

THESE ARE THREE OF THE FEATURES THAT HAVE MADE

"King Oscar" Sardines

PRIME FAVORITES WITH THE CAREFUL BUYER

They are uniformly sweet, tasty and wholesome, and they leave a worth-while profit for the retailer

Only the primest autumn-caught fish are used in "King Oscar" Brand, and our factory is a model of cleanliness and sanitary methods.

ASK YOUR WHOLESALER

CANADIAN AGENTS

John W. Bickle & Greening
(J. A. Henderson)

HAMILTON, ONT.

St. Lawrence Granulated

can now be had in a handy size package of

25 Lbs.

Put up at the Refinery in a nice Cotton Bag, makes an attractive and convenient size to handle, both for customers and retailers alike.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

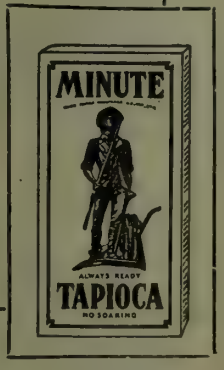
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If you want a rapid seller—one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

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Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



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will surely build up a good name for you. Its quality is guaranteed, and as it has a most peculiarly refreshing nip, customers always come back for more.

WE ARE NOW READY

to fill all orders which should be sent in early to ensure prompt delivery. There'll be a big rush.

10 CENTS RETAIL

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The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

Order from your wholesaler or direct from the factory.

WHITE DOVE COCOANUT

Not like Noah's Dove, which could not find a rest for the sole of its foot,

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey
MONTREAL

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might bring inquiries. Better write for rates to

I. C STEWART, Halifax

The Hot Weather

is not over yet. You can still make money by featuring



We are advertising extensively and sending customers to you. Won't you show your appreciation of this assistance by ordering a case?

WRITE

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MONTREAL, Branch TORONTO

Why Grocers Should Use
Allison Coupon Books
—Simply because they are credit customers.



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass-books, no charging, no time wasted, no errors, no disputes

Manufactured by
Allison Coupon Company
INDIANAPOLIS, IND.
For sale everywhere by jobbers.

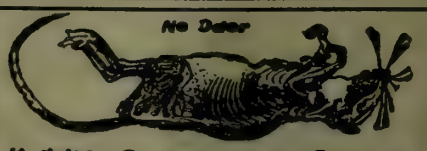
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Manitoba and Saskatchewan
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Agents

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Now is the time to plan for fall and winter trade. Are you going to handle your share of Sauerkraut?
Write for particulars to
A. F. MACLAGAN
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Manufacturers and Buyers of Dried, Evaporated and Canned Apples
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TORONTO, ONT GEO. J. CLIFF, Manager.



It dries them up ***Common Sense KILLS*** { *Roaches and Bed-Bugs Rats and Mice*
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Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information
Don't forget to mention this paper

When writing advertisers kindly mention having seen the advertisement in this paper.

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NOW IN STORE

400 CASES TALLS and ½ LB. FLAT.

THE FINEST GOODS JUST FRESHLY PACKED. EVERY TIN LINED INSIDE WITH PARCHMENT PAPER.

Our Guarantee Goes With Every Tin. Try a Case.

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MONTREAL.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

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WARWICK, ENGLAND.

A FOOD LUXURY

IS BOUGHT FOR
ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

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PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

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Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

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Manufacturers' Agents and Grocery Brokers
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We are open for a few high class specialty lines

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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Correspondence solicited with Houses looking for first-class grocery connections.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

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Ceroni is one of the best currant shippers in Greece, reliable in every way. We are his agents, and will be pleased to quote prices for import. Wire or phone at our expense.

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Wholesale Grocery Brokers
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Manufacturers' Agents and Grocery Brokers.
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T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

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Grocery Brokers and Agents.
Established 1885

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Promptness and Satisfaction guaranteed.
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Limited
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Agents for Grocers' Specialties and Wholesale Grocery Brokers
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Raw Sugars advancing. We have on spot two cars bright Muscos.
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Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

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J. F. Eby,
Pres.

Hugh Blain,
Vice-Pres.

We have
"SOMETHING SPECIAL"
to show you in

MIXED PICKLING SPICE

Packed in tins, pails and boxes—Special quotations on barrel lots.

ALSO

"ANCHOR" Brand---Highest Quality

MIXED PICKLING SPICE---in 5 and 10c. packages.

Send a card for samples and quotations.

EBY-BLAIN, LIMITED

Importers and Spice Millers - - TORONTO

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West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Macaroni
Vermicelli
Spaghetti

We want to have a short talk with you about our goods. When you stock imported goods you are paying away a certain amount of money on Customs Duty. Isn't it much better to give a trial to goods which are *made in Canada* and the quality of which is guaranteed? The money for Customs Duty can be left in your cash box and you will be richer in the long run and your customers will be just as pleased.

We have installed the latest type of Macaroni Manufacturing Machinery and are supplying the largest houses in Canada. A noteworthy fact, this.

Get in touch with us or ask your wholesaler

L'Etoile

CIE FRANCAISE DES PATES ALIMENTAIRES

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SWEETHEART BRAND D.S.F. MUSTARD

Made from the finest English mustard seed, our D.S.F. Mustard is just what your customers want for picnic sandwiches.

Quality Unexcelled—and PRICES RIGHT

I X L Spice & Coffee Mills, Ltd.

LONDON, ONTARIO

Trade Mark of Quality

There is no security like confidence. Confidence, the backbone of all commerce, is based on QUALITY.

OATS, FLOUR, FEED AND GROCERIES

Must Have Quality.

We have built up our business along these lines and we stand behind all our dealings in that way.

We back all goods by our guarantee that they are as represented.

We sell the goods, not the prices.

SPECIAL PRICES CAR LOAD LOTS

To-day is the day to write us. Think it over.

J. F. STEEVES

Wholesale Grocer

6 Cable St. Moncton, N.B.



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.

INGERSOLL, ONTARIO, CANADA



There's Always a Best

in everything. Perhaps not so much in the actual value of goods as in the degree of continued satisfaction attained. This is particularly so in the case of our popular Silent Match, the

"DOMINION"

Every match is sure, every head is on to stay. No flying off or breaking of the stem. Start your customers right by selling them one box. The matches will do the rest.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto

KOPS ALE



NON-ALCOHOLIC

Last Season was a very satisfactory period in Canada, KOPS ALE being well taken up by both trade and public.

This year will witness a greater demand for this wholesome beverage and we are shipping to supply early orders.

KOPS ALE is pure English brewed ale, made from finest Kentish hops and malt, containing all the tonic properties of alcoholic beer without the undesirable after effects. It is a money-maker in prohibition towns, as well as in unrestricted places.

Make yourselves familiar with KOPS ALE.

KOPS BREWERIES,
Fulham - London, S.W., England

CANADIAN AGENTS—

Hudson's Bay Co., Vancouver, B C. W. L. Mackenzie, & Co., 306 Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Building, Montreal. W L. Mackenie & Co., 606a Center Street, Calgary. Royal Stores, Limited, St. John's, Nfld.



The Shreds Sell McLean's

"WHITE MOSS" COCOANUT

Not Ground—but Stripped

COCOANUT

from extra select cocoanuts, full flavor.

CANADIAN COCOANUT CO.

Sole Makers, Montreal

KO-KO-BUT

PURE VEGETABLE BUTTER

(ALWAYS UNIFORM)

100% Pure Fat

We are going to spend thousands of dollars in advertising this highly-economic cooking specialty. Are you going to take advantage of our efforts, or let your competitor get all the trade? Write

The Dominion Cocoanut Butters, Limited

MONTREAL

INTRODUCE "GLOBE"

MACARONI and VERMICELLI

MADE OF HARD WHEAT



GLOBE

MADE BY SKILLED LABOR

This brand will be appreciated by your particular customers and will create a demand for the better goods. It is made and packed only by skilled labor, and contains no maize or rice flour. Absolutely only the best hard wheat is used in the manufacture of "Globe" brand Macaroni and Vermicelli.

You will profit by the sale of "GLOBE" products. Stock them now.

D. SPINELLI & CO.

REGISTERED

MONTREAL - - - - QUEBEC

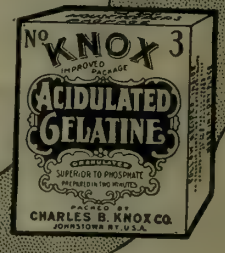


Two Good Sellers

Knox Sparkling Gelatine No. 1
and
Knox Acidulated Gelatine No. 3

are steady sellers, steady profit-makers for you. KNOX GELATINE pleases because of its purity and quality and because it makes two full quarts of jelly per package.

The ACIDULATED contains an extra envelope of concentrated lemon flavor which saves your customer the expense and trouble of using the fresh fruits. Out of the 15 cents per package you make a good profit.



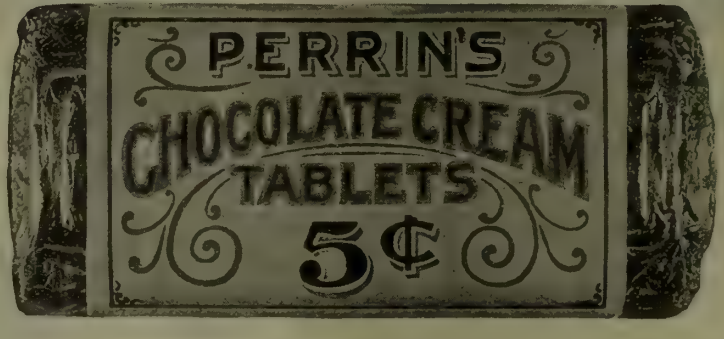
CHAS. B. KNOX CO.

JOHNSTOWN, N.Y.

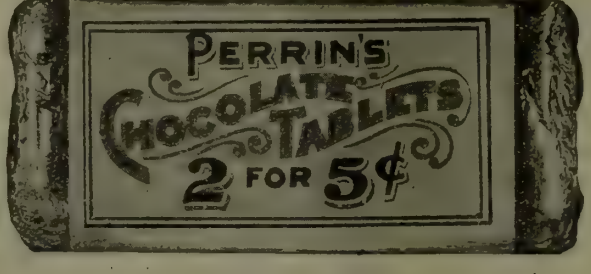
Branch Factory:—Montreal, Canada



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA

DRIED FRUITS

Most kinds of dried fruits are high in price, caused by the extreme scarcity of supplies. On comparison our quotations will be found moderate.

Monarch Fancy Seeded Raisins, 1 Pound Carton **9¾**
Griffin " " " " 9¾
Floresca Fancy Seeded Raisins, 1 Pound Carton **9¼**
Red Gold Choice " " 9

Currants

Our private brands are kept right up to standard, which is always the highest possible for the price. If you are not now using them and will give them a trial you will almost surely be a customer for them for the future.

Monarch Brand, half cases, 9⅜
Victor " " " 8⅜
Monogram Brand, half cases, 7⅞
Pantry " " " 7⅝

Salmon

We are selling freely of our VICTOR brand, which is now easily the best value on the market, being a choice red quality of excellent flavor, at $1.85 per doz.

Teas

Market yet going higher on blacks. We continue our offering of special blends at old prices.

Camp Blend, half and ch., 15
Royal " " " 18
No. 35 " " " 20
Monarch Blend, half and ch., 26
Imperial " " " 33
Golden Tip " " " 37

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

LOOK!

RICHARDS POSTER means increased sales to every merchant.



Give your order for this MADE-IN-CANADA SOAP to any Wholesaler or send it to The Richards Pure Soap Co., Limited, Woodstock, Ontario.

The Dealer must have the goods on his shelves before the consumer can get them. "DISTRIBUTION FIRST" is the natural initial step for the manufacturer.

We will be delighted to welcome you

at our Exhibit in the Manufacturers' Building if you come to Toronto for the Canadian National Exhibition.

Also, if you can spare a few minutes when you are down town, we are sure that our warehouse, at 32 Yonge Street, would interest you. The new automatic labelling machinery that we have installed since last year, is particularly wonderful, while the electric scales, accurate to a grain, through which every ounce of "SALADA" passes, are also worthy of attention.

"SALADA" TEA COMPANY

TORONTO MONTREAL

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The Science of Tactful Collecting

In Beginning a New Business a Dealer Should do Cash Trade Only—Some Differences Experienced in Customers, Illustrating Why They Must be Handled Differently — When a Merchant Can Afford to Extend a Little Credit—The Fussy Customer.

*By Henry Johnson, Jr.

Another question from the "Question Box" already so frequently referred to: "What is the best way to collect accounts from customers who are well-to-do, but slow pay, and still retain their patronage?"

Questions like this always remind me of the sign I once saw in a cash grocery store; "Nobody can please everybody; we sell for CASH." For it is a fact that nobody can conduct a credit business anywhere and not offend, or at least annoy, some people. The best any of us can do is to offend and displease as few as possible while yet taking care of the main chance, to see that we always "get ours." The ability to accomplish this very desirable result goes with a peculiar faculty which some of the more fortunate among us possess and which cannot be defined, but is expressed in that short word, TACT. If you have tact, you get through the world with comparative ease. If you have it not—and many of us "have it, NOT"—you may be conscientious, kind, anxious to please, of the best of intentions, have a big measure of good-will toward men in your make-up—and yet have much trouble and many misunderstandings in handling your credit business. Tact can be cultivated, however, to a great extent; and we should all cultivate it, for it is a valuable asset, even if we give no credit at all. It will follow that we cannot make a rule, applicable in all cases, for handling customers of the class above referred to, for each must be handled according to his—or her—make-up, with due regard to the human, personal element. But I can say this much, by way of general rule: You CANNOT "collect" such accounts and keep them; you must let them alone to come and go in their own sweet way and according to their own whims.

Begin With Cash Business.

Now I shall tell you the WHY of this decision, relating my experience which, I think, will fit into what others have discovered. In the beginning, when a business is small and capital very limited, goods must necessarily be sold for cash; I say necessarily despite the fact that some have given credit even at this stage and got away with it, because the best results cannot be realized from a small capital unless a cash business is adhered to. No merchant can do justice to his business nor can he intrench himself behind effective credit unless he takes his discounts; and a man of limited capital cannot take discounts unless his money is available; and his money can only be available if he sells for cash.

The first step in credit giving comes when he has some reserve, some capital ahead, which he can afford to invest in good, prompt credit; and I will say that there is no better investment that a business man can make, but it will be noted that I stipulate GOOD credit, and, at this stage, it must also be PROMPT credit. Up to six or seven years ago this is the only kind of credit I tried to carry, because my reserve was very limited and I needed to have prompt receipts so that I could take all discounts. I was so "fussy" about my credit trade that I could to-day write quite a lengthy list of those whom my "too particular" methods offended. But I was philospher enough to stand it, reasoning that I could stand that much better than the indefinite, uncertain, worrying loss always to be counted on in giving anything like indiscriminate credit; whereas good credit is certainly profitable—and I knew it perfectly well. Some of the advantages are: It holds some good trade. It admits of the making of better profits and it insures a certain basic quantity of business every day, which may be counted on to keep things going during otherwise dull periods.

A Good Thing for Many.

There is another advantage seldom taken into account; that is, the extension of credit, by employing a man's surplus, sort of "holds him steady"—I mean that the very fact that our money is not always available is good for many of us; makes us stop to think before snapping up some "good things" which a little enforced reflection may indicate to us are not so very good after all. It has been good for me not to be able to do just what I wanted to do. That is often good for all of us.

I constantly read complaints about the abuses of credit. Merchants oftentimes want to break away, but are afraid of what will happen. Some do it boldly, and succeed. Others find, after experiment, that the credit plan is the best, and go back to it. Thinking thus a few days ago while looking over my accounts, I was pleased to note that there was not a bad one among them. After 18 years of "going it alone" I have nothing on my books that is not good. That does not mean that I have had no losses, nothing to wipe out, during those years—for I certainly have—one or two very bad ones; but the results of carefulness are there in evidence to-day.

Where Angels Fear to Tread.

The reason for this satisfactory condition is that I have been everlastingly careful—that's about the "answer!" I have investigated all accounts at the beginning, and I have never hesitated to say NO with full decision whenever for any reason I have decided that I did not want the account. It takes time, but it is worth while—what more so? This is not appreciated by many merchants. They are so fearful that the applicant will go over to the other fellow if asked for references and time for investigation, that they "rush in" where verily angels would "fear to tread." Why should we not adopt a system of careful discrimination between persons and their accounts same as jobbers do in granting credit to us? Why should not our investigations, like the jobbers,' take in more than the mere question whether the applicant is "good" for the bill now and "probably good" for future bills? Why should we not consider general conditions—the labor situation, prosperity, dull times, etc.? I take all these factors into consideration with this class of accounts, and have done so for years.

* * * *

So much for stages Nos. 1 and 2 in business; the necessary cash-dealing stage and the limited time-credit stage, for it all accounts so far considered I have had a primary understanding that 30 days was my absolute limit, the account to be paid at the end of each month and no balance carried over. But now we come to the last class of credits, that referred to in the question quoted; the good, well-to-do, slow-pay people. This class of accounts should only be taken on by the merchant with

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

sufficient reserve capital that he can afford to make a definite, fixed investment of, perhaps, 60 per cent. of the total investment in those accounts. That is to say, if he plans to carry $2,000 of such accounts, he must be ready to lay aside $1,200 as a permanent investment therein. Then he must become intimately acquainted with the character and habits of each one of these customers and treat them individually according to their foibles; and in this way the investment of $1,200 can be made the best investment the grocer has.

The Difference in Customers.

Some of those customers will want to get a bill every month regularly; others will be put out if you ever mail them a bill at all. I have one who pays no attention to his bill though it goes to him every month, but who is not in the least offended if, when his account reaches $200 or so, I call him up on the phone and ask him to send me a check; and you can imagine how some people would feel about being "dunned by telephone." I have another who thinks she is a close buyer and fusses about certain things. She always and invariably asks for "that 25c. Blank Marmalade," on which the price has been 30c. almost beyond memory; but she never has objected to the 30c. charge on her bill. She pays when she pleases; but she also pays any prices charged, and, as special service is many times provided, she certainly pays enough for her goods; so things are well evened up with her.

Another sees prices all over town, but invariably keeps her order for Johnson's. She thinks she is a close buyer, too. A few weeks ago she came for some vegetables and saw some very elegant asparagus—nice, white goods. The price, I told her, was 20c. a pound. "O, my, I saw some beautiful 'aspahragus' at Wilson's for a shilling this morning—but send me two pounds, Mr. Johnson; and may I pick out these nice, straight stalks?" I told her I would select it just that way and put it up myself. I did that; and put her up two pounds for which she was charged 60c. or, as you will note, 30c. a pound. She never said a word; but if she had done so, I should have called her attention to the special selection which depreciated the remainder of the stock; but even then, had I seen the least sign of real displeasure on her face or that I was making the lady feel badly, I should have allowed her the 20c. reduction to the regular price, knowing well that she would pay me in another way.

An Interesting Study.

That is what I mean when I say you CANNOT "collect" those accounts, and I have told you how and why it is better not to try to do it. I know of no more interesting study—will you give me some of your ideas in return?

URGES OCCASIONAL HOUSECLEANING.

Charlottetown, P. E. I., Aug. 24.—A local grocer who has recently made alterations to his store and accordingly had to make a rearrangement of his stocks points out the value of occasional housecleaning by the retail dealer. "I found many articles," he said, "which I thought I was sold out of and which I had to make a re-arrangement of his have and therefore turned them away. Without this re-arrangement I would have allowed them to continue in their hiding place until perhaps they were unsalable. Housecleaning, however, brings all these things to light and the merchant is able to put them in their proper place. If there are any lines which are liable to spoil if kept much longer, means and methods may be planned for their disposal. Besides it gives the dealer an idea of what articles are selling well and those that are not. "Yes," he concluded, "I believe every grocer needs to have an occasional housecleaning."



Window Display of Fruit Recently Shown by D. Frank, Corner Church and Carlton Sts., Toronto.

Definite Assertions Needed in Ad. Copy

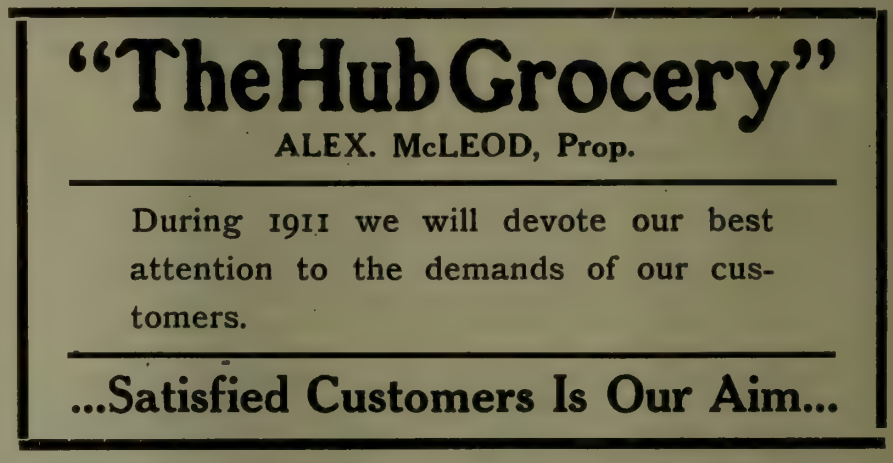
Some Criticisms on Newspaper Advertisements Written by Maritime Dealers—General Statements Do Not Bring New Trade—Suggestions That Might be Followed With Profit.

By A. H. Harvey.

Every retail advertisement should contain at least one definite clear-cut idea. Generalities seldom or never hold attention for any length of time, and in most cases such advertising is waste of money.

Advertising to be profitable in the daily or weekly newspaper must attract attention, must be interesting enough to hold attention, must create a desire to buy, and last, but most important, must transform that desire into action.

Let us consider the newspaper advertisements reproduced here from three Maritime Province newspapers. Two of them are good—those of Forsyth, Jr., Dartmouth, N. S., and Yerxa's, Woodstock, N. B. These advertisements contain definite information—information that should cause the reader to act. For instance, when Forsyth, Jr., says about cheeese, "We have just cut another of those nice, rich June cheese. Excellent for Macaroni and Cheese, Cheese Sandwiches or Cheese Cakes, 18c a pound," he gives something that is bound to create a demand from some quarters.



Original Ad. From Westville, N. S., Paper, Lacking Something Definite.

His entire ad. is made up of definite, readable statements of this nature, and must be classed as excellent. The original covered half a page in a Dartmonth paper.

The Yerxa's advertisement features "Pickling Goods," making it quite appropriate for the season. The introduction is splendidly set forth, and the naming of prices is a good feature. This firm, as well as Forsyth, Jr., is recognized in the Maritimes as a good advertiser and the writer of good copy.

Lacks Particulars.

The original advertisement of "The Hub Grocery," Westville, N. S., is an



Splendid Advertisement Which Appeared Recently in Dartmonth, N. S., Paper.

example of generalities, and is not conducive to getting new customers into the store. When the ad.-writer says: "During 1911 we will devote our best attention to the demands of our customers," he doesn't aim to bring a reader into the store to-morrow to make a purchase. It is generally conceded that all dealers aim to do this very thing, so that "The Hub Grocery" makes no exceptions.

We have appended a suggestion of a much different character, which we believe would arouse the interest of at least a few prospective buyers of pickling spices.

Advertising "Good-Will" is, of course, always good, but if new customers are wanted something else must be added. Give your readers straight, attractive, readable talks and results are inevitable.

Pickling Season Is Here

Every housewife strives to excel past efforts in making her supply of pickles. Pure pickling spices of the **HIGHEST QUALITY** go a long way to gain this end. We have the **BEST** you can buy. Here are a few:—

	PER LB.
MIXED PICKLING SPICE	40c.
CLOVES	40c.
CINNAMON	45c.
CURRY POWDER	40c.

We Guarantee These Goods.
Satisfied Customers Is Our Aim.

"THE HUB GROCERY"
ALEX. McLEOD, Prop.

Suggestion for an Improvement on "The Hub Grocery" Advertisement.

Wide Awake Methods of Retailing

Sealers Make a Good Side-line for Grocer—Time Saved by Taking Orders Carefully—Methods Used in Maritime Provinces.

The Grocer will pay for good items on Wide-Awake Methods.

Makes Well on Side-line.

St. John, N.B., Aug 23.—"Yes, they may look slightly out of place in a grocer's window, but don't you think that the scope of the grocer's business is widening all the time, and that there are being sold nowadays articles which a few years ago grocers would never have thought of including in their stock?"

This was the interrogative answer of a local dealer when the matter of having displayed in one of his chief windows several up-to-date preserving bottles, with cards bearing short, pithy sentences descriptive of their advantages as such, was referred to.

"Why, I have sold a surprising number," he said, "and I am not at all sorry for having gotten them. I expect to dispose of the whole lot before the fruit-preserving season is finished, as they are particularly adapted to the preserving of plums, pears and peaches on account of the shape of the mouths. I have found them to be a good side-line, and I have also found that the average housewife will buy them in her grocery store as quickly as she will in any crockery establishment, and generally order some with her preserves."

Carefulness in Taking Down Orders.

Summerside, P.E.I., Aug. 24.—"A great deal of time and trouble could be saved in many stores," claims a local merchant, "if more care were given by the clerk to taking and writing out an order. When a customer gives an order, the clerk should put down clearly and plainly all information that may be of use in having it delivered without mistakes and with the least trouble.

"One of the important features is that the writing be plain. The order should first of all give the date of purchase. Following this should be the name, correctly written, with the initials and address of the purchaser. In putting down the list of goods, full particulars of each article should be given. Instead of merely writing, 'Sugar, 25c,' the amount and kind of sugar wanted should also be given. The order to be complete should contain the clerk's initials, as well as the hour at which the customer wants the goods delivered. It will be found that a few extra seconds spent in getting the order down correctly will prevent many mistakes."

MARITIME METHODS.

Morehouse & Co., grocers, Woodstock, N.B., are concentrating their efforts on preserving jars, this being a most favorable time. Recent advertisements of the firm have featured this line, pointing out the fact that they are constructed of extra heavy glass and have only one-piece top. They quote the prices of the different sizes in their advertisements.

J. E. Lloyd & Son, Bridgetown, N.S., in introducing their advertisement on tea and coffee, say as follows: "The cup that cheers and refreshes is made more certainly possible when our coffees and teas are used. They have a flavor, a body that cannot fail to appeal to coffee and tea drinkers."

PICKLING GOODS

¶ In order to make sure that your pickles will turn out satisfactory it is necessary to use only the best Vinegar, pSices, etc. We have placed in stock for the season's use, the highest grade of Apple Cider, White Wine and Malt Vinegar, and strictly pure Pickling Spices

Our prices on these superior quality goods are low too

Pure Apple Cider Vinegar	30c gal
Pure White Wine Vinegar	30c gal
Pure Malt Vinegar	45c gal
Pure Whole Pickling Spices mixed	25c lb
Pure Tumeric Powder	35c lb
Pure Mustard Seed	35c lb
Pure Celery Seed	35c lb
Pure Whole Cassia	35c lb
Pure Whole Pepper	35c lb

Why buy the ordinary cheap spices when you can get absolutely pure Spices and Vinegars at reasonable prices. Perhaps you may pay as high or higher prices elsewhere for inferior goods

Sugar
Finest Pure Cane Granulated Sugar
18 lbs for $1.00

Tea
Blue Banner Tea still a great favorite
29c lb, 4 lbs $1

Blue Banner Flour only $6.10 per bbl.
(Manitoba Finest Bread Flour)
Saxon Flour, (Best Pastry Flour) $5.50 per bbl.

Beans
Best Canadian hand picked Beans, 9c qt, 3 qts 25c
Yellow Eyed Beans 10c qt

Fresh Fruit
Always a large variety of Fancy Fresh Fruits in stock at low prices.

Yerxa's

Main Street, Phone 33-21, Woodstock, N. B.

An Example of Seasonable Advertising From Yerxa's Store.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland - - - - - -

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES

CANADA—

Montreal - Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston

Toronto - 143-149 University Ave. Telephone Main 7324

Winnipeg - 34 Royal Bank Building. Phone Garry 2313

UNITED STATES—

New York - R. B. Huestis. 115 Broadway, New York Telephone 2282 Cortlandt

GREAT BRITAIN—

London - 88 Fleet St., E.C. Telephone Central 12960 E. J. Dodd

FRANCE—

Paris - John P. Jones & Co. 31bis Faubourg Montmartre

Subscription, Canada and United States, $2.00. Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

MARITIME QUESTIONS DEBATED.

Another convention of the Maritime Board of Trade has passed into history. It was the Seventeenth Annual, and the special report appearing in another section of this issue gives our readers a good idea of the importance of the questions debated yearly by the strong body of men who comprise the Board.

Probably one of the most important questions discussed, so far as the retail merchant is concerned, was the "Good Roads" problem. There is no question that good roads in a particular locality are advantageous to trade, and trade is what makes or mars a town.

Another important question brought forward was the shipping facilities between Canada and the West Indies Islands. It was felt by the members present that with more facilities, trade between these two countries could be greatly enhanced. The West Indies has products to sell which we want to purchase, and we have our flour, hay, potatoes, lumber, etc., which the West Indian is anxious to get.

Among the other problems of importance were Express Rates, the Advertising of the Maritime Provinces in Great Britain, and Immigration, Maritime Union, Inspection of Foods, whether for export or not, Freight Rates, etc., all of which were handled in a business-like fashion.

Delegates were present from different sections of the provinces of Nova Scotia, New Brunswick and Prince Edward Island, and the business of the meeting was carried on with precision. Truro, N.S., will be the next Convention city.

WESTERN CROP SITUATION.

Ideal conditions for the maturing crop have at last been prevailing during the greater part of last week. Hot, warm days with fairly cool nights are fast bringing the crop into maturity and cutting is now in progress throughout the length and breadth of the West.

Black Rust scare appears to be a thing of the past, and while it is recognized that certain localities have undoubtedly been seriously damaged by this disease, the area in proportion to the acreage under cultivation is so small that the loss will hardly be noticeable in the total yield. Manitoba is the province hardest hit, in fact, reliable reports from Saskatchewan and Alberta indicate that harvest is in full swing and that there is no perceivable evidence of the dreaded disease.

The reports of experts touring the country inspecting the crop continue to create much interest. All sections of the country have been covered and while it would be impossible to arrive at a correct estimate at the present time there appears to be little doubt that a yield almost twice as large as last year will be harvested from the West. Excursions bringing in help by the thousands have been arriving steadily and the shortage which was anticipated appears to be a thing of the past, owing to the energy of the various railroad companies.

CANADA'S APPLE CROP GOOD.

From information gathered by The Canadian Grocer, it looks like a good yield of apples in Canada this year, or at least a crop considerably in excess of last year, when the production was comparatively small.

Nova Scotia will have the largest crop in its history, bordering around the one million barrel mark, while the production in Ontario will be 50 per cent. more than last year, although it will not be a normal crop.

In Eastern Ontario the yield will be quite good, while from Lake Ontario up to Georgian Bay there will be a medium crop, although plenty of rain just at the moment would be welcomed.

Along Lake Huron the crop will be inferior, the result of dry weather and wind-storms. That district was also poor last year.

Altogether in Ontario we would judge that the production will be about 50 per cent. larger than last year, although it will not be as large as the year before.

In Nova Scotia, as intimated above, a bumper crop will be secured, notwithstanding some unfavorable dry weather. Conditions at the present time are excellent.

In Prince Edward Island although the crop will be good, the size of the apples has been affected by dry weather.

On the lower mainlands of British Columbia, owing to unfavorable climatic conditions, the winter apples will be light to medium. The outlook is for a medium to full crop in Okanagan and Kootenay districts.

Another good feature of this year's crop is that the quality will be generally good. The fruit is clean and of good size, and the percentage of No. 1's should be large. Even in those districts where crops are light, the quality is quite good.

EDITORIAL NOTES.

Are your scales correct? It is important, no matter which way they lean. If you are giving overweight you are losing money. If you are giving underweight, you are in danger of losing customers. One is as bad as the other.

* * *

Joseph Dubuc, a Quebec retail salesman, in writing to The Grocer says, "The grocery clerk must constantly be on the lookout to discover new methods to facilitate his work and increase his efficiency. By reading trade journals and more especially The Canadian Grocer, this is acquired the easiest."

* * *

There is an opening on the staff of The Canadian Grocer for a young man of good address with a thorough knowledge of the grocery business and who has made good as a salesman. Apply to Mr. Huston, 143 University Avenue, Toronto.

Large Maritime Questions Discussed

Seventeenth Annual Meeting of the Board Held at Moncton—Better Roads, Lower Express Rates, and Shipping Facilities Between Eastern Canada and the West Indies, Among the Subjects Debated—Convention to be Held at Truro, N. S., Next Year.

Staff Correspondence.

MONCTON, N.B., Aug. 24.—Drenching rain delayed the seventeenth annual meeting of the Maritime Board of Trade, which met on Wednesday afternoon last week instead of this morning. An excellent attendance of delegates, a strong and interesting list of subjects, and a capable staff of officers, made the opening hum with enthusiasm. Forest fires delayed delegates from various points, and Thursday saw the full quota of nearly 100 representative delegates from all parts of the Provinces.

Captain J. E. Masters, the president, occupied the chair, and the Assembly Hall of the Y.M.C.A., was well filled with local men of prominence and visitors.

After welcoming the delegates, the president appointed the following committee on unfinished business, including W. B. Snowball, and Hon. W. C. Robinson. They retired and brought in later a revised list of subjects for discussion.

Address of the President.

The president then delivered his address. He said:

Gentlemen,—Members of the Maritime Board of Trade, at this our Seventeenth Annual Convention, before we proceed with the business as set out in our programme, it is in order for me as President to briefly review our work for the past year, and to call your attention to what we hope to accomplish in the year to come, also to make some references to matters of importance to the people of the Maritime Provinces, that may not officially come before the convention.

Our subjects last year were: Reduced freight rates. Better Roads, Quick Mail Despatch. Emigration. Freight rates to and from P.E. Island. Killing of sheep by dogs. Protection of Inlet and Costal Fisheries. Importance of Natural Resources and Guarantee of Municipal Bonds.

Most of them were discussed in a very satisfactory manner, and resolutions passed. For want of time some were laid over, and may be taken up this year, if it is the pleasure of the convention.

You will note that all of these subjects were of a general character, and not local in their demands, which in my opinion is the only policy for the Maritime Board to follows.

We may naturally ask—what has been the result of our deliberations, and have we received sufficient recompense for any sacrifice we have made. In my opinion—yes. For instance in the matter of "Better Roads" there is a feeling in every part of the Maritime Provinces, for a Permanent Road. Individual members of the New Brunswick Legislature have been approached, and while we cannot announce anything positive, I do not hesitate to say that the way is opening, and the question has reached a stage where it cannot be set aside by our governments, and I trust this convention will make a still greater effort



DR. DUNBAR, Truro, N.S.
The new President of the Board.

to secure this much-needed improvement. Let your motto be Good Roads, Better Roads, Best Roads.

Emigration.

In what way can the Maritime Provinces receive their full share of emigration? The subject was very fully discussed and I regret to say, that we have not been yet able to get the matter placed in a manner which is satisfactory. Private corporations are very aggresive, so much so, that our railroad and steamship companies combining are able to control almost the whole situation, consequently the west gets the greater bulk of the people who are coming to Canada as permanent settlers to make new homes for themselves. We have so much to offer our brother from across the water that I am sure a proper presentation of the conditions of things will bring to us a fair proportion of what we are anxious to secure, that is—men of the Anglo-Saxon race, who are leaving crowded Great Britain, to make new homes in Greater Britain. Better freight rates, quick mail despatch, freight rates to and from P.E.I., killing sheep by dogs, protection of inlet and costal fisheries, importance of natural resources and guaranteeing of municipal bonds. All received their portion of time, but with the exception of the latter, not much progress has been made. Mr. Lodge, a member of the Moncton Board, has brought to the notice of the Dominion Government the matter of better mail service, with but indifferent results, the Railroad Department demanding pay for the extra service, and the Mail Department saying they would not be warranted in going to that expense.

Municipal Bonds.

The resolution brought in by the Moncton Board relative to municipal bonds, sinking funds, etc., at the last meeting of the Maritime Board and left over to the present meeting bore some fruit.

The Provincial Government of New Brunswick at its last session passed an Act respecting municipal and other debentures which prescribes the form, how record shall be kept of same, etc. That all future debentures shall have a sinking fund to meet the payment at maturity and all premiums from sale of bonds are to be paid into the sinking fund. Existing issues of debentures not provided with a sinking fund must provide same. If incorporated towns or municipalities fail to provide for a sinking fund the governor in council may direct such town or municipality to make an assessment of sufficient amount to form a sinking fund.

It also provides that sinking funds may be paid into the Provincial Treasury and held in trust for the purposes for which designed, and that the

Provinces shall pay interest at the rate the Province is paying on its loan.

All future town and municipal bonds have to be certified to by the auditor general of the provinces, thus guarding against over-issues and other irregularities.

The auditor general of the provinces has also power to make examinations of the books and records of municipalities in connection with loans and sinking funds.

Altogether the Act is a long step in advance in the protection of purchasers of municipal bonds and of municipalities themselves, and this Board may claim some credit in connection therewith.

Gentlemen, our work is still ahead of us. You will be asked to discuss subjects that have been before this board on former occasions, and I trust that this fact will not discourage you, but make you more determined than ever to put all the energy possible into these questions that are of such vital importance to these Maritime Provinces.

This is the time when we will have to stand together as one man. Our interests must be protected.

Growing Rapidly.

We are glad the western part of our country is growing so rapidly and so well, but we must not forget for a moment that Nova Scotia, New Brunswick and Prince Edward Island can to-day offer better inducements to the farmer, can hold out just as good prospects to the manufacturer and laborer, as any country in the world. Coal, iron, lumber, fish and agricultural products are here in abundance, and of a superior quality. Our Maritime Province apples are among the best that get into the British market—this is something new for New Brunswick. Most of you have seen through the press what Mr. Palmer of the London Financial News says, that we have the best part of Canada right here. This is an altogether disinterested opinion, as this gentleman's business was to report on Canada—not a portion of it. Our country will be what we make it. Lumbering and shipbuilding were our only industries a few years ago, to-day every avenue is open to us and as the subjects come up for discussion at this convention let it always be impressed on our minds, this fact, that what we say and do here will pass into history, and it is our business to go on record as a body of men who are determined to have what we are entitled to, and hold what we get; let us have our political differences, but business union, we should give no encouragement to needless waste of public money, but where necessity demands, as it does on the subjects before you—we should insist upon what we believe we are rightly entitled to.

Before closing my address I desire to call the attention of this convention to the wonderful discovery and development of the gas and oil wells in our immediate vicinity—perhaps a brief sketch of their history might be interesting.

Oil and Gas.

In 1859 oil men from Pennsylvania became interested in the conditions existing in Westmorland and Albert counties, some drilling was done, and oil and gas were found in considerable quantities, but the work had to be abandoned for want of capital. In 1876 the late H. A. Whitney succeeded in interesting American capital in the district, wells were drilled to a depth of 1,000 feet and this continued into 1880, when the work ceased. In 1889 Matthew Lodge interested the Hon. H.



HON. C. W. ROBINSON,
President of Moncton Board of Trade.

R. Emmerson, then Provincial Premier in the subject, and the result was an Act to encourage and develop oil and natural gas in the Province of New Brunswick, declaring these articles minerals under the general meaning of the Mining Act. In this year the New Brunswick Petroleum Co, got a license to prospect on conditions that $100,000 was to be spent in five years. Some eighty (80) wells were bored in Westmorland, Albert and Kent counties. Two pumping stations were erected, and something like 10,000 barrels of oil marketed. In 1906 it was decided by the company that a larger amount of capital was required. Through the efforts of Messrs. M. Lodge and F. W. Sumner, Dr. Henderson of London, England, has formed a syndicate to carry on the work. Capital has been secured, and everything points to a most successful development. About twenty wells are in operation, with an output of 50,000,000 cubic feet per day. Pipes are being laid from the wells and through our city. Not only will this be a great benefit to Moncton, but the whole Maritime Provinces are going to get an uplift that will turn the attention of capitalists, and particularly manufacturers to our resources.

Gentlemen, in conclusion, allow me to thank you heartily for electing me to this honorable position. In making me your president you paid me the highest compliment in your gift.

Once more let me say—that I trust our deliberations may be of much good to the different communities we represent, and our Provinces in general.

Faithfully yours,

J. E. MASTERS,
President Maritime
Board of Trade.

The president's address was received with hearty applause.

Correspondence.

The secretary read a telegram from Yarmouth regretting that for many reasons the Yarmouth delegates would find it impossible to attend. Forest fires, etc., was the cause. They requested that the Yarmouth subject be dropped.

A second telegram was read from the Halifax Board, stating the time their delegates would arrive, and asking that hotel accommodations be reserved for them. They wished their subject taken up Thursday morning.

An invitation was read from the Truro Board asking that the annual meeting be held in that town in 1912.

Secretary's Report.

The secretary-treasurer here read his report as follows:

To the President and Members of the Maritime Board of Trade:

Gentlemen,—The 16th annual meeting of the Board was held at Chatham, N. B., on Wednesday and Thursday, the 17th and 18th August last, with 34 delegates in attendance. It was found with much regret that St. John Board was not represented.

A very interesting meeting was held and some important subjects were very fully discussed and resolutions passed bearing on same.

A banquet was given by his Honor the Lieutenant-Governor of New Brunswick in honor of this Board; and the Chatham Board entertained the delegates and friends to an excursion on the river with music and refreshments, closing a very successful meeting.

The subject brought up by Port Hood Board of Trade asking for a reduction of freight rates on the Intercolonial Railway was referred to a committee with Mr. McLean, of the Port Hood Board as chairman. He advises me that he did not call the committee together

as he found the consensus of opinion as developed in the discussion on the subject was that the I.C.R. rates are as a rule lower than on company railroads, and it would be difficult to obtain a reduction.

Four resolutions with respect to better roads were consolidated into one, and thoroughly discussed.

The subject was brought to the attention of the several local governments, and it was hoped that in New Brunswick at least, a good roads convention would have been called by the local government before the close of the session, but it was found impossible to do this on account of prolonged session, and the near approach of the coronation.

The matter of the quicker despatch of the English mails from Rimouski eastward in the winter and early spring was taken up in Parliament by Hon. Mr. Emmerson on the request of Mr. Lodge of the Moncton Board, and thoroughly threshed out, many of the Maritime members taking part in the discussion. The Post Office department tried to minimize the fact of delays to the mails, but the figures were against them. Mr. Lodge furnished additional information to Hon. Mr. Emmerson and the subject received another airing in Parliament. But the matter stands where it has so long—the Intercolonial Railway will not put on a train without payment by the Post Office Department, and the latter declines to pay for a special train—the interests of the Maritime Provinces continue to suffer.

The subject of immigration was thoroughly discussed and a resolution passed thereon demanding that the Maritime Provinces receive more attention and consideration at the hands of the immigration officials in Great Britain.

A copy of the resolution was sent to the superintendent of immigration at Ottawa.

The resolution from the Moncton Board re municipal indebtedness was debated and, by request, was allowed to stand over.

As you will see by the president's report, the discussion has borne some fruit in New Brunswick in legislating relating to sinking funds, registration of bonds, etc.

Freight rates to and from Prince Edward Island:—Copies of the resolution were sent to the several transportation bodies, and I received the usual acknowledgements. Your secretary feels that no advantage can be gained in this respect short of placing the Government railways under the Dominion Railway Commission. So many and great advantages have accrued to the people of this Dominion from the decisions of that Board it seems anomalous that any railway system in the Dominion should be exempted by special legislation from its jurisdiction.

A resolution was passed relating to the fostering of the sheep industry, but when your secretary secured copies of the legislation of the three Provinces relating to the protection of sheep he found that the fullest legislation had been provided for the safety of flocks. Provision is made for the killing of dogs chasing sheep, and for the recovery of the value of sheep killed. The difficulty rests with the farmers, themselves, mainly. Dogs-at-large are



CAPTAIN MASTERS,
Retiring President of the Board.

incompatible with successful sheep raising, but the claims of the dog appear to bulk larger with the average farmer than those of the sheep, and a large and profitable industry has become almost extinguished. The Dominion Government Commission on the Sheep Industry has toured Great Britain and the Dominion and it is hoped that its report, which should be ready shortly, may lead to a revivial of that great and valuable industry.

A strong resolution on the conservation of Canada's natural resources was passed. At the present time the Government Conservation Commission is taking evidence and obtaining information as to the natural wealth of this Dominion, and public opinion is being roused as to the necessity of conserving for the people the wealth of coal, water powers, lumber, etc., in the Dominion.

On 20th of September last a circular was sent to each of the Boards of Trade of the Maritime Provinces giving the text of the several resolutions passed by the Maritime Board at Chatham in August and asking that the several Boards would bring their influence to bear on the members of the Dominion Parliament and the Houses of Assembly to secure the furtherance of the objects covered by the resolutions.

On 3rd January last another circular was issued covering copies of that of 20th September and calling attention to the fact that M.P.'s and M.L.A.'s would shortly be resuming their duties after the Christmas recess, furnishing the Boards an opportunity of bringing the resolutions again before the members.

I have requested the president to suggest that one hour of one of the sessions of this Board be given to the subject: "How Best Can the Work of the Maritime Board Be Made Effective?"

A heart-to-heart discussion may bring to light the link that is missing between resolutions and results.

Correspondence has been had with parties in Chester, Lower Stewiacke, Sydney and Sussex re Boards of Trade in those places, but satisfactory replies could not be obtained.

Respectfully Submitted,
THOS. WILLIAMS,
Secretary.

This report was, as was the president's, received with enthusiastic applause, and on motion the reports were received.

Want St. John Members.

The president here referred to the case of the St. John Board. He had been asked to make efforts to have St. John delegates in attendance. He had gone to St. John personally, and had interviewed several of the business men there. Their answer had been that their demands were that additions be made to the by-laws in the matter of subjects to be discussed. He had, the president said, immediately set to work to meet, if possible, the demands, and the additions set down in the programme, to come before the meeting were the result.

The St. John Board had, however, refused to come in until they were assured that a majority of the delegates would support the move.

At the evening session the question of Maritime union was discussed at considerable length.

Treasurer's Report.

The treasurer reported as follows:

Receipts.

Balance from last year		$35.84
Per capita tax 1910	$ 4.80	
Per capita tax 1911.	204.90	
		209.70
		$245.54

Expenses.	
Salary of Secretary.	150.00
Printing	40.25
....	13.81
	204.06
Balance in Bank	$41.48

THE DELEGATES PRESENT.

Nova Scotia.

E. B. Elderkin, Amherst; Dr. J. E. Jones, Digby; D. A. Morrison, Amherst; J. A. Christie, Amherst; C. E. Bentley, Truro; R. V. Harris, Halifax; A. M. Bell, Halifax; W. S. Davidson, Halifax; E. A. Saunders, Halifax; W. Monaghan, Halifax; A. S. Barnstead, Halifax.

New Brunswick.

L. B. Read, Moncton; W. G. Jones, Moncton; A. H. Jones, Moncton; H. C. Charters, Moncton; W. H. Price, Moncton; J. E. Masters (president), Moncton; E. A. Reilly, Moncton; E. W. Givan, Moncton; G. Stead, Chatham; W. Dick, Chatham; C. C. Hayward, Newcastle; J. Russell, Newcastle; J. D. Creaghan, Newcastle; R. W. Hewson, Moncton; E. C. Cole, Moncton; C. P. Harris, Moncton; C. W. Robinson, Moncton; F. C. Jones, Moncton; D. P. McLachlan, Chatham; Geo. Watt, Chatham; W. B. Snowball, Chatham; Rev. W. I. Bale, Newcastle; Geo. Stables, Newcastle; P. Hennessey, Newcastle; E. A. McCurdy, Newcastle; J. P. Falconer, Newcastle; S. M. Miller, Newcastle; J. Robinson, Millerton; A. E. Williams, Moncton; J. H. Harris, Moncton; J. A. Marvin, Moncton; W. F. Humphrey, Moncton; F. E. Whelpley, Moncton; J. T. Hawke, Moncton.

Prince Edward Island.

J. P. Fielding, Alberton; S. M. Hicks, Summerside; Joseph Read, Summerside; R. L. Cotton, Charlottetown; J. A. Brace, Summerside; E. T. Higgs, Charlottetown; M. Forbes, Charlottetown.

WEDNESDAY AFTERNOON.

The committee on unfinished business then reported. They recommended that Resolution No. 5 be amalgamated with the Halifax Resolution No. 7, both touching on emigration.

Also that Moncton's subject on "Maritime Union" be taken up first.

Also that subject No. 2, touching on an Automobile Highway from St. Stephen to Halifax, be so amended as to include Campbellton to Moncton.

On motion, the report was allowed to lay on the table until subject No. 4 was taken up.

Maritime Union.

R. W. Hewson, of Moncton, then moved the following resolution named "Maritime Union," which was in itself explanatory:—

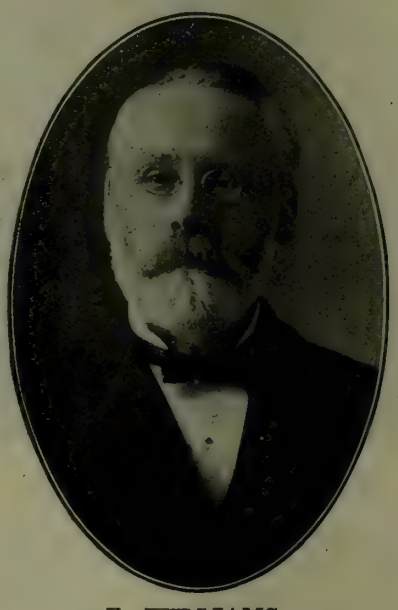
"That a committee be appointed by this Board to consist of **** members representative of the three Maritime Provinces, to memorialize the Governments of Nova Scotia, New Brunswick and Prince Edward Island with respect to Maritime Union; and to take such other action with a view to influencing public opinion as shall to them seem best calculated to bring about the union of the three Maritime Provinces."

Mr. Hewson suggested the leaving of the appointing of the committee in the hands of the present chairman. He further suggested a committee of four.

The motion was seconded by D. A. Morrison, of Amherst.

The motion was then put and carried.

Moved by Capt. Read, Summerside, that the blanks be filled by four members from each province, a committee of twelve.



T. WILLIAMS,

Secretary, and necessarily a busy man at the Convention.

Seconded by E. C. Cole, of Moncton, and carried.

The report of the committee on unfinished business was then taken up. Some technical discussion then ensued when it was moved by J. T. Hawke, of Moncton, that the report be referred back to the committee to make the suggested changes.

This was seconded by Capt. Elderkin, of Amherst, and carried.

Trade with Cuba and West Indies.

Capt. Elderkin then introduced Amherst's subject, "Better Trade Relations With Cuba and the West India Islands." He regretted very much that H. J. Logan, who was to have introduced the subject, was unavoidably absent. The resolution, however, he considered of great importance; and he thought it could very properly be brought before the Maritime Board. In connection with the people of the West Indies and Cuba, from personal contact he had with them he was prepared to state that they were intensely sympathetic with, and took a deep interest in, the people and conditions of Canada. As an instance, he cited the case in 1908, where Canadian flour had sold in those islands for 25 cents per barrel less than United States flour, while in 1910 it had sold for 25 cents per barrel more, simply because they had become acquainted with the fact that it was better flour.

In the matter of the movement to secure a firmer commercial foothold there, the speaker, wished to bring particularly to the attention of the Board the question of the steamship service. Pickford & Black deserved credit for the manner in which they had built up their line. The main point was to have a service that would commend itself to us as well as to the West Indies. It was a nice trip, and he would heartily endorse any action which might be taken by the Board that would induce the government to grant a substantial subsidy to some company, with a view of having another good line. He believed in mortgaging for the future and letting future generations bear a part of the burden, the results of which they would reap their share of the benefit.

There was a very large trade to be developed, but it must be done through personal solicitation. The further opening up of these islands to Maritime Provincial trade would prove a great benefit to these provinces.

Ask Aid From Government.

Capt. Elderkin moved the following resolution:

"Whereas the volume of export trade largely influences a country's material prosperity;

"Whereas, owing to the geographical position of the confederated provinces of Canada, different markets appeal to some more strongly than others;

"Whereas the West India Islands are large importers of food products manufactured articles and live stock;

"Whereas Canada through the Maritime Provinces has a direct route with the Islands;

"Whereas up to the present time these Islands are largely supplied from the United States;

"Whereas, believing that these markets can be won for Canada if a persistent effort is made to keep before them the advantages of dealing with Canada;

"Therefore, resolved that this Maritime Board of Trade in annual meeting

assembled in the city of Moncton, respectfully asks the federal government through the ministers of trade and commerce and agriculture, to use every available means to win this trade, especially that of live stock, for Canada;

"And further resolved, that in the judgment of this Board a modern and up-to-date steamship service should be inaugurated with boats of not less than 12 knots speed and sufficient accommodation for at least fifty first-class passengers and a dead weight capacity of not less than three thousand tons."

Mr. Christie, of Amherst, spoke briefly on the question. He had taken a trip down that way last year. He heartily agreed with the resolution and was prepared to endorse the mover's statements as regards the feeling of sympathy which seemed to exist in the West Indies for things Canadian. They wished to trade with Canadians. The people there were willing to take hold of anything British or Canadian, in preference to those of other countries. A St. John firm was doing a big business down that way. He knew it was a good opportunity for Canadian trade and Canadian manufactured goods. The main point to get at was to make the steamship service quick with large boats.

Important Subject.

Mr. Higgs, of Charlottetown, stated that the subject was a vitally important one. He knew from personal experience that the people of Cuba and the West India Islands wished to foster trade with Canada, providing we could give them the goods they wanted at a fair price. He touched on the Island's facilities for trade down there and stated that under present conditions, they were not as well situated as New Brunswick and Nova Scotia. He considered that it would be a good idea for the Dominion Government to send, say three business men from each province down to talk the matter over personally with the business men there. Much could thus be accomplished.

Freight Rate Too High.

W. B. Snowball, of Chatham, had an unanswered letter, to the effect that their prices on lumber were right, but that the freight rates were too high. There was a good trade to be done there in fish, lumber, etc., which Canada could secure and was entitled to.

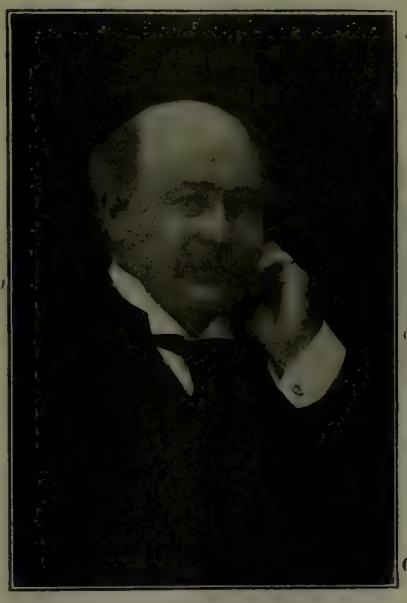
If any resolution could be passed by the board that would impress upon the Government the need of this they would have accomplished much.

Mr. Davidson, of Halifax, brought up the question of the granting of the subsidy. Would it be possible to subsidize for the carrying of cattle and first-class passengers on the same boat? Much objection was raised by first-class passengers in this connection. He suggested the subsidizing a class of boats for cattle and another for passengers.

Capt. Elderkin, of Amherst, stated they would have to go step by step. It would be too much to ask for a combination subsidy now.

Capt. Read, of Summerside, was of the opinion that at the start a good course to pursue would be to ask for a subsidy for freight only. He thought that whoever took the subsidy would themselves provide for the passenger traffic. His idea would be a line of boats to start from Montreal in the summer, reserving space for points in the Maritime Provinces, so much for each port of

"Men Who Have Kept the Board Alive"



W. B. SNOWBALL, Chatham, N.B.
Past President.

call. The time would come, he contended, when those people would perforce have to draw trade from Canada.

Favored Canada.

F. McDougall, manager of the Moncton branch of the Royal Bank of Canada, who had spent much time in the West Indies and written much about conditions there, was called upon, at the suggestion of Hon. Mr. Robinson. Mr. McDougall had spent a couple of winters there and had found the sentiment much in Canada's favor. New York, however, had captured much of the trade, by reason of the fact that the commercial travelers from that city covered the ground, not intermittently, but regularly. This question was, in his mind, a most important one for Canada, in fact, they could hardly discuss a more important one. If some one could be induced to put on a good weekly, or ten-days, service, the benefits would be great. Touching on the point regarding the fact of carrying cattle clashing with the passenger traffic, Mr. McDougall said that he did not see how such could be so as the greater bulk, if not all, of the beef was not taken in on the hoof, but dressed and chilled. True, he went on to say, Canada had geography against her, but they must do their best to overcome this.

The motion was then put and carried unanimously.

Committee Report.

The further report of the committee on unfinished business was heard recommending the amalgamation of subjects 5 and 7 touching on immigration and advertising in the Mother Land. On motion of Capt. Read, seconded by Capt. Elderkin, the report was adopted.

Mayor Welcomes Delegates.

At this juncture, His Worship Mayor Reilly was called to the platform and in a brief but straightforward speech welcomed the visiting delegates. "It affords me much pleasure," he said, "on behalf of the citizens and aldermen to welcome you to our city to-day. I thank you as a body for the honor you bestow upon me at this moment." He wished the visitors to take some little time from their duties in the sessions to look about the city and trusted they would take away with them pleasant recollections of Moncton. "On behalf of the citizens," His Worship went on, "I open to you all welcome; and trust you will avail yourselves of the opportunity of acquainting yourselves with the extent of our natural resources. I feel safe in saying that the aldermen will be pleased to assist you in any way in their power."

Government Inspection of Farm Products.

At the conclusion of Mayor Reilly's remarks, Capt. Read, of Summerside, introduced their subject and moved the following resolution:

"Whereas Government inspection of products increases the value of all such articles by reason of the confidence of the buyers and consumers, and

"Whereas, such inspection protects the honest and careful producer against the dishonest and careless, and

"Whereas, inspection of certain commodities for export abroad only leaves all the inferior, damaged, or infected products of the farms to be used by local consumers thus increasing the ratio of inferior, damaged or diseased goods to go on the local market; and

"Whereas, inspection will promote more care in production and marketing; and

"Whereas, the public health of the community will be in many respects guarded by inspection;

"Be it resolved, that this Maritime Board of Trade request the Dominion Government to appoint a sufficient staff of inspectors to inspect (a) grain, (b) hay, (c) meat products used for home consumption and traded in between the three Maritime Provinces and Newfoundland, and also all cows, the milk of which is used for making cheese, butter, condensed milk, etc., and that the local Government pass such as will protect the local consumers, when and where the Dominion Government has not the necessary jurisdiction."

This was seconded by Capt. Elderkin, of Amherst.

Capt. Read, in introducing the resolution, stated that the farm products exported from the Island to points outside the Maritime Provinces had to be inspected, but for shipment to points within the provinces, such was not the case. In this connection, all tubercular animals, detected in the inspection, were burned on the spot, while, when there was no inspection, the disease was liable to be transmitted in this way. This was the point they wished to get at, to guard against this by providing for inspection. He touched on the great fight being waged against the white plague, and thought the inspection of all products such as these should be stringently compulsory in the Maritime Provinces. This applied to the matter of milk for sale, for cheese, for butter, and in all cases, in conjunction with all kinds of meat products. He also touched on the matter of oats, hay, etc. Inspection was here a great necessity as well.

Want Pure Foods.

Capt. Elderkin, in seconding the resolution, expressed himself in hearty accord with the purport of it. "We cannot lay too much stress on this matter," he said, "and, as a matter of fact, we cannot go too far in an endeavor to have the food products put on the market of the purest and best quality."

Mr. Snowball, of Chatham, in his remarks, brought up a case where Newcastle diseased meats had been detected and destroyed. He was heartily in sympathy with the resolution. Not sufficient care was taken in the inspection of milk, as well as many other such products.

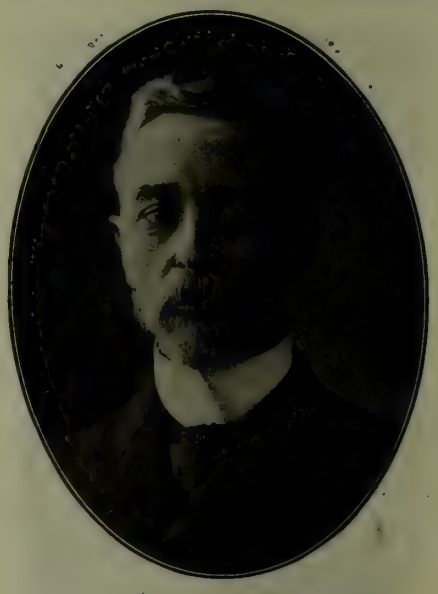
Mr. Fielding bore out Capt. Read in this matter. He cited an instance of a hog that was, as he termed it, a "beautiful looking" one. It was found, however, upon examination by a veterinary surgeon to be full of disease from head to foot. Such cases as these he thought should tend to make people more careful and inspection more rigorous.

Mr. Hennessey, of Newcastle, and others briefly supported the resolution.

Mr. Stables spoke of the way they were cheated in the matter of apples for want of an inspector.

Mr. Miller, of Newcastle, brought up the case Mr. Snowball had spoken of regarding the diseased meat. This meat, he said, bore the stamp of the government inspector. Nothing, he thought, could go from the Board that could too

"Men who have kept the Board alive."



A. M. BELL, Halifax, N.S.
Past President.

strongly set the matter before the proper authorities.

Mr. Snowball thought the case Mr. Miller had spoken of should be a matter for the Newcastle board to take up and follow to an end.

After some little further discussion on the matter, the motion was carried unanimously.

For Good Roads.

Hon. Mr. Robinson moved the following resolution from the Moncton Board:

"That with a view to fostering tourist travel between the United States, Quebec and the Maritime Provinces, the Governments of Nova Scotia and New Brunswick be memorialised by this Board to reconstruct and improve the highways between the United States boundary and Halifax (via St. John) and Moncton to Campbellton in order to make them suitable for automobile travel; and that a committee of members be appointed by this board to prepare such memorial and take such other action as may be necessary to further the object of this resolution and that the Government of Prince Edward Island be petitioned to repeal the prohibition of the running of automobiles on Prince Edward Island."

Mr. Robinson in moving the resolution stated that while he appreciated the fact that there was much antagonism against the auto, it had come to stay. It was in the line of progress. He touched on the benefit of tourist travel that come to the Provinces by automobile, and stated that in many parts the roads were so impassable as to almost discourage such altogether. Much of this tourist travel was attracted here through the medium of the game of the Provinces, and as a direct result, the revenue for licenses last year was some $50,000. Much more than this was spent by the tourists.

"We have," he continued, "our climate and sea coast to sell and under existing conditions we cannot get those to market. It would be good business to try to provide a market for these commodities." There had been an agitation at the Canadian Forestry Convention for a general highway through Canada from the Atlantic to the Pacific. This would, if brought into effect, provide for that section from Moncton to Campbellton. He did not favor the macadamizing scheme, but thought the scheme could be worked out by fixing up the bad pieces of road.

Mr. Miller, of Newcastle, agreed with Mr. Robinson, but did not see how they could cut out the section from Moncton to Campbellton. The North Shore was the game country. He was heartily in accord with the move to take in this section, and thought the government, under the ciscumstances, could well afford it. He seconded the resolution.

Mr. Snowball, of Chatham, Mr. Davidson, of Halifax, and others spoke on the matter, but as the hour was growing late it was decided to postpone the discussion until the evening session.

The meeting then adjourned to meet again at 8 o'clock.

Wednesday Evening Session.

When the evening session openeh at 8 o'clock, the president announced he would consider it a good move to suspend the order of business for a half-hour and devote that time to a discussion on the question as to how results could be best obtained. It was practically useless for a body of men to come from all over the Provinces, pass resolutions and let the matter rest there. He called upon Mr. Snowball of Chatham for his opinion.

Mr. Snowball was of the opinion that it would be a good idea to have a committee of three appointed from each province, to follow up the resolutions, take them up with their respective provincial governments and report back at the annual meeting of the board. He did not believe in large committees—three, he considered, sufficient members. He also suggested a committee of three to interview the Dominion Government on such matters as came under the jurisdiction, the members of the latter committee to be chosen, at the discretion of the Board.

Mr. Bell, of Halifax, was in accord with the suggestion of Mr. Snowball in connection with the committees reporting back. In connection with the committee of three to meet the Federal Government, he thought it would be a good idea to have them interview the Ministers while they were on their vacations. While at Ottawa they were busy.

Mr. Stead of Chatham, suggested that copies of the resolutions be presented to the members and ministers.

Mr. Hennessey, of Newcastle, thought it would be a good idea for each local board to have copies of the resolutions, and place them in the hands of their representatives. No representative would ignore the requests of the Board of Trade. This, he suggested, as one means to gain the desired end.

Mr. Brace, Summerside, and Mr. McCurdy, Newcastle, agreed with Mr. Hennessey. The demands of such a representative body as the Maritime Board of Trade could not be ignored. The local boards, however, should be energetic.

The Weak Spot.

Secretary Williams stated that the last speaker had put his finger on the weak spot. He has sent out a communication to the local boards calling attention to the resolutions passed at the last meeting of the Maritime Board and asking that they take up the matters vigorously with their local members. Another such circular had been sent out after the Christmas recess. The matter with the local boards was that they did not take themselves seriously.

Mr. Watt, Chatham, also claimed the boards did not take themselves seriously enough on matters that did not interest them locally. He, however, considered that something along the line Mr. Snowball had suggested was the only cure.

Mr. Morrison, Amherst, thought that a combination of the suggestion brought out would bring the best results. The local representatives should be the men to follow the matters up, and they, in turn, should be followed up by the board members. He had found in the case of Amherst the plan worked well.

Mayor Reilly, Moncton, stated that the difficulties they were now endeavoring to overcome, occurred in all interprovincial bodies. Such difficulties had cropped out in the Union of Canadian Municipalities. He outlined their plan of action, in this connection. The matters were taken up from a provincial standpoint, and the individual provincial committees reported back to the main body.

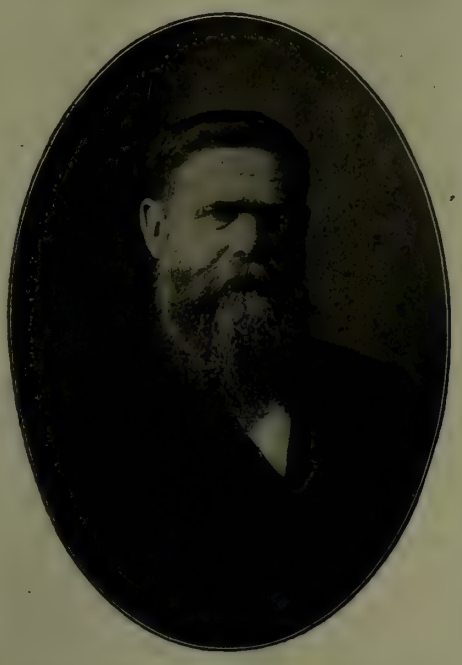
The culmination of the discussion was the appointment of Mayor Reilly and Mr. Snowball to bring in in the morning a resolution in this connection.

Back to Good Roads.

The discussion on the automobile highway was here resumed where left off in the afternoon session.

Mr. Snowball stated that roads were the main feeders of the railways. He touched on the immigration question as influenced by roads. The class of immi-

"Men who have kept the Board alive."



CAPT. JOS. READ, Summerside, P.E.I.
Past President.

grants we had coming in were used to good roads, and would in many cases turn away disgusted with their conditions going west in search of better. The time, he thought, had arrived when Canada should pay more attention to her roads. It was a question, if the suggestion of a bonded debt of $1,000,000 for road purposes was not a good one. Were he a member of the local government, he would advocate such a move and he believed the people of the country would bear him out in it.

Mr. Forbes, of Charlottetown, stated that from what he had seen of New Brunswick and its roads he would say that the New Brunswick people in the matter of roads had the heartfelt sympathy of the people of P.E.I. As regards the last section—that touching the move to have the Act repealed which prohibited the use of autos on the Island—he thought it rather out of the province of the board. It was, anyway in his mind, useless. The farmers would not listen to it. It was merely a waste of time.

Mr. Cotten, of Charlottetown, said he would not like to go so far as had Mr. Forbes. There was a movement on foot in some circles to have the prohibition of running the autos repealed. He thought, however, the discussion was useless.

Mr. Forbes moved that the section be struck out. This was seconded by Mr. Cotten.

A Contrary View.

Mr. Sumner, of Moncton, wished to correct Mr. Forbes. He could not have been over the New Brunswick roads very much. He (Mr. Sumner), as an auto owner, would say that he found the roads to St. John excellent. He had made the trip in four hours. The New Brunswick roads were away ahead of those of Nova Scota, Quebec and other provinces. In the Island they had fair roads. They were, however, not wide enough. He agreed with Mr. Forbes and the seconder of his motion it would be unwise to tamper with this matter of attempting to have the law repealed.

Mr. Sumner touched on the point brought up by Mr. Snowball, in reference to bonding to the extent of $1,000,000 for road purposes. He was familiar with the cirucumstances when this question had been brought up and it had finally been stated at the time that $1,000,000 was not enough—$5,000,000 would be nearer the mark. He touched on enhancing the value of Crown lands through the medium of good roads. He considered it good policy to further if possible this move for good roads.

F. McDougall, Moncton, considered it a wise move to drop the clause at the suggestion of the P.E.I. delegates He also considered that it would be a good move to eliminate the clause "from Moncton to Campbellton." In the interests of all concerned in the matter of a main highway, he thought it would be unwise to attempt to establish branch lines as well. He would suggest to the delegates from the North Shore, the dropping of this section.

Mr. Snowball stated that as one of the committee responsible for the putting in of the North Shore section, explained why it had been incorporated. He could not see his way clear to agree to the striking of it out, and he felt sure that all the delegates from the

North Shore would stand pat on the question. He again touched on the matter of the suggested bonded debt and reiterated that he considered it a good business proposition, even to go so far as the $5,000,000 suggested by Mr. Sumner.

Hon. C. W. Robinson called attention to the income for the roads of $5,000 auto tax. The automobile owners were contributing this toward their upkeep.

Mr. Miller of Newcastle, thought that to leave out the North Shore a proposition of this kind was "political suicide." A goodly share of the tourist travel went to the North Shore and he thought they should be encouraged in it. By all means include the North Shore and have the road extended to Campbellton.

Mr. Forbes' amendment striking out the P.E. Island clause was then put and carried unanimously.

Old Country Roads.

Mr. Hawke, of Moncton, said he had listened with much interest to the statement that the roads of New Brunswick were far superior to those of Nova Scotia and the other provinces, but he could hardly see where the statement was consistent with the suggestion by the same speaker to spend millions of dollars on roads that were considered so excellent. He touched on the statement of Mr. Snowball that the roads of England were built a thousand years ago. Mr. Snowball had evidently referred to the old Roman roads. Such an argument as this he looked upon as simply attempting to excuse ourselves. From personal experience he knew of excellent, in fact almost perfect roads in the Mother Country built not more than sixty years ago. He touched on the improved methods of dust laying in certain sections in the Old Country, and passed on to take strenuous exception to the phraseology of the resolution in the main. The resolution provided for improving the roads from the standpoint of the automobile and solely for the benefit of the automobile. While he fully appreciated the factors the auto and the bicycle had been toward better roads, he considered that the resolution should be brought in and discussed from the standpoint of the masses and not the classes. How could they improve the roads so as to benefit the farmer?—that was the basis upon which the matter should be discussed. No government, be it Liberal or Conservative could live and attempt to pass such class legislation. The farmers the provinces over would rise in arms against it. He considered the resolution should be so redrafted as to eliminate the word "automobile" and set the matter up in a more general sense.

Mr. Sumner took exception to Mr. Hawke's remarks regarding the old Roman roads in the Old Country, saying that he had passed over roads which he had been told, had been constructed by the Romans over 1,000 years ago, and went on to say that as regards the wording of the resolution to make it pertain to autos only, he agreed with Mr. Hawke there. He was against that idea. It seemed to be a class resolution. He again touched on the matter of a bonded debt to the extent of $5,000,000 to be expended on permanent roads and considered it a good scheme.

Mr. Snowball spoke briefly on the part played by the frost in Canada in the maintaining of good roads.

Motion to Redraft.

F. McDougall, of Moncton, moved in amendment that a committee be appointed to re-draft the resolution and submit the result at the next session.

This was seconded by Mr. Miller, of Newcastle.

Mr. Robinson, of Moncton, here spoke at some length on the matter. He was to be considered, no doubt, the father of the resolution, and considered that even from the standpoint of making better the roads for tourist travel, the resolution was in his mind a good one, and one which, if carried out, would react with beneficial results. He touched on his statements of the afternoon on the matter, and went on to call attention to the fact that tourists in autos, coming from the United States side were stopped by an almost impassable barrier. One or two touring U. S. automobiles would be seen on the streets here, while given good roads, the numbers would be increased to two or three hundred. They were exceedingly anxious to visit and tour the Maritime Provinces, but with such roads before them as that from St. Stephen to St. John, were naturally discouraged.

Passing on, Mr. Robinson stated that madadamizing was not necessary, rather fixing up the bad sections—coupling the good sections by repairing the bad—utilizing the gravel beds where possible. His idea would be good highways built and kept up by the government, apart entirely from municipal control. It was a big question to bring to the attention of a government, this permanent roads question, involving as it would, an outlay of several millions of dollars.

Some further discussion ensued in which Mr. Cole, Mr. Morrison, Mr. Hawke and others took part, when the amendment was put and lost.

Redraft Resolution Carried.

Moved by Mr. Bell, of Halifax, seconded by Mr. Morrison, that the resolution be recasted to read thus :—

"That with a view to fostering

"Men who have kept the Board alive."



JAS. PATON, Charlottetown, P.E.I.
Past Pres., and 1st Vice Pres.

tourist travel between the United States, Quebec and the Maritime Provinces the Governments of Nova Scotia and New Brunswick be memorialised by this Board to so improve the highways between the United States boundary and Halifax (via St. John) and Moncton to Campbellton as to make them more suitable for tourists and general travel and that a committee of * * * * members be appointed by this Board to prepare such memorial and take such other action as may be necessary to further the object of this resolution."

This was seconded by Mr. Morrison and carried.

The main resolution was then put and carried unanimously.

Nominating Committee.

Before adjournment, the president named the following gentlemen as a nominating committee: Messrs. Elderkin, Nova Scotia; Snowball, New Brunswick, and Forbes, P. E. Island.

Thursday Morning Session.

The proceedings opened promptly at 9.30 with Captain Masters in the chair.

W. B. Snowball brought in the following resolution which was seconded by Mayor Reilly and carried unanimously:

RESOLVED that the president, after consultation with delegates, appoint a committee of three from each province to follow up the resolutions passed by this Maritime Board and press them upon the attention of their respective local legislature, and also a committee of three, one from each province, to deal with resolutions that require legislation at Ottawa; and that said committees report back in writing at the next annual meeting. Also that the secretary have copies of the resolutions sent to every member from the three provinces accompanied by a circular letter asking their co-operation.

Mr. Bentley, of Truro, thought it was unfair to place so much responsibility upon the president. One of the wants in the East, was the lack of unanimity among the members of Parliament of the Maritime Provinces. There was a mistaken controversial spirit abroad.

Mr. Bell, Halifax, pointed out that if this work were undertaken after the meeting adjourned it would entail untold correspondence. It would be much better to act now while the Board was in session.

Need of Forest Protection.

"Forest Protection" was the next subject, introduced by the Moncton Board.

"That a Forest Protection Board be appointed by each Province to whom shall be reported by the owner of the property burned over each case of forest fire, and such Board shall employ a competent officer or officers, with power to administer oath, who shall make a thorough investigation into each forest fire and report fully on same to the Board, with such recommendation as shall appear to them advisable in each case."

In the absence of F. W. Sumner and Clifford Robinson, Mr. Hawke, of Moncton, seconded by S. M. Higgs. Mr. Higgs referred to the need of action along the lines suggested in the resolution and especially where he came from on the island. He referred to the blight which fell upon cherry trees on the western part of P. E. Island. He had been unable to get any information as to the cause of this, by writing to the Dominion ethymologist, who had promised to look into it. Carried.

Lower Express Rates.

Transportation was the next subject. It involved the failure of express companies to put into effect the reduction of rates ordered by the railway commission. It was submitted by the Alberton and West Prince (P.E.I.), Board.

Mr. Fielding, of West Prince, said a readjustment had taken place but no reduction. He would like to hear the opinion of others on the subject.

D. B. Bentley said that on the main line considerable reduction had taken place, and before going on record the Board should be sure that no reduction had taken place.

Mr. Bell thought it a mistake to bring such a matter forward without facts to back it up. The readjustment of rates was a matter of weighing which meant a great increase in rates. He thought an express rate worked both ways. A lower rate would help the shippers of goods from Toronto and Montreal and thus compete with home goods. He would advise care.

Geo. Watt, of Chatham, N.B., said that the big departmental stores all over had special rates on the express services and if the companies could cut rates for them, that was a subject worthy of consideration. No preference should be given these big stores.

Captain Read explained that transportation was not a local question. The "hydra-headed" express companies were the ones to get after as well as the big stores, and the Board should call the attention of the government to this iniquity.

W. B. Snowball spoke to the question and referred to the fine parcel's post system in the Old Country. It would be advantageous to recommend a parcels post like that existing in England. He supported the resolution.

Mr. Higgs thought the pith of the resolution was not clear. He knew that the express companies carried out the instructions of the Railway Commission. He therefore would suggest a readjusting of the resolution with facts involved, which would state what redress was wanted.

D. A. Morrison moved that the motion be referred to a committee of three to redraft this resolution.

Captain Masters appointed A. M. Bell, J. P. Fielding and S. M. Higgs, a committee to do this.

Truro the Next Meeting Place.

The location of the next meeting was discussed, a motion was brought in favoring Truro as next meeting place.

L. G. Jones referred to the fact that last year, Yarmouth gave way to Moncton as the meeting place, and that city had expected to be chosen for next year's convention. Mr. Jones made a motion to this effect and was supported by D. A. Morrison as seconder.

Captain Read supported Truro. He said he was not sure that Yarmouth was in Nova Scotia, and created great laughter by telling Captain Masters that when they were "chewing salt water" Yarmouth was not considered on the Nova Scotia map.

Mr. Bentley pointed out that it was thirteen years since the meeting met in Truro. There were many points in favor of Truro. It was central and convenient.

Mr. Snowball said that Captain Cann, of Yarmouth, was in line for the presidency, and it was a question if he would care to go to Truro.

The amendment in favor of Yarmouth was put and lost by considerable number.

Truro was chosen by a large majority.

Captain Masters then asked the nominating committee to bring in a report.

Changes to Constitution.

Amendment to constitution was the next subject.

Notice had been given of the following amendment, by the Charlottetown, P. E.I., Board:

"That Section 9 be amended to read: "Each affiliated Board shall pay annually to the Secretary-Treasurer towards the expenses of the Maritime Board an amount in the proportion of a per capita tax of fifty cents each on its membership."

Mr. Higgs spoke on the resolution to the effect that more money would be an asset to the Board. However, another resolution had been passed which covered the aim involved in this one, and he wished to withdraw it. He would like to see Members of Parliament asked to attend these meetings, and he made a resolution to the effect that the secretary be asked to write officially for the attendance of members of the federal

and local parliaments. It was seconded by Mr. Watt, of Chatham.

Express Rates Again.

A new resolution re the Express Companies' rates was brought in and carried unanimously as follows:

"Whereas it has been found that the reclassification recently made by the express companies has not provided the result of cheaper rates aimed at, but acts to the disadvantage of the general public, therefore be it resolved that this matter be again urged to the attention of the Railway Commission with a view to having the grievance remedied.

Question of Local Subjects.

The following suggestion of addition to rules and by-laws was discussed:—

"No. 25.—No subject of a purely local character in which the interest of one Board may be opposed to the interests of others will be allowed on the programme for discussion at any meeting."

"No. 26.—The subjects for discussion at any meeting of the Maritime Board shall be submitted to the president or secretary by the affiliated Boards at least four weeks prior to the date of the meeting, and a list of such subjects shall then at once be forwarded to the several affiliated Boards, each one of which shall have the right to object to any subject in the list on the grounds stated in By-Law No. 25, which subject shall then be eliminated, and from the remaining subjects the committee on unfinished business (see By-Law No. 3) shall select the subjects for discussion at that meeting, and no other subjects shall be discussed except by two-thirds vote of the members present."

A resolution was moved by Captain Read and seconded by Mr. Higgs and carried that clause No. 25 should be added.

Objection to Clause Being Added.

Mr. Davidson on behalf of Halifax Board said their council did not want that clause in as it would ultimately cause the withdrawal of the Halifax Board.

W. B. Snowball spoke in favor of the resolution. He showed the difference between a purely local matter and a subject of breadth sufficiently important to be discussed by the Board.

He felt Mr. Davidson had not quite understood the question, as Halifax men were much bigger than that.

Mr Davidson said this clause had been brought in to "pamper" St. John. Halifax required no "petting" and had stood by the Maritime Board through thick and thin, and he could not see why St. John should be given any consideration for a "whimsical pout."

Captain Masters then said he was responsible for this clause and it was not for St. John, any more than any other place. He had seen so much time wasted at Board meetings, that he urged this clause.

Mr. Harris and Mr. Barnstead pointed out that it would be necessary to determine more clearly what "purely local" meant.

A. M. Bell remarked that the two clauses were interlaced and should be discussed together. He wanted to see contentious subjects retained in the Board. A "scrap" always made things interesting and he would dealy love controversies at the meetings.

No. 26 was then brought before the meeting by itself, and A. M. Bell moved an amendment, seconded by Mr. Bentley, which inserted a clause in No. 26 to the effect that subjects that were considered objectionable by a two-thirds vote of the Board of Trade general meeting, also cutting out all words after the words "affiliated Boards." This was carried unanimously.

Advertising the Maritimes.

Two subjects were then merged into one, including "Advertising the Maritime Provinces in the Mother Country," and "Immigration to the Maritime Provinces."

This was presented on the advertising question by the Halifax Board:

"Whereas there is room in the Maritime Provinces of Canada for a population of thirty millions, though they now have less than one million, and

"Whereas, the opportunities industrially and commercially in these provinces assure a satisfactory living to the man of diligence and sobriety always, and

"Whereas, the Maritime Provinces, because of their older civilization, have educational and social advantages that cannot be found in a new country and are therefore more likely to appeal to men with families who have to consider the education of their children and the importance of social life, and

"Whereas, there are thousands of such desirable people leaving the Mother Country each season who could be persuaded to settle in the Maritime Provinces, and

"Whereas, because of the extensive advertising of the far western provinces, the eyes of prospective immigrants from the Mother Country have been and are constantly fecussed on these new provinces;

"Therefore resolved that the Governments of the Maritime Provinces should appropriatae a liberal amount of money to be expended for the following purposes, namely:—

To educate the people of the Mother Country regarding the variety and natural riches of the Maritime Provinces and to impress them with the advantage of citizenship in such a community as ours."

Optimism Needed.

Reginald N. Harris then read the following paper on this question:

"The resolution of the Halifax Board of Trade upon which I have been asked to speak is one dealing with a matter of great importance.

"A few months ago I visited the Canadian west, and from Victoria to Winnipeg, wherever I stopped, I met and heard of hundreds of former residents of the Maritime Provinces who were now living in some part of the various Provinces of Manitoba, Alberta, Saskatchewan and British Columbia.

"I knew that from fifteen to twenty law students from my own office had in the past ten or twelve years taken up their residence in the Canadian west, and I suppose it should have occurred to me that other young men in the Maritime Provinces, in other walks of life, were doing the same thing, but it required a personal visit to bring home to my mind the full realization that during the last fifteen or twenty years thousands of the people of Nova Scotia, New Brunswick and Prince Edward Island had left us to make new homes in western Canada. I must confess that it was not until I visited the west and saw everywhere so many former residents of the Maritime Provinces, many of whose faces were familiar to me, that I began to realize what it all meant to us in the east.

"To hear that most of these were doing well and occupying honorable positions in their new home, was what one naturally expected, considering the stock from which they sprang, but always there came the thought of what New Brunswick, Nova Scotia and Prince Edward Island might have been if these people, and the thousands who in previous years had gone to the United States, had remained at home.

Some Figures on Population.

"Few realize the enormous loss the drain upon the population of the Maritime Provinces has entailed upon us. In 1881 the total population of Canada, outside of the Maritime Provinces, was 3,454,200. In 1911 it is safe to estimate it at 7,000,000—an increase in 30 years of 100 per cent.

"In 1881, the combined population of the three Maritime Provinces was 870,600. In 1911 it is estimated at not more than 900,000. The rate of increase is only about 3 1-3 per cent., certainly not more than five per cent., as against 100

per cent. in the rest of Canada. If we had kept pace with the rest of Canada we would have had 1,800,000 people in the Maritime Provinces to-day, in place of about 900,000.

"Those who left us were in most cases the youth of the land—the best blood—and the cause of our anaemic condition is therefore plain. We have not only lost these young people, but their children and children's children for all time.

"In many cases in Nova Scotia the old men only have been left on the farms, with the result that as they grew older they were forced practically to abandon any effort to cultivate their land and to content themselves with simply cutting the grass and selling it, and, of course, the effects cannot have been otherwise than disastrous.

Boys Leaving the Farms.

"I was much struck with this on a visit I made last year to Margaree. The man who drove me from Margaree to Strathlorne was a farmer in the Margaree valley, just below the Forks. On the trip I said to him, 'You have a fine chance here for farming. These beautiful slopes must yield excellent crops, and I suppose you do a lot of farming?' 'Oh, no,' he said, 'my boys are all away, and I am too old to farm. All I can do is cut the grass.'

"On my arrival at Strathlorne I spent the night at the hotel, and in the morning was driven to the station by the proprietor. Here, too, the fertility of the beautiful valley impressed me, and on the way to the station I said to the proprietor, 'This is a splendid farming country. I suppose you do a lot of farming here?' His answer was almost word for word what had been said to me the day before by the man who drove me from Margaree. His boys were all away. All he was doing was cutting the grass. There was no attempt at farming.

"These two conversations took place on two consecutive days. They cannot be isolated instances.

"Who can estimate the enormous loss to the Maritime Provinces due to the emigration which has been going on for the past thirty years? Who can properly estimate the position which the eastern provinces of Canada would occupy to-day, if all our people had remained at home, or if we had held our own with the rest of Canada? Think what it would mean to cities like St. John, Halifax and Moncton if they had to-day double their present population. With the 900,000 people we have lost we could have three cities the size of Toronto.

"There is some satisfaction in the thought that the exodus to the United States has ceased to a very large extent at least. If the people in the Maritime Provinces must go west, we can thank God that they are still citizens of Canada.

"Estimating the number of people who have left us in the last thirty years, with their offspring, at 900,000, it is perhaps worth while to figure up what this means in dollars and cents.

Citizen Valued at $1,000.

"The statement has often been made, and so far as I know it has never been questioned, that the value of each inhabitant to a country is at least $1,000. We, therefore, have a loss to the Maritime Provinces of 900,000 people worth $1,000 each, making a grand total of $900,000,000. In other words, we have lost thirty million dollars every year for the past 30 years by the exodus of our people alone.

"If these provinces were not possessed of enormous natural wealth; if our soil was not in many parts of unsurpassed fertility, and if our people who remain at home were not of the class they are, our condition would no doubt be much worse than it is. The wonder is, not that the Maritime Provinces show so little progress, but that we are able to show any progress whatever. That all the people who have left us could have found homes and employment in the Maritime Provinces is beyond question.

Annapolis Apple Yield.

"Let us take the apple industry as an illustration:

	Bbls.
In 1881 the Annapolis valley produced	44,785
In 1890 do	87,190
In 1896 do	409,733
In 1903 do	615,049
In 1909 do	1,000,000
In 1911 the yield is estimated at	1,250,000

"This valley is just as capable of producing 10,000,000 barrels as it is of raising 1,250,000.

"I am told that there are many districts in New Brunswick where apples can be grown successfully. There are many districts in Nova Scotia, outside 'The Valley' where fruit is being grown to-day which is but little, if at all, inferior to the famous 'Valley' apples.

"If the population had not been lost, who can say what the production of fruit from the Maritime Provinces would have been to-day.

"So it is with all the other products of the farm and the sea.

"Our great want to-day is population; and still the exodus to the west goes on and the people in the east seem content to let it continue.

Are They Natural Rovers?

"People born by the sea are said to be more inclined to move about the world, and perhaps this accounts to a certain extent for the inclination of our people to follow the advice of Horace Greely and 'go west.' Certain it is that many of those who go west would do equally well at home. They would have many advantages in the older, well-settled community, with churches, schools, etc., and I cannot but think many who leave us for the west find this out.

"The question naturally arises, 'What have we done and what are we doing to keep our people at home?' The answer must be, nothing, or practically nothing.

"The west is continually boomed and advertised in the east. Harvest excursions are advertised in every part of the country, and many young men are tempted to leave the east who never return.

"I do not want to find fault with the press of the Maritime Provinces, but I cannot help asking why it is that our people see so little in our newspapers of the advantages of the east? Why should not our newspapers stop advertising harvest excursions, stop the eternal booming of the west, and pay some little attention to booming the east? One of the greatest assets of the west is the spirit of optimism of its people. And it is surprising how infectious it is! It gets into the blood and takes possession of a man's soul. In the west you cannot help being optimistic. There is nothing peculiar to the west to cause this feeling. You have only to read their newspapers to see the cause. They are all preaching of the west and its advantages; and the west is using the press of the east, and of every land, to attract people to it.

"Is there any doubt in the minds of any of us, that if our newspapers would tell our young men less about the west and its advantages, and more about the east and the opportunities there are for making a home here, it would have a beneficial effect in keeping our young men at home? Can we not get some of the spirit of optimism here? If we are to stop the enormous loss that is daily going on we must wake up and get busy. Let us preach the gospel of the east for a few years, and let the west do its own booming.

"I am glad to note that at least two newspapers in New Brunswick, the Sussex Record and the St. John Telegraph, openly favor this idea, and have announced their determination to follow that course in the future, and the Maritime Merchant has been preaching from this platform for some time. There are others. May all the newspapers in the

Maritime Provinces soon be of one mind on this question.

"The newspapers alone, perhaps, cannot succeed. We must all get faith in our own provinces, and when we get it, we must not hide our light under a bushel.

"Beckles Wilson, in his very readable book on 'Nova Scotia,' speaks of the amount of Nova Scotian capital invested in the west, and one hears almost daily of people who have invested in western lands.

The West and the East.

"We have given to the west our young men, and the east has financed the west for years. Has the time not come when we should seriously consider whether we would not do better to spend our surplus in building up the Maritime Provinces and in that way help to keep our young men at home? I have said that our people are rovers, and perhaps some will continue to go in spite of all we can do. The question, therefore, arises, Why should we not fill up their places from the stream of immigrants flowing into the country?

"The railways with lands to sell and other interests do everything possible to get our own people to leave us and divert the incoming immigrants to the west. Now that the C. P. R. is becoming more interested in the east, cannot something be done to convince the far-seeing president of that corporation that it will pay to help increase the export, say, of apples from the Maritime Provinces to ten or fifteen million barrels per year?

"For years the Federal Government has advertised the west in Great Britain and on the continent of Europe. Tons of literature have been given away at the Government offices about the west, but the men who sought information about the Maritime Provinces have had to coax it out of the immigration agents. We should insist on having fair play, and our fair share of the advertising done at the expense of the whole of Canada, and, in addition to this, our local Governments should take the matter in hand and advertise the Maritime Provinces, and if the Federal and local Governments do their duty in this respect, the results cannot but be for our good.

"A few years ago I visited the Canadian Immigration Office in London, and asked for literature about Canada. I was handed several pamphlets about every part of the west, but not a word about the east. I asked if there was not a place called Nova Scotia, and on being told there was, I asked if they had any information about it. At first I was told they had nothing, but later the clerk in charge said that perhaps he could find something, and after waiting for some time, I was given a small pamphlet which seemed to have been written years before, and from which little information could be obtained, and that little of a quality not likely to attract.

"This is a state of affairs which should not be tolerated.

"The people of the east pay their taxes for the maintenance of the Immigration Office in London, and we should insist upon getting a share of the advantage. I am told that matters are not quite so bad to-day, and that some information is obtainable about the Maritime Provinces. I hope this is true. That very little has in the past been done by that office for the east is notorious, and the sooner this matter is remedied the better. It is not creditable to our politicians that it was not remedied years ago.



J. A. MARVIN, Moncton, N.B.
Member of Reception Committee

English Writer's Opinion.

"A London correspondent of a Canadian paper, H. Linton Eccles, recently investigated the question as to why the eastern part of Canada was getting little or no share of the immigration, and he says:

" 'Speaking of England as I know it, I say that the west has been and is admirably boomed, and the booming brings the required results. The advantages of going west are A B C to the intending settler. His imagination has been stirred by literature, by lectures, by demonstrations, through paid missionaries, through friends, and through his favorite newspapers. The west is no longer a strange, wild, uninhabited land to him.

" 'Where does the east come in? Well, bluntly, it has been left out. The average man in Britain who is making up, or might be induced to make up, his mind to emigrate, doesn't know the east. He has never been told enough about it, and a good deal of what he has been told he has forgotten because it wasn't told him again or in the right way. Also, he knows nobody in eastern Canada; none of his friends or acquaintances have settled there, and he does not receive letters from men saying that they are getting on well and wouldn't go back to the old drudgery of life in the Old Country for anything.

" 'You have only to be moving about London every day for a few weeks to see the big difference there is between the emigration offices that are interested in the west and those that are interested in the east of Canada, etc.'

"It is pleasing to note that there are some indications that the respective Governments of the three lower provinces have all apparently had their attention directed to this question. There is no question of so much importance to the Maritime Provinces as re-peopling not the waste, but the fertile places of the provinces.

It Pays to Advertise.

"Advertising in business pays. Money judiciously spent in that way has made many fortunes.

"That money wisely spent in advertising the natural advantages of the Maritime Provinces will pay and pay well is demonstrated beyond question by what has been done in Nova Scotia by the Department of Industries and Immigration.

"The secretary of that Department, in his report for 1910, states that his records show that in 1910 1,204 men, 539 women and 504 children, a total of 2,247 arrived in Halifax and settled in Nova Scotia, and of these 2,101 were from Great Britain. He says he thinks that the 2,247 of whom he has a record is but 'a very small proportion of those who have arrived from other quarters.'

"Let us assume, for the sake of argument, that only 2,500 remain, and valuing them at 1,000 each, we have a total of $2,500,000 actually added to the wealth of the province by this addition to the population. He also estimates that these people brought into the province in cash no less a sum than $400,000. He further tells us in his report that he has the names and addresses of over 400 men and their families, having a capital of $600,000, who plan to come to Nova Scotia within the next two years.

"The Province of Nova Scotia spent in 1910 in its Immigration Department

the insignificant sum of $22,273, which, I believe, included the cost of maintaining the London and Halifax offices, leaving a beggarly pittance for advertising. From this small expenditure the returns, while they may seem small and insignificant, have amply demonstrated the wisdom of the expenditure.

Western Cities Advertising.

"I am told that Winnipeg alone last year spent $50,000 in advertising the advantages of that city as a place of settlement. Vancouver spent $30,000, and Calgary $20,000, and nearly every western town made a considerable expenditure on this account. Many towns and cities in Ontario are now following the same course. The wide-awake authorities in these places see the advantage of advertising.

"The Department of Industries and Immigration of Nova Scotia has been in existence only a few years. It has scarcely got to work. The results of the small expenditure already made have not yet been fully realized. Every man who has come to Nova Scotia will help to bring out some of his friends. The expenditure is only a small percentage of what it should be, and, I hope, will be in future years.

"That there has for many years been a need for such a department is clearly shown by the census returns of 1901, the latest available at this time.

"According to these returns, the total population of the Maritime Provinces in 1901 was 893,933. All of these except 61,783 were born in these provinces. This means that 93.1 per cent. of the whole population is native. We have done nothing to get immigrants, and we have got none, or practically none.

"The people, irrespective of party, should urge the various local Governments to largely increase the amount they are spending in advertising the advantages of their province as a place for settlers.

"Let us assure our Governments that we are willing to stand for a campaign of advertising which will extend over the next five years, and that, if the returns are not so good as we hope for, we will, as a people, be willing to shoulder the responsibility. A few hundred thousand dollars expended in advertising will not ruin these provinces financially, if none of it ever comes back; and to me the question from an industrial, commercial and political standpoint has become so serious that I feel we should support any reasonable expenditure having for its object results so much desired. That the results will be beneficial and that the expenditure will be justified, no man can doubt.

"That we need have no hesitation in advertising our advantages to the people of the Old World, would seem to require no argument.

Prefers the East.

"It is perhaps worth while to quote the views of Professor James W. Robertson, LL.D., formerly Dairy Commissioner for the Canadian Government, and lately principal of the Macdonald Agricultural College of Quebec. On this point he said:

> " 'For myself, were I, even with my present knowledge of Canada, now coming to the Dominion as a new settler, I would rather come to the Maritime Provinces to make a home for myself than try the fortunes of the west. Here one finds an invigorating climate, good schools, a law-respecting population, with high ideals and standards of life, running streams, plenty of trees, the fragrance of clover blossoms and flowers, fresh fruits and innumerable other satisfactions. In brief, here is a satisfying place in which to found a home.'

"The time has come when the Maritime Provinces, with their diversified resources, rich agricultural lands, immense areas of timber, enormous coal bodies, with iron in close proximity, innumerable harbors, magnificent fisheries, splendid water powers, a geographical position unequalled on this continent for European trade, an excellent climate, attractive scenery and other advantages, should participate in the expansion which her people have done so much to create in the west.

"The resolution which has been proposed has my hearty support, and, I trust, will receive the unanimous vote of the meeting. But don't be satisfied with simply endorsing the resolution. You can't win battles by passing resolutions to fight. Resolutions are all right, but they must be followed up by action.

Five Roads to Follow.

"The action which, I think, should be taken upon the subject dealt with by the resolution may be summarized as follows:

"First. Get every newspaper in the Maritime Provinces to preach the gospel of the east.

"Second. Insist upon the Federal Government giving to the Maritime Provinces a fair share of the advertising and booming.

"Third. Impress upon the local Governments the importance of actively doing something to get immigrants. Let the Governments see that we are prepared to back up largely increased expenditures for this purpose.

"Fourth. Convince the C. P. R. and other steamship authorities that it is in their interest to increase the immigration to the Lower Provinces, and thereby increase the exports by their own steamships.

"Fifth. Get the western spirit of optimism. Believe that this is the best country in the world to live in and try to convince everybody else that you are right in so believing."

Should Get Government Aid.

Mr. Watt, of Chatham, gave some startling figures regarding the small increase in population in the Provinces. He felt that the Provinces had lived in the happy idea that the world knew all about them and their beauties. He believed this Board should ask the government to do something for these Provinces. The Provinces required the help of every man and every newspaper to promote the East. He knew well big companies were interested in booming the west.

John T. Hawke, of Moncton, spoke in favor of the resolution. He objected, as a publisher, to the narrow policy of the speaker who singled out two or three papers which had promoted the Maritime Provinces. He believed the press generally of the East supported the Provinces. He urged more patriotism in the support of the eastern newspapers. It would be idle to neglect the West. The newspapers should not be criticized as they were as far as he knew, devoted to the Provinces.

He also pointed out that in England this summer he saw some wonderful exhibits of Nova Scotian and other provincial attractions. The government had done a good deal lately and let us not condemn them, but encourage them. He believed the Maritime Provinces were well known. What was lacking, was not so much people, as work for people to do. The development of our industries was what the maritimes wanted most.

D. A. Morrison agreed with Mr. Hawke and said it was regrettable that the newspapers should have been criticized.

Want Industrial Activity.

Mr. Snowball said Mr. Harris delivered words and thoughts prepared by another. He pointed out how difficult it was to get the wealthy man down East to invest his money in a local industry. What the East needed was new industrial activity. He noted that immigrants all wanted to be sure of work when they proposed coming out. He referred to Moncton's oil fields which would supply cheap fuel for industrial life.

The province people were too canny and careful of their money when it came to manufacturing plants. He endorsed what the governments had done, but steady employment was not available in the East.

Captain Read wished he could talk politics.

"Be careful"—A voice.

What the Provinces needed was a larger market.

"No politics"—another voice.

The Provinces were the finest agricultural lands in the world, and if the Provinces got a larger market, things would spring into life as never before.

Conditions Getting Better.

Mr. Barnstead, immigration officer for Nova Scotia, told of his experience on his visit to the Old Country, last year and of his experience since he was appointed. Mr. Harris' reference was to a time before any officers like himself had been appointed. He pointed out that the government was doing considerable for the Provinces. Co-operation had been in evidence lately. Government officers had been given Nova Scotia for advertising in London, and conditions were much better.

Captain Masters said he must hold each speaker to three minutes.

Mr. Barnstead was allowed to go on on the strength of Mr. Bell suggesting that he have his three minutes.

Captain Masters said unless the Board would meet to-morrow morning he could not allow the time to be used, as the visit to the oil wells was arranged and must be made.

Mr. Bell moved that the Board should meet at 8.30 sharp in the evening. It was seconded that Mr. Barnstead would speak at the banquet. Carried.

The Chatham resolution as follows was carried :—

"Whereas the Dominion Immigration reports and other government returns show that the efforts of the Dominion Immigration officials are mainly directed to obtaining settlers for the Northwest."

"Therefore resolved, That a committee consisting of...members of this Board be appointed to communicate with the Provincial Governments of Nova Scotia, New Brunswick and Prince Edward Island with a view to securing their joint co-operation in an effort to obtain from the Dominion Government a policy of immigration which shall secure to the Maritime Provinces the same publicity and facilities with respect to immigration as are at present given to Western Canada."

The New Officers.

Mr. Snowball then brought in the report of the nominating committee which embodied a change in the sequence of officers owing to the change in the selection of a meeting place which meant that the vice-president of Yarmouth was sacrificed. Captain Read seconded the report which was carried unanimously.

President, Dr. Dunbar, Truro, N.S.; 1st vice-president, James Paton, Charlottetown, P.E.I.; 2nd vice-president, E. A. McCurdy, Newcastle; corresponding secretary, G. A. Hall, Truro; secretary-treasurer, T. Williams, Moncton, N.B.

Votes of thanks were tendered the retiring president and the other officers for their good work.

C. E. Bentley, of Truro, replied on behalf of Dr. Dunbar, the new president, and thanked them for the honor.

Delegates Banqueted.

The visiting delegates to the Maritime Board of Trade were taken in automobiles donated by members of the Moncton Board of Trade, to the oil and gas wells in Albert county Thursday afternoon. On their return they were royally entertained by Mr. and Mrs. M. Lodge on the lawn at their beautiful residence on Union street. After dinner President C. W. Robinson, of the Moncton Board, who presided, proposed the health of the King, which was responded to by singing the Nathional Anthem.

The President of the United States was next proposed, and was responded to by Col. M. J. Hendricks.

Vice-President J. E. Masters proposed the City Council, which was responded to by Mayor Reilly and Aldermen Charters and Robinson.

At this stage of the proceedings Mr. Barnstead, of Halifax, addressed the gathering. He enlarged on the necessity of the provincial governments of the Maritime Provinces supplementing the efforts of the Dominion Government, and also that a greater variety of the industries must be developed in the Maritime Provinces in order to be able to secure different classes of immigrants coming to us from the Old Country.

President Robinson proposed a toast to the visiting members of the Maritime Board of Trade, which was responded to by C. F. Bentley, Truro; Wilfrid Forbes, Charlottetown; and Rev. W. T. Bates, of Newcastle.

Vice-President Masters proposed a toast to Mr. and Mrs. M. Lodge, to which Mr. Lodge replied.

Our Natural Resources was responded to by Dr. Henderson and O. P. Boggs.

The Ladies was responded to by A. M. Bell, Halifax; C. D. Cliffe, of the MacLean Publishing Co.; F. McDougall and S. W. Miller, of Millerton.

At the conclusion of the toasts, Thos. Williams, secretary of the Moncton Board, delivered a short address.

Capt. Jos. Read, of Charlottetown, on behalf of the Maritime Board thanked the members of the Moncton Board for the hospitality shown them.

The gathering broke up with singing God Save the King.

Gas and Oil Among Moncton's Resources

Destined to Become One of Our Largest Centres—Pipes Being Laid to the City—Moncton's Importance as a Railway and Industrial Centre.

Kipling said that Medicine Hat was the town that was born lucky. In this he might easily have added Moncton, N.B. "Lucky" is a poor word for Moncton when it is considered that the town has within a few miles of its limits natural gas wells and crude oil wells with power and resourcefulness said to be unequalled in the world. Already pipes are being laid for the supply of the city with gas and the lighting and heating arrangements will follow. The possibilities for supplying all the leading cities of the east are great and it will only be a matter of time when the boon of thirty-cent gas will be available everywhere in the province.

Moncton is located in the County of Westmoreland, N.B., 89 miles from St. John, northeast. It is a port at the head of navigation on the Petitcodiac river, and the seat of the large workshops and offices of the Government railway, the I. C. R. The population is about 14,000 people. It has a good harbor, fine municipal buildings, and schools, ten churches, four banks, and two daily newspapers; iron and wireworking factories, cotton, woolen and flour mills, as well as other industries.

Great Railway Centre.

The outstanding feature of Moncton is its railway headquarters. This is its great factor as far as employment of hands is concerned, as it distributes in wages and salaries every year far over a million dollars.

The Moncton and Buctouche Railways have their headquarters here also. That the city will be the eastern terminus of the new G. T. P. is a primary indication of the great possibilities before the city. One of its fine buildings

is the Y. M. C. A., in the hall of which the meetings of the Maritime Board of Trade were held. There is also a fine hospital and training school for nurses; in addition to the daily papers there are three strong weeklies, numerous hotels, six wholesale houses, a large biscuit factory, barrel factory, clothing factory, brick works, bottling works, etc.

Situated at the bend of the Petitcodiac river, far famed for its natural phenomenon, "The Bore," or tidal wave, Moncton owns its own water, gas and electric plants and supplies gas and electricity for manufacturing.

The city is the natural trade centre for the Provinces of New Brunswick, Nova Scotia and P.E.I.

Aid Given Manufacturers.

The city council has secured legislation enabling it to grant exemption from taxation industries locating here, provided the enterprises are of sufficient importance, while in many cases they go even farther and give free water and other privileges.

Landowners are disposed to be favorable and reasonable in dealing with promoters of new industries, and many of the city's largest plants are located on free sites. Labor supplies are abundant. Besides being a railway town, and having a large and growing population, Moncton is the natural centre of a large number of smaller towns from eight hundred to two thousand population—more so than any other city in the provinces.

In the east are Memramcook, St. Josephs and Shediac; in the west Salisbury, Petitcodiac and Hillsboro, and on the north, Harcourt, Buctouche, Richibucto and Rexton.

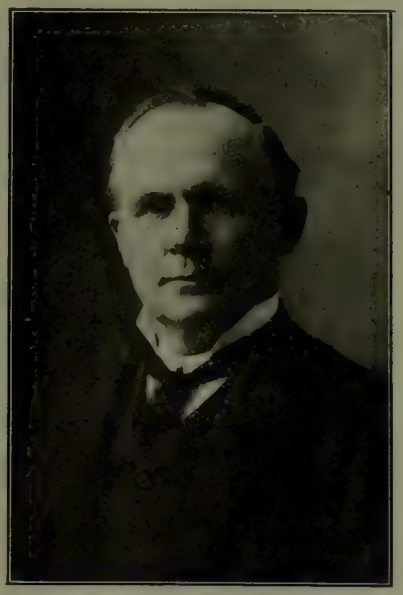
To say nothing of the natural power mentioned, the city is within easy distance of the Grand Lake coal fields, and also of the great Cumberland areas at Maccan, Joggins, River Herbert and Springhill Mines that yield a splendid quantity of coal for steaming purposes. In every way the city is an ideal manufacturing centre.

The Moncton Board of Trade showed marked energy and enterprise in its open-handed entertainment of the visiting delegates of the Maritime Board, and C. W. Robinson, Ald. Charters and others, like Mr. Marvin and F. W. Sumner and Mr. Jones, and everyone in the city of any standing deserve public congratulation for the success of the meeting.

That Moncton is destined to be one of Canada's great cities is quite feasible. New promoters of the real estate surrounding Moncton have now set to work and are inviting investors to quit taking chances on outside land-office schemes and to try the solid investment in land which promises surely to provide a patrimony enviable indeed.

Matthew Lodge, Discoverer of Gas and Oil Wells

It is an easy matter to sit back and say, "Marvelous," "He's a wonder," and all such like expressions about "Mat" Lodge now. Mr. Lodge does not mind it. He knows what suffering he has gone through in Moncton. He has discovered the oil and gas wells that lie at their very doors. At the doors in fact of the skeptics. The men who said with the wise head-shake—and some say so yet "its a fake," "Can't believe it," etc., need not worry. Mr. Lodge has now the property secured. He has the money secured, and the franchise forever.



MATTHEW LODGE,
Founder of Moncton Oil and Gas Wells.

It is as the writer said on a visit to the oil wells, "If the stars came out only once a year we would all go out to see them." These marvelous oil wells are located only a few miles from Moncton. The long wearisome fight against doubters and others who knew not, has been waged almost single-handed by "Matt" Lodge for the last twenty-five years. That he with almost superhuman prophetic instinct and determination battled it through is almost unbelievable—especially single-handed, and often with no money or sympathy to back him.

It has been said that a professor of Harvard was Mr. Lodge's saviour. He was the Joshua who led him out of groping doubt into light. He proved that the government survey of this land and the tests were all wrong, and encouraged Mr. Lodge to stick to his guns. He did. It would take too long to detail all the early struggles up to the time when Mr. Boggs came to Mr. Lodge's assistance. Mr. Boggs is one of the oldest oil men in the world. He knew the oil property the moment he saw it and being an engineer his word had weight. It had more, it had the backing of years and years of hard earned experience in the oil fields of Pennsylvania where his brain had solved many difficulties. Mr. Boggs is one of the large holders in the Moncton property to-day. They have 10,000 acres of land which for its mineral and other resources is only scratched. Mr. Lodge, Dr. Henderson and Mr. Boggs with their associates are now in that happy position of having the coin with which to go on and no aid is necessary except what they buy.

Visitors See the Oil and Gas.

The Maritime Board were guests of the local Board of Trade on the trip to the oil fields and at a farm house there was shown a gas stove fed by the natural gas flow, and all the lights were natural gas. With many "Ah's" and "Oh's" the visitors saw the gas and it was little wonder that they could scarcely believe their eyes. The delegates then climbed a steep hill accompanied by Mr. Boggs, who took them to a natural gas well and gave a demonstration.

He told them about the crude oil which they saw being pumped out of the wells 1,400 to 2,000 feet deep and still more wonderment.

He told them that there was gas pressure enough to supply a dozen cities like Moncton, and really, it was almost unvelievable because of the crude wild-looking place where the shafts are sunk.

What natural gas and oil has done for Pittsburg it can surely do for Moncton, and an artist poet's dream could scarcely tell what the future may be. The Maritime Oilfields, Limited, have eleven producing wells with a daily capacity of forty million cubic feet of gas. Only the fringe of the possibilities has been touched and every day sees new things.

Thirty cent gas is offered industries to come to Moncton.

A special article is to be prepared later and reference here is largely to accenuate Matthew Lodge, the man, who looks like the late President McKinley, so much that in England he was taken for him. It was Mr. and Mrs. Lodge who entertained the visiting delegates to a banquet on their beautiful grounds on grassy floors where hospitality ruled supreme.

BRUNSWICK HOTEL, MONCTON.

The leading hotel of Moncton is the Brunswick, admirably located opposite the station of the I. C. R. It is far enough away from the station, however,

to avoid noise and traffic disturbances and has the advantage of a beautiful garden, which is the talk of Moncton.

The building is large and commodious and comfort is the watchword of the hotel throughout. Accommodation is provided for travelers in large numbers, and most of the leading men stay at the Brunswick. This is caused by the homelike attentions shown by the staff, and the manager, Harry Twigger, who has a host of friends with the traveling public.

Mr. Twigger aims at service and does the best possible with the means at his disposal.

The dining room is always supplied with the latest table delicacies in season, and for the low rate charged, the Brunswick compares favorably with any hotel in the province. Large parlors and waiting rooms afford special comfort for ladies, and the writing room and rotunda are first-class accessories to a good house.

Excellent sample rooms are provided and special attention is paid to the highest-class commercial trade. Tourists in the summer find the house a splendid resting-place, and the gardens have been admired by guests from the four corners of the globe.

Owned by Geo. McSweeney, the house has been famous for its political associations. The big banquets are invariably held at the Brunswick. Mr. McSweeney is one of the best known men in New Brunswick. "Bob," the porter, is a general favorite. The banquet given this summer to the British journalists was held there.

J. FRED STEEVES.

No reference to Moncton business men would be complete without mention being made to J. Frederick Steeves, wholesale grocer and provision merchant, who conducts a thriving trade, not only in his own province, but in all the Maritime Provinces, as well as considerable export and import business in provisions, grains and kindred lines.

It is a little over two years since Mr. Steeves launched his present wholesale venture, having for many years been engaged in a large and successful retail general store business in Moncton.

A specialty is made of quality in all lines and in the grain and flour department Mr. Steeves has made a study of close buying and has facilities for giving good value at all times. He is a close student of the markets and thus his customers get the benefit. When the announcement is made, "Special price car lots," this means something with this firm, and no order is too large to handle promptly. Oats, flour, feed and provisions include the leaders, but a full line of staple and fancy groceries is carried.

The place of business is eligibly located in the heart of the city at 6 Cable Street, and shipping facilities are of the best. Mr. Steeves is in every sense a representative business man and takes a keen interest in the welfare of Moncton.

The business is steadily increasing from year to year.

TOOMBS & SON, PROVISION IMPORTERS AND SHIPPERS.

A thoroughly representative firm in Moncton is that of Toombs & Son, provision importers and shippers, who, for the past thirty-one years or more, have been established as leaders in these lines in the east. The business has steadily grown from year to year and now ranks easily as the largest of its kind in this section of the country, in fact, in the east. It was founded by Benjamin Toombs, and latterly has been carried on by his son, Jack Toombs. The firm has been known for enterprise and ability and have always been identified with the prosperity and general welfare of Moncton.

A specialty is made of flour, meal, feed, grain, apples and fish; also pork, lard, bacon, cheese, etc. Eggs, butter, oysters, potatoes and hay come in for an immense trade, as well as seeds and fertilizers. Thus it will be seen that large and important trade is done. The Messrs. Toombs are among the leading merchants.

J. A. MARVIN, LIMITED.

The biscuit works of the J. A. Marvin Co., of Moncton, are a credit to the east. They are equipped from basement to attic with the newest and most modern machinery necessary or useful in carrying on this branch of trade. A perfect system of manufacturing is employed as well.

The new sheeter, which has just been installed, was manufactured by P. D. Harton, of Philadelphia. They also have one of Thos. L. Green & Co.'s latest cutting machines, which is a combination machine used for the manufacturing of "White Lily" cream sodas, as well as for various lines of sweet biscuits. This machine is used in the cutting of Fluted Vanilla Bars, Cocoanut Gems, Victoria Bars, Strawberry Bars, Chocolate Bars, Havelock Lunch, Social Teas, Arrowroot, Ice Cream Wafers, Sugar Wafers, Vanilla Bars, Chocolate Marsh Mallows, Honey Jumbles, Honey Bars, Ginger Snaps, Ginger Wafers, etc.

They also have installed one of Harton's fig bar machines, which manufactures the "Newton Fig Bar," which has grown so popular of late. Another of the machines which they have just installed is a marsh mallow beater. This machine is used by all the leading bakers of the United States and is capable of turning out the finest marsh mallow goods obtainable. Another of their new machines is a scientific grinder. This machine is used for pulverizing sugar. Other new machinery is a box folder, ginger grinder and fig grinder. Altogether, the machinery has been put in at a cost of about $8,000.

One is impressed upon entering the second floor of this factory, with the "conveyors." This is another improvement which is well worthy of note. The cleanliness with which the goods are handled, also the neat appearance of the female staff employed as packers is a feature. They are supplied with clean caps and aprons by the company, free of charge.

It might be here mentioned that the "White Lily" brand of biscuits were awarded the gold medal at the Dominion Exhibition held at St. John in 1910.

The raw materials are kept in the basement, which, by the way, has a concrete flooring, rendering it a sanitary compartment for the purpose.

Mr. Marvin was prominently identified with the Maritime Board during the convention.

M. WOOD & SONS, SACKVILLE, N.B.

One of the finest of the wholesale grocery houses of the east is that of M. Wood & Sons, Sackville, N.B. This is not surprising when it is known that it has been established ever since away back in 1828. The founder was Mariner Wood, one of the pioneers of Sackville. His son, now Senator Josiah Wood, continued the business, and now the sons of Josiah are in command. They have evolved things in the modern store that old men would marvel at. The premises are among the finest to be seen anywhere. The handsome red sandstone building is fitted throughout with all modern conveniences, with fine offices of modern construction and style, and the latest shipping facilities, with warehousing capacity unsurpassed by any place. They carry on a wholesale jobbing business all over the provinces and have a branch at Sydney, C.B., under the name of Wood & McConnell. They are large exporters of hay and also deal in eggs and dairy produce. Their business is sterling and well-handled.

St. John's Great Shipping Facilities

Government Shipyards to be Established There—Many Manufacturing Establishments—Important Tourist Centre.

St. John still continues to go ahead with leaps and bounds. The latest impetus given the place is the Government shipbuilding yards, which are about to be established there, giving employment to over a thousand hands to start. On the other hand, business activity was never more marked in the city. New enterprises receive every encouragement and the convenient railway connections make shipping facilities unrivalled. It has excellent river and ocean navigation and is the great Atlantic winter port of the Dominion, the C. P. R. running their fleet there all winter.

Raw materials of all descriptions are easily obtained, and the finished products can be shipped handily and with profit.

The climate is unequalled anywhere, being scarcely over 75 in the day at the hottest, and always cool at night. Tourists flock there in the summer, and the trip across the Bay of Fundy to Digby is an ideal one.

Some of the industries at present making the town hum are the manufacturing of cotton, pulp, lime quarries, the fruit and produce trade, and the fishing industry. Many varieties of wholesale trade are carried on, and the city is easily in the front rank of Canadian centres.

The Board of Trade is one of the most active in Canada, and is always in the forefront wherever St. John's interests are concerned.

G. E. BARBOUR & CO.

No wholesale grocers in the east have established a more enviable name and trade than have G. E. Barbour & Co., St. John, N.B. They do a large and growing staple and fancy grocery trade all over the provinces, and are considered among the leading grocers of the east.

Their service is what they claim to be superior to all others, and in specializing upon this they ask in their clever ads. that the merchants of the small towns avail themselves of this. They study localities and try to supply the lines that will bring most profit in certain particular sections of the provinces. They are careful buyers and give their customers the benefit of this. In manufacturing spices, etc., they excell along the same lines and have minimized the chance of any inconvenience to customers.

Satisfaction is guaranteed all along the line and all their special agencies are carefully watched. These include Goodwillie's fruit in glass, Holbrook's pickles and sauces, Wm. P. Hartley's jams and marmalades and many others. They have recently purchased King Cole tea and are driving it into popularity as rapidly as their popular organization alone can.

It is always a pleasure to do business with this firm, and probably no greater compliment can be paid any firm.

C. H. McDONALD, THE TEA MAN.

Charlie McDonald began the tea business a few years ago in a small way, comparatively, and he has by dint of great ability and close concentration built up an enviable trade all over the provinces for his famous blend, "Red Clover." He makes a specialty of blending, and has studied the tea business thoroughly. The steady increase in his specially imported teas blended by himself is the best testimony to his success in pleasing his customers.

THE CROSBY MOLASSES CO., LTD.

The Crosby Molasses Co., of St. John, has steadily grown in prominence from year to year, and to-day ranks among the leading houses of the kind in the Dominion. They have a large western business and import their own molasses specially selected and direct. They make a specialty of prompt service and high quality of molasses of various grades. Mr. Crosby, Sr., is one of St. John's leading citizens, and formerly took an active interest in the Maritime Board of Trade. He is interested in the welfare of the provinces and is a keen business man. Fred Crosby, secretary of the company, travels a great deal, and is a wide-awake, capable young man, who has risen in prominence largely through his own untiring energy and pleasing manner. This year there has been a shortage of some canned fruits, and molasses should have a stimulated sale.

Advantage of Nova Scotia's Capital

Halifax, the City Beautiful—Many Natural Picturesque Spots—Superior Educational Facilities—Open Winter Port.

Halifax is the city beautiful. All the glamour of its military traditions lives only as history. Business in all forms is the watchword there to-day. Industries have been encouraged and enlarged, and Halifax is gradually coming into its own. The business men are nearly all in the happy position of having money and they use it to still further promote business, and at the same time enjoy life. They long ago not only knew how to make a living, but how to make life worth living.

The natural beauty of the harbor and its surroundings, the Arm and the public gardens, coupled with the historic spots of beauty, and the fine yacht clubs, and social clubs, combine to make Halifax a pleasant place to visit.

The prosperity which is covering the Dominion is dominant in the east, and Halifax is sharing abundantly.

That the C. P. R. now have control of the D. A. R. is established, and has created a spirit of new hope down there which should prove a big commercial asset later on.

The educational facilities of Halifax are unequalled anywhere. Their schools include military schools, business colleges, medical schools, two theological schools, two conservatories of music, the Ladies' College, seven convents and a university for higher education.

The open port in winter is a great advantage, and every facility is afforded for shipping the year round.

The Board of Trade of the city is one of the most active and important in Canada, having a membership of over 600. E. A. Saunders, the secretary, is an energetic and capable man. He was at the Maritime Board meeting, and wherever he is, his ideas are dominant.

SMITH & PROCTOR.

When "Blue Nose" butter is mentioned, the name that at once comes to mind is that of Smith & Proctor, one of the largest dairy firms, not only in the east, but in Canada. They make a specialty of dairy work, and have made this one brand of butter, "Blue Nose," famous all over the world, in fact. It is made from the finest of cream available in the splendid pastoral lands of the Island Province, as well as the selected products of other sections of the east, and is guaranteed to be as fine as the dairymaker's art can get it from the standpoint of purity and copiousness of flavor and taste. Their trade extends all over the Dominion and has increased latterly in leaps and bounds. Prompt, efficient service at all times, coupled

with the guarantee that all goods are just as represented, has given them the confidence of the largest buyers, and at the same time the assurance of a continued trade unprecedented in the provinces.

THE ACADIA SUGAR REFINERY.

The Acadia Sugar Refinery Co. have taken on a new lease of life lately and their business was never so good. The new staff of officers are energetically aiming at enlarged markets and are getting them. How? Simply by having gone after them, defying competition in the excellent goods manufactured and the variety of grades, all of the finest sugar, which will suit a diversity of trade everywhere. Mr. Daviss, the secretary, is keen, alive and careful and his directors, Messrs. Brand and Smith, have backed him up in his progressive steps since he took charge. They have increased their facilities and shipments are prompt at all times and a steadily growing business is being done.

I.C.R.'S PASSENGER MAN.

J. B. Lambkin seems to be getting younger every year as the passenger agent of the I.C.R. at Halifax. "Jim" as he is familiarly known has fitted in beautifully down east and has won the good-will and respect of all who know him there just as he did years ago all over the West.

This year he was as usual about the Halifax Hotel and other places showing his tireless energy in looking after the comfort of visitors. It is his pleasure to show people how they can best enjoy themselves in the city beautiful and ultimately use the I.C.R. unconsciously to see other beauty spots about which James can make such splendid "spiels." He is the kind of man one would like to meet at Christmas time as he is always in good humor, always entertaining and bubbling over with a contagious form of enthusiasm that never wears out. "Keep it up Jim," is what his host of friends say and more power to the I.C.R. to select others who have the capacity to make the government road more popular every year.

The MacLaren Imperial Cheese Co., Limited, beg to advise the wholesale and retail grocer that they will have in the Manufacturers' Building at the Canadian National Exhibition, Toronto, two of their best demonstrators demonstrating MacLarens' Imperial products. Our W. H. Wilson will be in charge, and will be pleased to receive a visit from any of the grocers and their friends when visiting this Exhibition, which displays the greatness of Canadian enterprise and industry.—Advt.

Equipped With Modern Conveniences

New Brunswick Store Built to Give Best Possible Service and With a View to Sanitary Conditions—Fish and Meat Departments Separate From Grocery, but Under Same Roof—List of the Equipment and Value of Each.

For neatness of design, rich and attractive decorations and up-to-date equipment, the grocery, meat and fish stores, opened at the corner of Charlotte and Duke streets, St. John, N.B., by Vanwart Bros. during the latter part of April, will compare favorably with many of the best in Canada.

Everything that tends to make a store attractive to the buying public, and modern appliances for quickly and efficiently catering to the wants of customers, have been installed, and only the most recent devices for the proper displaying of goods have been placed in position. J. W. Vanwart, who is the sole proprietor, after his thirty years of experience, realizes the importance of having his goods as attractively displayed as possible, and also the value of modern appliances for cleanly and proper handling of food stuffs. The store presents a very pleasing appearance, and even the most unattractive looking lines of goods may be displayed to the best possible advantage.

The building occupied by Vanwart Bros. for many years was sold, and this made a move necessary. Fortunately, Mr. Vanwart was the owner of the building across the street, and though the task was a big one, involving the digging of a new cellar under the whole premises, and the remodelling of the ground floor, he decided to take up its occupancy, and architects were at once set to work on the plans. The beautiful new store which is a source of admiration from passers-by, and an impetus to the increase of business, was the result.

Metal Ceiling Installed.

Three separate stores formerly took up the space in the premises now occupied by Vanwart Bros., and they have now been merged into one, though the three separate entrances have been maintained. The centre of the grocery store, a large square room, is entered through the main door-way, and here is seen a new floor of a cement device which is both durable and attractive. Steel, painted white, forms the ceiling, and it is divided into large blocks by the heavy cross beams, which add to the general attractiveness and originality of design in the big room.

Sanitary Bin Fixtures.

Mr. Vanwart has regarded with care the economical side of the storing of goods to advantage in the arrangement of his bins or large cases, which are to be seen beneath shelvings, all of oak, each with a glass cover and designed so as to allow of its being easily tipped forward, giving immediate and convenient access to its contents. They make it possible for an enormous stock to be carried very economically.

Modern show cases of the latest and most approved design, are in evidence in front of these bins. These are used as counters, and as they have glass fronts, through them is presented an opportunity to display to advantage many lines of goods, while reserve stock is provided for in the shelves behind the glass.

Counter for Holding Barrels.

At the rear of the room a counter has been fitted with devices for holding barrels of flour, sugar, etc., and it is so arranged that the clerk has easy access to the contents because of the barrels being placed so as to be swung about with ease.

The shelves run to the ceiling, and to enable the clerks to easily reach any desired article on any of them with comparative ease and quickness, four ladders, similar to those employed in shoe stores, running on little tracks on the floor, have been placed in position.

The fittings throughout are all beautiful in design and finish and are entirely in harmony with the general design of the room, and represent the newest and most modern suggestions in the way of fixtures for up-to-date grocery stores.

The effectiveness of the display is increased through the installation of handsome plate glass mirrors in the southern and western walls, as well as in one of the walls beside a plate glass show window.

Panelled Glass Ceiling.

Either through the main store, or direct from the street one may reach the meat and fish stores, where is repeated the general attractiveness in finish and design, which called for so much admiration and commendation in the main grocery store. The fittings are of the latest and most novel creations, while the floors are of the Tarana cement used in the main floor. The walls are finished in white tiles with a white glass panelled ceiling, while on each wall are numerous glass brackets for the display of goods. The meat racks are of approved style, fitted with up-to-date appliances, while the chopping blocks in appearance resemble large pieces of furniture. On this floor is a modern glass and marble refrigerator, for butter

and other goods which need to be kept cool, while a large rack for green vegetables, is seen at the back.

The Water Sprayer.

The goods on this rack are kept constantly fresh and green by means of a water sprayer, which ensures cleanliness as well. On the same floor with the meat department is the office, opening off which are a cloak room, and lavatory.

For cleanliness, satisfaction and general attractiveness, the fish store vies with the meat department. Marble counters are used for the display of the fish, while the cleaning work is done in a tiled tank with a marble bottom. Numerous glass shelves are in use on the walls, and the fish are handled in a cleanly and sanitary way by the clerks, through the assistance of every requisite device of recent design.

Water Flows Down the Window.

An innovation which is greatly appreciated is the installation of a device which makes it possible to direct a stream of water down the whole length of the big plate glass windows in both the fish and meat stores, which is a valuable aid to the sanitary condition of the shop, and tends to effectively rid the place of flies in warm weather.

The Oil Tank.

Another innovation in the store is a modern kerosene oil pump, of the automatic measuring kind, which connects with a big tank in the cellar. The premises in this way are kept entirely clear of the smell of oil, as the tank is filled by a pipe which leads from the yard.

With electricity as the operating power, other modern devices of valuable service, have been installed, such as a bone cutter and knife grinder, combined, in the meat store, and an improved coffee grinder in the grocery store. A vegetable display stand is still another of the many expense-lessening devices. Particularly effective and attractive are the electrical fixtures in the roomy windows and throughout the three stores as well, providing for an abundance of light.

The Elevator.

In order to handle the goods more easily an elevator has been placed in the store which will permit of articles being hauled to the alley on Duke street and from there taken into the main store or landed in the cellar, whichever is desirable. Ample storage space is provided in the cellar, while the room in which the hot-water furnace is situated, is closed off from the rest of the premises.

A comfortably and thoroughly modern barn has been fitted up for the horses of the firm, and one of its unique features is the fact that the horses have their stables not on the ground floor, which is usually the case, but on the second storey, which is reached by an incline winding about the building. The carriages are found on the ground floor.

Mr. Vanwart has found that in his thirty years experience it pays to have attractive fixtures for the showing of his goods, almost as much as it is of value to have the best class of reliable wares to display.



An interior view of Vanwart Bros.' store in St. John, N.B., showing up some new equipment.

READY MADE CARD PHRASES.

Taste the taste of these olives.

What is bread without good butter? Try ours.

Pickles—just as good as mother made.

If you don't buy here, we both lose.

C our T B-4 U buy.

Our coffee—once you try you always buy.

You want a good solid salmon—we have it.

AD.-WRITING HINTS.

Canned Meats—Fire saved, thought saved, labor saved, money saved.

Cereals.—Light breakfasts for summer mornings.

Pickles.—With sweet variety your taste we'll please.

Refined sugars were advanced again 10 cents on Thursday, just at time of going to press, bringing quotations on a Montreal basis up to $5.35, a total rise of 75c since June 30.

The Markets---Rice Advances 15 Cents

Lower Grades Go Up 15c per Sack—Due to Drought in India—French and Belgium Peas Advance—Pack on Account of Dry Spell Will be Short—White Beans are Generally Firm—New Evaps on Eastern Markets—Sugar is Firm—Trade in Healthy Condition.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

New Evaporated Apples—15 cents.

Rangoon Rice—Up 15 cents per cwt.

Sugar—Very firm.

Canned Goods—Conditions of interest.

Montreal, Aug. 24.—There is a rather marked improvement in the grocery business this week in contrast to the quietness that was noted a week ago. Orders have been larger and more numerous and business is in a much more healthy condition. This is accounted for partially by the return of people from the various summer resorts. They have returned to their homes and their purchases are appreciable, as might be expected after their absence from the centres of trade.

Another reason is the first touch of cool weather. With the approach of September there is a re-awakening of business after the summer lapse. During the past few days the nights have been noticeably cooler than usual and it would seem that a sudden departure had been made from the decided summer conditions that have prevailed. Not only is business brisk, but collections are satisfactory, although one wholesaler not so long ago pointed to several large drafts that had been returned to him without any explanation. He fancied the coming elections were to blame but this does not seem to be general.

One house asserts that there has not been as marked an influence as was expected. The people are turning out in larger numbers than ever to the various meetings, but this is not the disturbing factor that might be expected of it.

Sugar.—The sugar market is firmer with the general expectations being for an advance in refined before long. Raw sugars are higher and the reports from Europe are anything but rosy. The demand for refined is steady and should be heavy when plums, gages, peaches and pears are at the height of their season. The situation is tense and the market conditions indicate firm markets with higher prices more than probable.

Granulated, bags	5 25
" 20-lb. bags	5 30
" Imperial	5 10
" Beaver	5 15
Paris lump, boxes, 100 lbs	5 95
" " " 50 lbs	6 05
" " " 25 lbs	6 35
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 95
" " 100 lb. boxes	6 05
" " 50 lb. "	6 15
" " 25 lb. "	6 35
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 70
" " 50-lb. boxes	5 60
" " 25-lb. boxes	6 10
Powdered, bbls	5 50
" 50-lb. boxes	5 70
Phoenix	5 25
Bright coffee	5 00
No. 3 yellow	5 00
No. 2 "	5 00
No. 1 " bags	4 85

Bbls. granulated and yellow may be had at 5c. above bag prices.

Molasses.—This market remains practically unchanged. Demand for molasses is quiet, and will likely remain that way for some time. High grade molasses are firm.

Molasses, to arrive, car load lots	0 28 0 29
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 28 0 31
" " " barrels	0 31 0 34
" " " half-barrels	0 33 0 36
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—New evaporated apples are on the market at fifteen cents. Prunes have entirely disappeared and the new price is not encouraging. Prunes are expected to rule high. They are already in that position and there are no present indications of their leaving it. Spot stocks have seldom been lighter. Raisins, apricots, etc., may be purchasable but it is doubtful.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 17½ 0 18
Currants, fine filiatras, per lb., not cleaned	0 07
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 7½
Dates, Hallowee, loose	0 04½ 0 05
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13
Raisins—	
Choice seeded raisins	0 09½ 0 10
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07 0 07½
" select, per lb	0 08 0 08½
" 4-crown layers, per lb	0 08 0 09

Nuts.—Primary market reports state that Sicily filberts are higher. Shelled almonds are also firm. The market is rather quiet but should soon begin to show improvement.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13½
" Barcelona, per lb	0 10
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 17 0 18
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 35
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 33 0 35
Brokens	0 30 0 32

Tea.—A recent report says the market shows a decided advance during the past month for all grades of tea, the movement being especially marked in the commonest kinds. Better grades have shown improved quality, and this has also affected prices. The great activity displayed toward the end of July was brought about by information from the producing countries of a falling off in supplies. Shipments to the United Kingdom from Calcutta for the first half of July showed a decline of two and one-half million pounds as compared with the corresponding period last year.

In Ceylon and South India a severe drought has been experienced which has caused a heavy shrinkage in supplies. The small estimate of ten million pounds for the month of July has not been reached, and the estimate for August shows no increase over last year. From China, alarmist reports have been received as to the scarcity of low grade tea, and while it is as yet too early to say what ultimate supplies will be, it is certain that there is going to be no excess, while low price Monings are practically non-existent in London, and at the present not to be bought in Hankon.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The market is firm but no price changes have occurred here. The primary conditions remain steady.

Mocha	0 22	0 28	Santos	0 19	0 27
Rio, No. 7	0 19	0 21	Maracaibo	0 21	0 25
Mexican	0 22	0 30			

Rice and Tapioca.—Owing to the drouth in India the rice crop has been affected and local houses as a result quote an advance of fifteen cents. Grade B and grade c.c. have been affected. It is the Rangoon rice that are affected. Patnas are steady and unchanged.

Rice, grade B, bags, 250 pounds	3 05
" " " 100 "	3 05
" " " 50 "	3 05
" " pockets 25 pounds	3 15
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	2 95
" " 100 "	2 95
" " 50 "	2 95
" " pockets, 25 pounds	3 05
" " ½ pockets, 12½ pounds	3 10
Velvet head Carolina rice, per lb	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06 0 08

Spices.—There is a steady demand for spices and prospects point to a continuation of it with the season just about opening.

	Per lb		Per lb
Allspice	0 13 0 18	Ginger, whole	0 17 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 85
Cloves, whole	0 28 0 35	Nutmegs	0 25 0 60
" ground	0 21 0 35	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	Peppers, white	0 22 0 27

Canned Goods.

MONTREAL.—According to one report the outlook for corn and tomatoes is rather encouraging, better than was expected at one time. It seems that the whiole trend in the canned goods market is upward. Recent reports in regard to French peas announce an appreciable advance, and quite a number of figures have been changed in the list of late.

Belgian peas have been advanced from five to sixteen francs, and to those who forget their foreign exchange, a franc is equivalent to twenty cents. The first pea crop in Belgium was a failure and supplies that should have reached here by August 1 will not arrive until the middle of September. The second crop is just being packed now and it is from this that supplies will be taken. The representative of The Grocer saw one order for 400 cases of corn and 400 of tomatoes. Peas were a blank. The particular house did not have any goods. Their customers only received a percentage of their orders. The peas asked for by this buyer will probably be foreign unless they are forthcoming from some other source. Spot tomatoes pass from jobber to jobber at $1.35. There is every likelihood that peas will be high. One price has been rumoured, but it is not yet in existence although altogether likely to be quoted before long. There will be very few raspberries left after orders are filled. Canned goods are receiving considerable attention just now and they require it. It looks as if plums, pears and peaches will show a good crop.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal.—Beans golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's—Peas, sweet wrinkle, size No. 2	....	1 25
2's—Peas, early June, size No. 3	....	1 50
2's—Peas, standard, size No. 4	....	1 35
Gal.—No. 4 standard	....	....
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal—Spinach, table	5 30	5 32½
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 02½	8 55
Gal.—Cherries, red, not pitted	....	....
2's Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	2 00	2 02½
2's—Strawberries preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 27½	2 30
½-lb. flats, per dozen	....	1 45
1-lb. flats, per dozen	....	2 47½
Other salmon—		
White salmon	1 00	1 15
Humpbacks, dozen	1 25	1 40
Cohoes, dozen	1 60	1 65
Red Spring, dozen	1 90	2 00
Red Sockeye, dozen	....	2 10
Lobster—		

½-lb. flats, dozen, $2.75 $2.85; 1-lb. talls dozen, $3.60, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—According to general reports, the prospects for tomatoes and corn are quite favorable. However, a recent report from the Picton district states that tomatoes are progressing not so favorably, although corn looks good. In regard to the size of the pack much depends on the latter part of the season and how early frost arrives. "From present conditions I believe," said a canned goods broker, "that prices won't show much difference from last year when prices opened at $1.15 to $1.17½. There are some of the new pack on the market, as dealers have been clamoring for them, so they will not have to import any more. They are worth from $1.50 to $1.60."

Blueberries is another line which general reports say will be extremely short this year. They are mostly packed in Nova Scotia and some of the canners in that province have withdrawn prices. One firm is quoting 2s at $1 per dozen and gallons at $4.15. One jobber said: "I believe that the percentage delivered to this market will be extremely small, and are not quoting prices until we see what we get." Packing of this line is still going on.

The French and Belgium pea crop has been nearly a complete failure and the pack, according to one wholesaler, will only be one-third of an average. The dry, hot weather prevalent in these countries is the cause and prices have been advanced from $1 to $1.50 per case. Last year there was a considerable amount imported into this country.

The salmon pack will not be any larger than was expected, and will be, according to report, below that of last year. The future cannot bring forth much improvement as humpbacks have appeared in Puget Sound, a sign that the Sockeye run is nearing an end. There is a feeling that the best sockeye will open at a figure that will mean $2.25 to the retail trade. "Cheaper grades will be higher also," said a canned goods broker, "but not in proportion to the advance in better grades. I believe there will still be pinks to retail at 15 cents or 2 for 25 cents." The fishermen on the Fraser river are petitioning the government for an extension of the season from August 25 to September 15.

The prospects for the pack of peaches and plums are favorable.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3'—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
FRUITS		
2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 00	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½
VEGETABLES		
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55

Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT

Apples, standard, 3's	....	1 20
" " gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 25	2 37½	Cohoes, per doz. 1 77
½-lb. flats, dozen	1 42½	1 45	Red Spring, doz. 2 10 2 15
1-lb. flats, dozen	2 45	2 47½	
Other salmon prices are:			Lobsters, halves, per dozen..... 2 60 2 75
Humpbacks, doz	1 30	1 35	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye		2 20 2 25	
Chicken	4 00		Soup, 2's 1 9
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Standard B. Rice—Up 15c cwt.

Beans—Advanced.

Blueberries—Short pack expected.

Imported Peas—Advanced.

New Evaps—Sold around 10c.

Toronto, Aug. 24.—A good healthy trade is now in evidence according to reports of local wholesalers and an appreciable volume of goods is being sent out to the trade. Prospects point to an excellent fall business, and with the good collections, even now present, jobbers are well satisfied with trade conditions.

Opening prices on salmon have been expected for some time but as yet have not been named, although they may be at any moment now.

Sugar.—No further change has occurred in refined sugar, but strength is not at all lacving. Reports from Europe concerning the beet crop do not tend to ease the market at all and raws are firmly held. Cuban supplies are about cleaned up and refiners are now looking elsewhere for supplies. A further advance in United States refined is anticipated, and a similar change in Canadian would not be a surprise. The movement continues good and with larger fruit supplies should be heavy.

Extra granulated, bags	5 35
" " 20 lb. bags	5 45
Imperial granulated	5 15
Beaver granulated	5 15
Yellow, bags	4 95
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 75
" " 50-lb. boxes	5 95
" " 25-lb. boxes	6 05
Powdered, brls	5 55
" 50-lb. boxes	5 55
" 25-lb. boxes	5 95
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 25
" in 50-lb. "	6 35
" in 25-lb. "	6 55

Dried Fruits.—In spot stocks, there is practically nothing available in such lines as prunes, apricots and peaches. Currants and raisins are about the only lines in which any trade is being done.

As noted last week, there is a firmer tendency in new crop Valencia raisins, there being a feeling among sellers that the speculative prices named by some firms were too low. There is even yet a big variation in quotations, the majority around 23 shillings, or at least orders have been booked at that price for early shipment to arrive the middle of October. "The dry weather has been the cause of the stronger feeling," said one dealer, "but still raisins are not as high as last year and the retailer will be able to sell them at 3 pounds for 25 cents." New crop currant prices are practically stationary at the present time. "Prices are fairly moderate in my opinion," said one broker, "and are a trifle lower than last year."

Coffee.—Locally, and also in the general situation, coffee is steady at the present time. Just what the future will bring forth, there is some difference of opinion. New crop seems to be moving forward somewhat slowly. Interest is now beginning to centre more or less in the estimates as to the crop of 1912 to 1913, but it is as yet too early to obtain an accurate idea as to what this crop will be. Trade locally maintains an average volume despite the fact that some of the cheaper grades have advanced from 4 to 5 cents in the past year.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican	....	0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory	....	0 13

Spices.—Spices have every appearance of a continuance of the steadiness now in evidence. The world's stocks are not large and crops in general are reported short. Orders are now coming in steadily and prices are generally of a firm nature.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. doz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 9
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 90	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—The drought in India has been responsible for boosting prices in the lower grades of rice by the amount of 15 cents per hundredweight. Standard B. on our list is accordingly marked up, single sacks on a Toronto basis now being $3.15. Primary markets on Patna are also higher by the amount of ½ cent. One dealer reports that Rangoon is the largest seller in country districts and Japan in the city. Tapioca is steady in price.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 05
Rice, standard B	3 15 3 30

	Per lb.		Tapioca—	
Rangoon	0 03½	0 03½	Bullet, double goat	0 08
Patna	0 05½	0 06½	Medium pearl	0 06½ 0 07
Japan	0 04½	0 06	Flake	0 08
Java	0 06	0 07	Seed	0 06½ 0 07
Carolina	0 10	0 11		
Sago, medimm brown	0 05½	0 06		

Beans.—As has been hinted for some time back, strength has been developing in the bean market, and prices at present are fully 15 to 20 cents higher than two weeks ago. Supplies of the Canadian product are at an extremely low basis. "Foreign beans, mostly from Austria and Rangoon, are being imported into Canada," said one dealer, "at a much less cost than home grown. While quality and flavor is not equal, they are selling and affording some relief to the situation."

Prime beans, per bushel	2 35 2 45
Hand picked beans, per bushel	2 45 2 55

MANITOBA MARKETS.

POINTERS—

Sugar—Firm.

Syrup—Slow.

Coffee—Active.

Beans—Higher.

Winnipeg, Aug. 24.—"Never have prospects been so bright for fall trade," is the unanimous opinion of the wholesale grocery houses of Winnipeg, which can be taken as a fairly good mouthpiece for the entire western trade. Harvesting may be said to be general, and, in fact, large areas of the crop have already been cut and show little damage by black rust. A light touch of frost has in different localities impaired the grade of the grain somewhat, but on the whole an average crop will be reaped, at least over the larger part of the west, and as a result the feeling is reflected in the trade. Upon enquiry as regards damage done by rust, one of the largest houses replied, "So far we have been unable to confirm any reports from information we have received from our travelers. About this period of the year the collection departments generally become active, notifying country and local merchants of payments due on notes after harvest. If the crop is in any way damaged we always receive enquiries for extension of time, but so far this year there has been little hedging whatever, and all indicate the intention of making payment in the fall

Sugar—The advance in sugar has been temporarily checked, and prices remain unchanged from last week. The demand is just as strong, with high prices, as when it was considerably lower two months ago. Southern markets are still active, and consequently the local one is keeping in sympathy with it.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 60
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 10
" " in boxes (25 lbs.)	6 35
Powdered sugar, in bbls	5 90
" " in boxes	5 90
" " in small quantities	6 65
Lump, hard, in bbls	6 60
" " in ½-bbls	6 70
" " in 100-lb. cases	6 60

Syrup—Trade in this line is dull and little whatever is being done with it. It is expected to pick up, however, now

that the harvesters have arrived, and with the approach of fall the season for syrup commences. There is no change in prices.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Coffee—The market in this line shows considerable activity this week and prices remain firm. The demand is holding steady, and as some manipulation is still being carred on on the southern markets, it is hard to predict just what will take place. Many predict higher prices.

Coffee, standard Rio	0 15
Coffee, choice	0 15
Coffee, extra choice	0 17

Beans and Peas—Beans are gradually becoming scarcer and in accordance with this the market is advancing rapidly. Prices this week jumped ten cents, and if reports from Ontario be true, there will be severe scarcity prevailing in this line before the winter is over. Peas remain unchanged.

Beans, 3-lb. picker, per bushel	2 40
Hand picked, per bushel	2 50
Peas, split, 100 lbs.	2 75

NEW BRUNSWICK.

St. John, N.B., Aug. 24.—The fine weather of the past week or more has been responsible for an increase in trade with the local grocers and has especially given an impetus to the sales of camping supplies. The market, however, for the most part, was quiet, and few changes were recorded. Flour is still on the upward trend, further advances being noted this week. This is also true with molasses, while cheese and eggs are advanced slightly as well.

Local grocers are unable to receive more than sixty per cent. of their orders of peas, owing to the shortage in the crop. In most cases this will not meet the demand, as the orders for peas are heavy. The price on peas had gone up, on this account, also. The following are the market prices:

Beans, hand picked, bus	2 40	2 50
Beans, yellow eye, bus	2 50	2 55
Cheese, new, lb.	0 13	0 13½
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Tomatoes	1 55	1 60
Strawberries	1 85	1 90
Flour, Manitoba	6 25	6 35
" Ontario	5 35	5 45
Fish—		
Cod, dry		6 00
Cornmeal, gran.		4 75
Cornmeal, bags		1 60
" bbls.		3 35
Std. oatmeal		6 00
Rolled oatmeal		5 50
Buckwheat, west. grey, bag	2 65	2 70
Cal. raisins, seeded	0 10½	0 11
Molasses, foy. Barbados, gl	0 30	0 31
Potatoes, bbl		2 00
Butter, dairy, lb	0 19	0 21
Butter, creamery, lb	0 22	0 23
Eggs, hennery	0 22	0 23
Eggs, case	0 20	0 21
Ham		0 16
Rice, lb	0 03½	0 03¾
Lard, compound lb	0 10½	0 11
Lard, pure, lb	0 11½	0 12½
Bacon	0 16	0 18
Pork, domestic mess	21 00	21 50
Pork, American clear	21 00	22 50
Salmon, case—		
Red spring	8 00	8 25
Cohoes	7 00	7 25
Baked beans, dozen	1 15	1 25
Lemons, Messina, per box	4 50	5 00
Sugar—		
Standard gran.	5 40	5 50
Austrian "	5 30	5 40
Bright yellow	5 20	5 30
No. 1 yellow	4 90	5 00
Paris lumps	6 20	6 35

NOVA SCOTIA MARKETS.

Halifax, Aug. 24.—Business is excellent on the local grocery market, and some large orders are being filled for points in the province. Dealers report that so far this month business is of greater volume than for the same month of last year.

The provision market is showing considerable strength in beef, pork and lard.

There is a shortage of Valencia onions on the local market. All the available stock has been cleaned up, but some new stock is expected next week. Egyptian onions are quoted 2¾ to 3 cents per pound and Valencias at 2½ cents. There has been a decided drop in the price of tomatoes. Ten-pound baskets of local stock are selling at 40 cents. Local dealers have been notified by canners that canned tomatoes will open at higher prices than last season.

The sugar markets continue firm. Extra standard granulated is now quoted at $5.40, United Empire $5.30, bright yellow $5.20. No. 1 yellow $4.90, and unbranded $4.75. Sugar is in extra good demand, despite the high prices. Rice has been advanced half cent per pound. There is an improved demand for flour. Manitobas are quoted at $6.15 to $6.25, and Ontario blends $5.10 to $5.20. Rolled oats in barrels $5.40 to $5.50, and corn meal, $1.60 to $1.75. Hand-picked beans are selling at $2.40 to $2.45, and beans prime, $2.20 to $2.30.

Toronto Grocers in Monthly Session

Trade Problems Discussed and Dealt With—Newspapers are Censured—Travelers Criticized for Certain Practices — Association in Favor of Fruit Display By-law—Wholesalers Should Not Sell to Consumers— Drug Stores Cutting on Laundry Soaps.

Staff Correspondence.

Toronto, Aug. 24.—The Toronto Grocers' Association met in monthly session at the Temple Building on Monday night, when questions concerning the welfare of the members were discussed and dealt with.

It was reported that fruit was still being displayed contrary to the fruit by-law and in many cases not even covered with netting which the medical health officer had allowed until permanent methods of display were arranged. Many of those present were in favor of putting everything inside which would be the most sanitary method and would allow no loophole through which offending dealers might escape. Members of the association are strongly in favor of sanitary display and it was moved by D. Bell, and seconded by B. Snow that a letter be sent to the M.H.O. endorsing his action in enforcing the by-law.

Think Newspapers are Unfair.

Some of the newspapers were censured for pointing out to readers the difference between fruit prices ruling at the fruit markets and up-town stores, as the prices at the fruit market are wholesale, and the papers do not take into consideration the retailer's necessary profit, the cost of services, etc.

This discussion lead into the question of wholesalers selling to consumers and several instances were brought out where consumers had secured goods at the same price as they (the retailers) could purchase at.

Indiscreet Travelers.

Some travelers also came in for their share of criticism. It appears that some retailers have a real grievance against them. Some of the knights of the grip after their week's trip in the country will come into retail stores and tell how cheap dealers are selling butter and eggs in the country. This in itself would not be objected to by the merchants, but these pointers are generally given to the grocer when customers are in the store thus causing those customers to think that they are being charged an exorbitant price for their produce.

In most cases this was done thoughtlessly by the travelers who do not think of results nor of the cost of getting this produce to their individual stores..

Drug Stores Cutting Laundry Soap.

R. Davies reported that many drug stores were cutting in on the soap trade and selling all kinds of laundry soap at six bars for 25 cents, while the department stores were also selling at the same price.

President Miller cited an instance where a window display was made in a drug store of several laundry soaps at 5 bars for 19 cents. Some of the members said that they never heard anything more from customers about soap, but J. Blood reminded them that, "People may not say anything about it, but they will go and buy elsewhere."

W. J. Swain and R. J. Dale, both of Bloor street, were proposed for membership.

WIDE-AWAKE METHODS.

What Merchants Are Doing to Increase Their Profits.

Has Receiving and Cost Books.

Quebec, Aug. 24.—Joseph Dubuc, a retail grocery clerk, has particular methods of keeping tab on the cost price of all articles. "At first," he states, "we had only a receiving book, in which was entered the goods as received. At the top of the page of this book was placed the wholesaler's or manufacturer's name from whom the goods were received, followed by the date, the article and the price. To ascertain the price of goods received some months ago by this book was a rather slow proceeding, as we had to turn over several pages to find it.

"It is for this reason that we find a cost price book necessary also. In the cost book is the page number of the entry in the receiving book, where the name of the wholesaler and the quantity is found. While it is necessary to have these two books together, still the work is greatly facilitated."

In order to know at a moment's notice the price of such articles as currants, Mr. Dubuc places a card on the box. On this card is marked the date of receipt, the cost price and the wholesaler's name.



Dealers and Clerks should remember that sanitary conditions must always exist in the store. Our cartoonist represents a dealer blowing his breath into a bag to inflate it.

Exhibition Announcement



Our inability to secure large enough space in the Manufacturers' Building at the Exhibition this year does not deter us from having our usual exhibit and demonstration. We have secured a large area in THE PROCESS BUILDING directly under the "BIG DOME" where we will show our extensive range of

DAYTON COMPUTING SCALES
DAYTON ELECTRIC FLASHOLITE SCALES
DAYTON HAM AND BACON SLICER
DAYTON COMPUTING CHEESE CUTTERS, ETC.

We will be pleased to have you make your headquarters with us. A cordial invitation is extended to all to come and see our immense display. You will find our demonstration most interesting.

ASK THE MAN WHO USES ONE

The COMPUTING SCALE CO. of Canada, Limited

164 KING STREET WEST TORONTO

Canadian National Exhibition VISITORS

A call from you at our Office will be much appreciated, and we are sure your visit will be mutually beneficial, as our Principal has just returned from Europe and can give you market information first hand:—Be sure and visit our

H.P. SAUCE EXHIBIT

AND

Midland English Malt Vinegar Demonstration

IN MANUFACTURERS' BUILDING AT THE FAIR GROUNDS

W. G. PATRICK & CO.

77 YORK STREET TORONTO

Don't Trust to Luck

YOU never yet knew a fatalist who was a success. The man who makes good is not the man who lets things happen but the man who makes things happen.

If you are a man with sel'ing ability and have not full scope for it in your present situation, you can find an outlet by becoming the MacLean representative in your district.

The MacLean Publishing Company are the publishers of MacLean's Magazine, for which new and renewal subscriptions are needed. If you can secure them it will pay you well.

This need not interfere with your other work—unless you find, as many others have done, that it pays you to give your whole time to it.

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 149 Water Street, Vancouver.

If you want to buy or sell any store equipment article, to buy or sell a business, engage as clerk or manager, etc.,

TRY A

Condensed Ad.

IN

The Canadian Grocer

For two cents a word you can talk across the continent.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell---we ADVERTISE; and, therefore, we CANNOT be unknown."

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,
"NAUSICAA," fine FILIATRA dry, cleaned, carton currants.
"VICTORY," fine FILIATRA dry, cleaned carton currants.

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
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GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



Sterling BRAND

CHOW-CHOW

Delicious, Appetizing Relish

Made from the choicest products of York gardens and blended in such a way that the "Sterling" brand Chow-Chow is pronounced, by people of discriminating taste, to be the superior of any other domestic or imported line. Give your patrons the benefit of our long and practical experience, by stocking "Sterling" brand Chow-Chow.

Shall we send you samples?

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

Going to Borrow 5c. Again

The plan of borrowing a nickel from everyone we served with a cup of Red Rose Tea at the Toronto Exhibition last year and giving each one a coupon worth 5c. anywhere when buying a package of Red Rose Tea was declared so successful by merchants generally that we are going to do it again this year.

Will you be good enough to accept these coupons again this year as part payment for a package of Red Rose Tea. They will be redeemed at their face value by any Red Rose Tea traveller or when sent to our Toronto Office.

If you are in Toronto during the Fair we will be very pleased to have you call at our new warehouse, 7 Front St. East, or at the Red Rose Tea Booth at the Exhibition, and if we can extend you any courtesy or serve you in any way the pleasure will be ours. At the booth just make yourself known to the traveller in charge. A corner and a couple of tables will be reserved for grocers, their wives and friends, and you will enjoy the tea too.

Red Rose Tea

"is good tea."

7 Front Street East, Toronto, Ont.
315 William Ave. Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.



"ROYAL SHIELD" BRAND
BAKING POWDER

Meets the requirements of the best Housewives in the country. It stands the test for purity. Stocked by all high class Grocers. "Royal Shield" Brand Goods are on a par with the best. We feature Canned Goods, Salmon, Extracts, Teas, Coffees and Baking Powder. A sample order will please you and prove our claim. Prompt shipment.

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Campbell, Wilson & Horne, Limited — Calgary
Campbell, Wilson, & Smith, Limited — Regina

Flour as an All-the-Year-Round Seller

Another Montreal Dealer Making Special Efforts to Increase Sales During the Summer—Has Flour Put Up in Small-Sized Bags for Pastry Purposes—Clerks Should Suggest It.

Montreal, August 24.—(Special).—Flour remains one of the retail grocer's leading staples. The fact that on all sides they tell you so, should be sufficient evidence, although it is admitted that here and there members of the trade have, for various reasons, allowed flour to descend to a minor position compared to what it used to be.

Wm. Hawthorne, a Montreal grocer at 1155 Mount Royal Ave., east, claims that the demand for flour is as good as ever. There is, of course, quite a falling off during the summer months but with this exception flour holds its own in the grocery store. Mr. Hawthorne is located in a good district, his customers being, to a large extent, tradesmen and mechanics. Their wives are bread bakers from the time the cool weather begins to tint the autumn leaves until the following June, and consequently they are buyers of flour. There are some exceptions, but the demand is of such a healthy character that he cannot help but express his satisfaction.

The Summer Trade.

Just now, Mr. Hawthorne is selling quite a quantity of flour for pastry purposes although there is still some demand for bread purposes. The favorite summer method of buying flour is in small quantities.

Mr. Hawthorne sells "seven pound cotton bags" for twenty-five cents and disposes of quite a number every week. He carries several of the best blends and in this manner the satisfaction of his customers is easily gained.

Easy to Handle.

One favorable feature about flour in the grocery business is that it presents no difficulty in being handled. It is put up in barrels and bags and requires only a little of the grocer's attention. Window arrangements that will prove interesting are easily made. A counter display of the small bags may be made now and then and can be arranged in a short time. And as far as suggesting flour goes it simply comes natural to the clerk. On the whole, flour should not be overlooked. The ordinary slip-shod methods will only bring a very ordinary trade.

Manufacturers Will Help.

Grocers may receive certain assistance from manufacturers. Their advertising campaigns are helpful and they have various methods of lending an aid to the grocer in order to gain the customers' attention and direct purchases toward flour.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S. Manitoba: BUCHANAN & GORDON, Winnipeg C. A MUNRO, St. John, N.B.

The DEMAND is

growing for Fels-Naptha soap, packed (10 bars) in the green-and-red-cartons (cardboard boxes).

Like its quality, the packing is the best, most modern and adapted alike for the convenience of consumer and dealer.

Your supply of the green-and-red-carton-soap should be kept plentiful.



BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

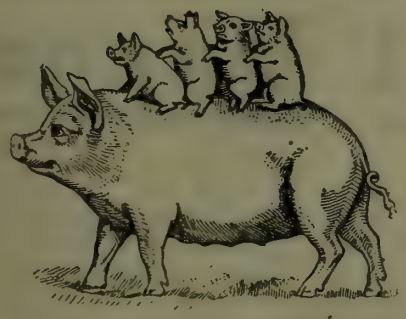
We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.
HEAD OFFICE - WINNIPEG, MAN.
Winnipeg, Regina, Saskatoon, Edmonton, Calgary



Your Troubles Will All Be Little Ones

and easy to carry if you put in a good stock of fish and counteract with the large returns from same, any losses you have in your grocery department.

LINES OF SUSTAINED PROFIT

Canada Tablets,	20 1-lb. Tablets
Canada Crate,	12 2-lb. Boxes
Canada Strip,	30-lb. boxes, whole pieces
Cod Bits,	25-lb. Boxes, Bulk
and SKINLESS FISH	
Mariner Brand,	25-lb. Boxes, Bulk



There will be a goodly number of these bills come your way if you show your customers some of our KIPPERS. We are curing them now in large quantities, using only the choicest and largest of herring. N.B.—As in former years, we will have regular supplies of SALT HERRING and SALT MACKEREL, also BONELESS FISH.

Halifax Cold Storage Co., Selling Branch. **47 William St., MONTREAL**

PON-HONOR PRODUCTS
THE SEAL OF PUBLIC APPROVAL

The House of Quality

The House of Quality

SPECIAL PRICE

ON

Breakfast Bacon

(New Cure)

AND

Cottage Hams

Quality unexcelled. *Order to-day.*

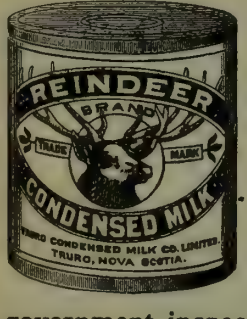
GUNNS LIMITED. PORK & BEEF PACKERS TORONTO, ONT. CANADA

SHORT ROLLS

These are very nice goods, Mild, Sugar Cured, Boneless and Smoked. Just the thing for your Slicer. We have them also Cooked, a very good substitute for Hams in the present scarcity.

F. W. Fearman Co. LIMITED

HAMILTON



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give REINDEER CONDENSED MILK a richness and flaver all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect REINDEER BRAND when they order Condensed Milk.



REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Lard and Provision Prices are Firmer

Lard is Higher and Provisions Stronger Under Good Demand and Higher Hog Market—Offerings of Porkers Small—Cheese is Higher and in Precarious Position—Prices Considered Unwarranted by Many Dealers—Butter is Stronger.

The general provision market shows signs of greater strength. With live hogs on all markets higher in price, pork products are naturally exhibiting a similar tendency. Lard is among the lines that are strong, and advances have occurred on several markets, Montreal reporting an upward movement of ¾ cents in pure, while compound is also stronger. As the fall approaches and the weather becomes cooler, the demand for this line is heavier, and the anticipation of this, combined with higher hogs, is no doubt accountable. A good trade at most centres is reported, the demand for hams and bacon being at an appreciable figure.

Stinted offerings of the porkers, backed by a strong English bacon, has been responsible for the recent advances in live hogs. Farmers are no doubt too busy with the harvest to make deliveries. The prospects for feed will no doubt have a certain influence in determining future hog values.

There is also a stronger tendency in butter, although production keeps well up with last year. Western Canada has relieved the Eastern markets somewhat, while there has also been considerable export demand. Advances have taken place on some of the Eastern Canadian markets. General conditions in eggs are unchanged but steady. Select stocks are limited, and in good demand.

The cheese market is higher again, and its position precarious. Ever since early in June, there has been a steadily increasing tendency, and the market is regarded as being higher than is warranted. With the production nearly equalling last year, prices on the Toronto market are 13¾c, as compared with 11¾c one year ago. The market has been following Old Country prices, which are somewhat unreliable just now on account of the strike.

MONTREAL.

Provisions.—Pure lard is reported up ¾ cent., and compound up ¼ cent. The demand for hams and bacon is improved, and a good trade is passing. Live and dressed hogs are considerably firmer.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11¾
" " " 5 " "	0 11¾
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb	0 11¾
Pails, tin, 0 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3 5 lbs. per lb	0 11½
One pound bricks	0 12¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09¾
" 5 " " " "	0 09¾
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 9½
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	0 30
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50
" dressed, per cwt	10 50 11 00

Butter.—Quebec farmers received 25 1-6 cents for butter on Wednesday. Butter is higher, and is close to the New York price at the present figures.

Creamery	0 26½
Dairy, tubs, lb	0 20 0 22

Eggs.—The market is higher. Select stocks are limited, with a healthy demand. General conditions are practically unchanged.

New laids	0 28 0 30
Selects	0 25
No. 1	0 21

Cheese.—Following the higher price for cheese in the Old Country, local values are higher. The strike is mentioned as one of the causes, but in any case the market is regarded as being higher than is warranted, or at any rate that a reaction is about due. It has been high during the past three months.

Quebec, large	0 12¾
Western, large	0 13¼
" twins	0 13¼
" small, 20 lbs	0 13¾
Old cheese, large	0 13 0 16

TORONTO.

Provisions—There is a general stronger feeling in the provision market this week. Since our last report live hogs have advanced a total of 35 cents, bringing quotations at country points up to $7.70. The range for short cut in barrel has been advanced to $21 to $22. Lard is also stronger, under a fair movement, and some firms are quoting it at higher prices. The general feeling in this line is at any rate steadier, and demand will no doubt be larger as the weather becomes cooler. Long clear is higher at 12c, while other lines of pork products are steadier, breakfast bacon being one of the prominent lines. An active trade is in evidence this week and good prospects for business during the fall.

Smoked meats—	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10 0 1
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 10½
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 35
Live hogs, local	7 70
Dressed hogs	9 75 10 50

Butter—The tendency in butter is one of steadiness, although prices show no change. The production is fairly large, with a good steady demand. The quality of some lots of dairy butter is not all to be desired.

	Per lb.
Fresh creamery print	0 25 0 26
Creamery solids	0 23 0 24
Farmers' separator butter	0 21 0 23
Dairy prints, choice	0 20 0 22
No. 1 tubs or boxes	0 17 0 19
No. 2 tubs or boxes	0 15 0 16

Eggs—Prices of eggs are unchanged, with no special features present just now. The tendency is one of continued steadiness.

Fresh gathered eggs	0 18 0 20
New laid eggs	0 22 0 23

Cheese—There has been a steady advancing tendency in cheese for some time now, a sharp advance to 13¾c for large having taken place in the past week. While the English market for this commodity is firm, and a good export trade is in evidence, still the market has been steadily advancing since the first of June, and some conservative dealers believe that the limit has been reached and hint at a reaction.

New cheese—		New twins	0 14
Large	0 13¾	Old Stiltons	0 15 0 16¼
Old cheese	0 15 0 16		

Poultry—There is no special briskness in poultry trade just now. Prices are unchanged and do not exhibit any features of firmness. Deliveries are not large as farmers are now busy with the harvest, and will be for a little time yet.

Fowl, live	0 11 0 12	Duckling, live	0 11 0 12
Spring chicken	0 14 0 16		

Honey—The high price for honey is well maintained and those in touch with the situation can discern no signs of weakness in the outlook, believing that the shortage in clover honey will hold prices up. The probable outcome of buckwheat and other dark varieties is not known, but it is believed that it will afford little or no relief to the general situation.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

STORE HINTS.

When business is dull, then is the busy season for the good salesman.

A good orator is not necessarily a good salesman.

A Big Oyster Season is Anticipated

Warm Weather Has Been Conducive to Good Supply—Lobster and Salmon Fairly Plentiful in the East, but Mackerel and Herring are Light—A Good Fish Season in View.

Montreal, Aug. 24 (Special).—The outlook for the fish industry in the Maritime Provinces is encouraging.

The catch of mackerel, herrings and eels has been below the average, but lobsters and salmon, have been plentiful and good prices have been obtained. In regard to lobsters there is not likely to be any price changes, as the normal for business has practically been reached. The codfish market has been active, the catch being above the average this year and export trade is brisk.

During the past few years a number of cold storage plants have been installed along the coast, receiving financial assistance from the government. This is bound to develop the fish trade, but up to the present no striking practical results have accrued.

The Oyster Crop.

This should be a big oyster year on account of the warm weather, unless the overfishing of previous years by people on the coast has a bad effect. Malpeques are scarce and it seems that the time is not far distant when they will be extinct. In the United States oyster districts planters and packers are looking for a big year. Canada imports large supplies annually. If the present expectations are realized there should be no scarcity of bulk oysters during the approaching season and prices should be reasonable.

Preparations are under way for the handling of smokers, kippers and bloaters which are expected to come in by September first..

The new season is about to open up and there are reasons for expecting increased activity and a greater volume of business. Each retailer who deals in fish should make his plans early for the fall and winter trade.

WANTED.

FOR JUNIOR PARTNER, young man, Protestant, with about $2,000, to extend established departmental store business in growing suburb in Montreal. Good chance to eventually own business. Address, "Partner," CANADIAN GROCER, Montreal.

WANTED—Salesman in retail grocery and china store. One who thoroughly understands the business. Send references and state salary wanted. Apply to J. E. BEATON, Oshawa, Ont.

Alimentary Pastes of the "Swallow" Brand

(Hirondelle)

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. TRY THEM, You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catelli Company, Ltd.

MONTREAL CANADA



As Like as Two Peas.

The chef makes up a Jell-O dessert and the butler serves it. The young housewife makes one and serves it herself. She is no cook, but the dessert she has prepared is as like the chef's as two peas are alike. Both were probably made in a minute.

JELL-O

desserts can be made by anybody without practice.

A package of Jell-O and a pint of boiling water are all that is needed for the plain Jell-O desserts.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't, it isn't Jell-O

Grocers: The manufacturer that has built up a reputation by the production of goods of the recognized standard of quality is under obligations to the consumers to maintain the quality of his goods. To do this it is sometimes necessary to adjust prices to meet the increased cost of labor and material.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



HAVE YOU GOT ACQUAINTED WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS — "REGAL," "NATIONAL," "LAURENTIA," "DAILY BREAD" — OF EQUAL PURITY

INQUIRIES SOLICITED

THE

St. Lawrence Flour Mills Company, Limited

1110 Notre Dame St. West
MONTREAL

"St Lawrence Flour is as Pure and as White as the Lily"

LEITCH BRAND ANCHOR

Anchor Brand Flour

ANCHOR Brand Flour is made in the belief that there are enough discriminating people, who want something extra good, to warrant special efforts in manufacturing it.

This belief has been justified by increased demand from those who like good Bread.

Manfd. by

Leitch Brothers Flour Mills
Oak Lake, Man.

OPPORTUNITY—We have a few more agencies to allot in Nova Scotia and New Brunswick and will be pleased to consider the applications of first class dealers open for a line free from price-cutting and other disadvantages.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg, and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

What's Good For Royalty Is Good For Your Customers

Royalty has for years appreciated the pleasing, palate-tickling taste which has created a pronounced demand for this famous Sauce.

BRAND'S

What has held the fancy of Royal households should be a good article for you to build up a business on, and should give class to your store with people who know a meritorious relish when they taste it. The absolutely cleanly conditions under which this sauce is made and the superior ingredients used in its manufacture, insure its very fine flavor and purity.



A1 SAUCE

When you make a display of provisions, either on your counter or in the windows, the addition of a bottle or two of Brand's A1 Sauce will give a touch and bring direct results in sales. Where Brand's A1 is shown there is an air of quality which no other sauce can give. It has a reputation which places it as the standard condiment of the age.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

H. HUBBARD, 27 Common St., MONTREAL

McLEOD & CLARKSON, VANCOUVER, B.C.

NEWTON A. HILL, 25 Front St. East, TORONTO

How Will Wheat Yield Affect Flour?

A Total Yield of Close on 200 Million Bushels Estimated for Canadian West — Much Larger Production Than Last Year— United States Crop is Short.

Trade in flour and cereals from millers to retailers with the crops just about at the critical point is naturally on a hand-to-mouth basis. Dealers in all parts of the country are holding off, trying to discern in the distance the probable manner in which the flour market will turn when something definite regarding the Canadian cereal output has been ascertained. The consumption of these lines, however, is well maintained, retailers being well satisfied with the trade being done in these lines considering the season.

From present prospects, barring any drawbacks, it seems as if the Canadian West will produce an enormous crop of wheat this year. One estimate sent out from Winnipeg sets the total yield of the three Western Provinces at 200 million bushels from a total acreage of 9,925,000 acres. Of this, according to this estimate, Manitoba will give 52,400,000 bushel, Saskatchewan, 128,700,000 bushels and Alberta 17,600,000 bushels. Other more conservative estimates set it around 175,000,000 bushels, and opinions and ideas regarding the crop are not at all scarce. The total United States crop will, however, be short close on 30 millions of wheat, while the Russian crop is not good.

One miller in speaking of the outlook said: "With this yield and under the present conditions, prices on flour would no doubt be considerably lower. However, if the reciprocity agreement goes through, Canadian wheat would be in good demand by North Western United States millers and the overplus will no doubt be taken care of and the same effect on flour prices will not be felt."

An idea of the big yield was given by this dealer: "If we have a crop of from 180 to 200 million bushels, after allowing for seed and the needs of the Canadian people, it will still mean that from 400 to 500 cars of wheat will have to be exported every day during the season to care for the wheat supply."

In regard to oats another miller stated that if reciprocity goes through, it will mean a higher figure for oats as prices are at present about 7 cents higher on United States markets. One report says there is a shortage of 300 million bushels of oats in the States as compared with last year.

Flour at the present time is 90 cents per barrel lower than a year ago when it was quoted on the Toronto market at $6.20. On Sept. 9, it declined 30 cents $6.20. On Sept. 23rd by a 20-cent drop, bringing it down to $5.70 per barrel.

MONTREAL.

Flour.—The market is fairly active with enquiries from home and foreign quarters. Prices although unchanged are steady.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	70
" second	20

Cereals.—The rolled oats market has been well maintained. Prices remain unchanged. The demand at this season is not heavy, but there is a fair amount of business being done.

Fine oatmeal, bags	2 58½
Standard oatmeal, bags	2 58½
Granulated oatmeal, bags	2 58½
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 35
Rolled oats, cotton bags, 90 lb	2 40
Rolled oats, barrels	4 75

TORONTO.

Flour.—The flour market is steady, more so than last week. Fear of frost in the West, backed by bullish reports from the States, pushed wheat quotations 2½ cents higher at the beginning of the week. Trade at the moment is of a routine character, but next month should witness a good improvement.

Manitoba Wheat.

1st patent, in car lots	5 30
2nd patents, in car lots	4 80
Strong bakers, in car lots	4 60
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals....There is no change in cereal prices. Markets, however, are steady. Oats continue quite strong, reflecting a certain strength in the rolled oats market. Trade is on a hand-to-mouth basis but fair for the season of the year.

Rolled oats, small lots, 90-lb. sacks	2 35
Rolled oats, 25 bags to car lots	2 25
Standard and granulated oatmeal, 98-lb. sacks	2 70
Rolled wheat, mall lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	1 90

Rolled oats in cotton sacks, 5 cents more.

The Port Huron grocers held their annual picnic to London, Ont., on Aug. 23. About 3,000 excursionists took in the event. The London Grocers' Association entertained the visitors.

"My grocer's the maddest man you ever saw. The inspector of weights and measures gave him a call this morning."

"Ha! Caught him giving fourteen ounces for a pound, eh?"

"Worse than that! Found a mistake in his scales, and he'd been giving seventeen!"

PERFECTION

as a name means the state of being perfect, but as a biscuit it means infinitely more to the merchant. "Perfection

Cream Sodas

embody the first qualities of our absolutely perfect biscuit with their own crisp, palatable lightness and rich, creamy flavor. You, to be right with your customers, must give them the best value for their money. In doing this you are making a lasting name for yourself and giving your business a sure foundation.

MOONEY'S PERFECTION CREAM SODAS

will bring trade and keep it. Look to your stock now and order your Fall supply.



The MOONEY

Biscuit & Candy Co.
LIMITED
Factories at

Stratford, Ont., Winnipeg, Man.

BRANCHES at Hamilton, Ottawa Sydney, C B.; Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Nfld



MR. GROCER-MAN!

Your Interests Are Ours, Too. Sell

MAPLEINE

A DISTINCTIVE FLAVORING

BETTER THAN REAL MAPLE

Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil — mountain air and ocean breeze. Many flavors blended and mellowed into one delicious flavoring—that's Mapleine.

Makes home-made sugar syrup better than real maple at a cost of 50c. per gallon. Can be used any where a flavoring is desired.

Advertised everywhere—Nice profit—demand steady and growing.

Order to-day from your jobber

Selling Agent: Frederick E. Robson Co., 26 Front St. East,

Crescent Mfg. Co., Seattle, Wash

When writing advertisers kindly tion this paper.

Ask Your Wholesaler
for
KO-KO-BUT
The Perfect Cooking Butter

ECONOMICAL
DIGESTIBLE
WHOLESOME
100%
Pure Vegetable Butter

N.B.—We are spending thousands of dollars telling your customers about these goods. Are you taking advantage of your chances to make big sales?

Dominion Cocoanut Butters
LIMITED
MONTREAL

PICKLES and
MALT VINEGAR

The very highest quality of English manufacture can be had at most reasonable prices.

Talk Quality

to your customers and you will always have them ask for

CHIVERS

A Trial is enough,

WRITE

S. CHIVERS & CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

CHIVERS' CLOTH SOAP
FOR CLEANING SUITS AND DRESSES

Where one garment is satisfactorily cleaned, two are ruined by using an inferior grade of soap or cleaning preparation.

Chivers' Cloth Soap is of British origin and has had the praise of people who know and have appreciated its qualities for many years. No grocer can afford to sell an inferior imitation, for his future business is at stake with every sale.

Write for particulars to the Canadian Agents

Harrison & Son, St. Nicholas Building, **Montreal**



SEPTEMBER IS THE BEST OF THE YEAR FOR THE SALE OF

Wilson's FLY PADS

AVOID UNSATISFACTORY IMITATIONS.

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

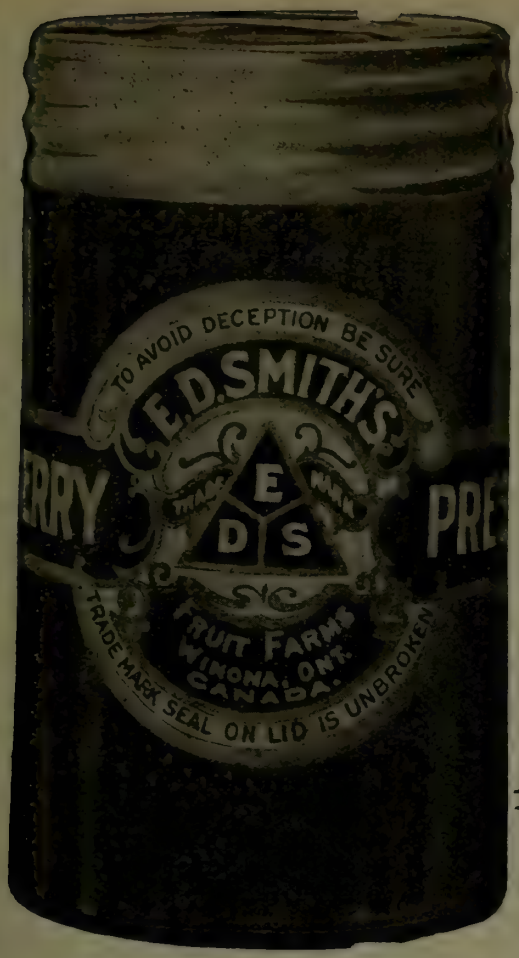
TRY A

Condensed Ad.

IN

Canadian Grocer

Mention this paper when writing Advertisers.



E
D S

Quality Preserves

WITH THE "FRESH - FROM - THE - BUSH" FLAVOR

No other brand is as pure and free from preservatives as the E.D.S. Brand. It contains absolutely no coloring or preservative, which accounts for its true fresh fruit flavor and its popularity with careful people. Insure your business, and incidentally good profits, by stocking this brand.

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

"The Slip between the Cup and the Lip"

OFTEN IS

WHAT TEA IS THIS?

"IT'S RED CLOVER" means only a small thing at first.

WHAT MAKES IT SO ATTRACTIVE? causes further answer. Such as "It is real tea; blended from the choicest grown teas, so as to give that copious, satisfying flavor, deliciously mellowed by the right proportions. That is convincing truth.

Tell your tea customers where tea satisfaction lives always. You'll sell plenty of Red Clover brand. Give them a trial cup for the next meal.

IT WILL PAY

CHAS. H. McDONALD,

TEA IMPORTER AND BLENDER. ST. JOHN, N. B.

Canadian
Early St. John Peaches
GOOD SHIPPERS
BARTLETT PEARS (Good Sample)
Plums, Early Varieties
ALSO
Fancy Tomatoes and Cucumbers.
Apples in Baskets. Egg Plant.
Gherkins. Pickling Onions.
Oranges, Lemons, Bananas
Full Lines
CALIFORNIA FRUITS



25-27 CHURCH ST. TORONTO
are Largest Receivers

When Quality
is a
consideration
Buy
"ST. NICHOLAS"
OR
"HOME GUARD"
The Extra Fancy Lemons

J. J. McCABE
AGENT
TORONTO, : : ONT.

Brisk Trade in Domestic Fruits

Dealers Busy With Home Grown Fruits—Big Supplies Now Coming Forward—Imported Lines Are Naturally Quiet—Trade in Lemons is Not Brisk—Potatoes Are Lower—Canadian Product Supplying Demand.

Briskness rules on Canadian fruit markets at the present time. Domestic fruits are occupying the position of prominence, with imported lines inclined to quietness, although on some markets there is a considerable trade in California peaches, pears and plums for table use. However, trade on the whole is good, and dealers are well satisfied with the business that is being done.

Freestone peaches are on the market, and are the cause of increased trade, being especially desirable for preserving purposes. Peaches generally look like a fair crop. Grapes are coming forward and promise to be a full crop, although in some sections of the Niagara District it is reported that the hail storms caused considerable loss.

The big sale of domestic fruits has naturally caused a lull in the demand for oranges. Still, shipments from the coast are not heavy and the easiness in prices is but slight as yet.

Trade in lemons is not any too brisk just at the present. While spot stocks are fairly large, still present supplies will have to last until the middle of November when the new crop begins to arrive from Italy. "There is close on three months yet before new supplies will arrive, and even with only medium warm weather stocks won't last," said one dealer.

Prices on potatoes are generally easier under increased supplies. The Canadian trade is practically being supplied with the home-grown article now. New Brunswick has sent some shipments of potatoes westward.

MONTREAL.

Green Fruits.—California plums, pears and peaches are in good demand, but even with that condition it is understood that there are prices quoted lower than those in the appended list. It depends of course on conditions existing on particular days. Blueberries of fine quality are being offered at liberal prices. The new apples are also in good demand. Grape fruit are high owing to the scarcity of supplies.

Apples, bbl.	2 75	3 25
Apricots, California, box	2 25	2 50
Bananas, bunch	1 75	2 25
Bananas, crated	2 00	2 50
Blueberries, Can. basket	0 75	0 80
Cantaloupes	2 50	3 00
Cocoanuts, bags		3 75
Grape fruit, Flo.	6 50	7 00
Lemons		5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 75	5 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 75	2 00
Pears, Cal., crate	2 50	3 00
Pineapples—		
Floridas, case	3 25	3 50
Plums, California box	1 50	2 50
Watermelons, each		0 50

Vegetables.—There is a big trade in new home grown vegetables most of which pass from the grower through the retail grocer's hands to the consumer. They are brought in from the country side and are selling at low prices. The wholesale fruitmen get a share of the trade but it is not heavy. The demand for tomatoes and potatoes is good with prices ruling steady.

Carrots, doz.		0 25
Cabbage, doz.	0 40	0 80
Corn, per doz.	0 10	12½
Cucumbers, doz.	0 10	0 15
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz.	0 45	0 50
Onions—		
Spanish, crate	2 75	3 00
Montreal potatoes, new, bag	1 50	1 75
per barrel	4 50	5 00
Tomatoes, Canadian, basket	0 25	0 30
Turnips, bunch		0 40

TORONTO.

Green Fruits.—Every day is a busy day at the Toronto fruit market now, a good brisk trade being done in domestic fruits. Supplies of the different fruits are large and retailers are pushing them for preserving. Peaches are receiving a good deal of attention. Yellow St. John, a good freestone variety is now on the market. Grapes in our last list were 75 cents, but large supplies have reduced prices to 25 to 35 cents. Bartlett pears have also arrived.

Trade in imported lines under the rush of domestic fruits is naturally quiet. The demand for oranges has slackened off while lemons are also quiet. Some small dealers are evidently afraid they are going to be left with stocks of lemons and prices in some cases have been shaded slightly. One dealer, however, in touch with the situation, declared that if the weather continues warm, he believes stocks will be short as present supplies will have to last until the new crop arrives in November.

Tomatoes are higher under scantier supplies, while sugar melons are lower.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli	4 50	5 00
Limes, box	1 25	1 50
Oranges—		
Late valencias	4 25	4 75
Lawton berries	0 08	0 10
Blueberries, bsk	1 00	1 50
Can. tomatoes, 11-qt. baskets	0 30	0 40
Rhubarb, doz.	0 25	0 40
Can canteloupes basket	0 50	0 65
Canadian sugar melons, case	0 75	1 25
Canadian sugar melons, basket	0 30	0 40
California		
Peaches, box	1 0	1 25
Plums	1 00	1 50
Pears	2 00	2 75
Watermelons	0 35	0 50
Canadian plums, small basket	0 20	0 22½
11-qt. basket	0 30	0 50
Can. peaches,—		
small basket	0 40	0 50
11-qt. basket	0 90	1 10
Can. pears, small basket		0 20
11-qt. basket	0 40	0 60
Grapes	0 25	0 35

Vegetables.—As expected, new potatoes are lower in price, $3.75 per barrel being the ruling figure. Canadian markets are practically being supplied by the home-grown products now. Some shipments have been received from New Brunswick this week. Cabbage, green

corn and green peppers are slightly lower.

Canadian beet, basket	0 30	0 40	Cauliflowers, dz.	1 25	
Cabbage, Canadian, crate	2 00	2 [illegible]	Green peppers, basket	0 50	0 60
Carrots, new, basket	0 40	0 50	Canadian beans, 11 qt. basket	0 25	0 35
Cucumbers, Canadian, bsk.	0 15	0 25	Onions— American cooking, 70 lb. bag	1 40	
Lettuce, Canadian, head	0 25	0 30	Spanish	2 50	3 00
Green corn, doz	0 05	0 07	Potatoes, new, barrels	3 75	4 00
Egg plant, bsk.	0 50	0 60	Potatoes, Canadian bushel	1 25	
Celery, per doz. heads	0 25	0 40	New turnips, per 11-qt. basket	0 15	0 20

GUILD MINUTES IN BOOK FORM.

Hamilton, Ont., Aug. 24.—The complete minutes of the convention of the Ontario Wholesale Grocers' Guild, held at the King Edward Hotel, Toronto, on July 4, 5 and 6, have been issued in book form. It is the desire of the Guild to place these in the hands of every grocery traveler in Ontario, and they should be of special interest and value to every manufacturer, wholesaler and traveling salesman.

California Peaches

We are headquarters for California Fruits – handling many cars weekly. This coming week we offer finest **ELBERTA PEACHES**, good size; sound.

Per Box, - $1.50

This price is reasonable and will show a good profit to retailer.

WHITE & CO., LTD.

FANCY FRUITS

TORONTO & HAMILTON.

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

Peaches Pears Tomatoes

We are receiving very fine stock.

Muskmelons, Rocky Fords, Peppers, Egg Plants, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF CANADIAN FRUITS

HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDILLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.

Send along your orders for anything in fruit.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

LEMON LEAGUE—Season 1911

Final Game:

	1	2	3	4	5	6	7	8	9	10	R.	H.	E.
BUSTER BROWN	1	0	1	0	3	0	2	0	1		8	11	0
JUSTUS GOOD	1	0	0	0	0	0	0	0	0		1	2	5

Confidence and Quality

Chance and Risk

BUSTER BROWNS AGAIN WIN THE LEMON LEAGUE

The League was again made up of the same teams, among whom were the Justus Goods, Secundus, Irregulars, Short Counts and the Cheap Goods. Great credit can be given to Quality of the Buster Browns for his splendid work throughout the season. The race was made easier on account of some of the teams not showing up to the form represented. The Buster Browns wish to thank their supporters for their faithfulness, and wish to assure them that nothing will be spared to keep the team up to Winning Form.

W. B. STRINGER, Sales Agent — Order Only Buster Brown Lemons — FOLLINA BROS, Packers



Fish - Oysters



General Trade in Fish is Quite Fair

Improvement Already Noted at Some Centres—Oyster Fishing Has Commenced—Oysters Will Begin to Arrive on Markets in Another Week—With Cooler Weather Increased Business is Expected—How Fishing is Progressing on the Eastern Coast.

Dealers state they have already felt an improvement in business. This is encouraging as September is still a week distant, and it may be considered a foretaste of what the fall is likely to bring. There was a fair trade last week and it has continued to manifest itself again during the past few days. The fresh fish trade has been active but owing to the warm weather the demand for prepared and salted lines has been slow. However, with the cool weather that will soon be felt, increased business is expected, and a good season is being anticipated.

Along the Nova Scotian Coast, mackerel have struck in in small quantities. Bankers have of late been able to secure ample supplies of bait in Newfoundland, which should help a great deal in the catch. So far, the fishery on the Gaspe coast has been fair. On the north side of Newfoundland, it is particularly good but does not come up to the average on the south and south-west. News from Labrador is both good and bad.

QUEBEC.

Montreal—Haddock and cod are not quite as plentiful this week and prices are a little firmer. Brook trout and fresh doree are still scarce, but a better supply is expected for next month. Fresh herring are beginning to arrive. They are a nice large fish. Supplies of halibut and salmon are arriving from the west. The opening of the oyster season is being talked of and pretty soon this end of the trade will be in full swing.

FRESH

Alewives (shad herring) per 100 fish	2 00	Halibut, express per lb	0 10
Bluefish, per lb	0 13	Salmon, B.C., lb	0 15
Dressed perch, per lb	3 10	Salmon, Gaspe	0 16
Dressed bullheads, per lb	0 10	Shad, buck, each	0 30
Eels, fresh, each	0 25	Shad, roe, each	0 60
Flounders, per lb	0 10	Sea trout	0 13
Mackerel	0 12	Sea bass, per lb	0 11
Haddock, per lb	0 04½	Trout, brook	0 25
Herring, each	0 03	Lake trout, lb	0 11
Steak cod headless, per lb	0 05½	Pike, per lb	0 08
		Pickerel or dore	0 14
		Whitefish, lb	0 11

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb	0 09	Gaspe salmon, per lb	0 18
Pike round lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Gras pike	0 05	Whitefish, large, lb	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

SALTED AND PICKLED

Labrador sea trout, bbls	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, half bl	8 50
No. 1 mackerel, pail	2 40	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel ½ bbls.	8 00	Salt eels, per lb	0 07
Scotia herring, No. 2, bbl		Sea trout, ½ brl	6 50
Lake trout, half bbl.	6 00	Sea trout, bbls	12 00
Choice mackerel, half pail	2 00	Scotch herring	6 00
Salmon, B.C., red, bbl.	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl.	12 00	Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 11
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 24
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00	13 00
XXX shell oysters		10 00
Lobsters, live, per lb		0 35
Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60

Solid meats—Standards, gal., $1.75; selects, gal., $3.

PREPARED FISH

Boneless cod, in blocks or packages, per lb	8, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

NEW BRUNSWICK.

St. John.—One of the worst seasons for salmon fishing, both nettiog and fly, on the St. John river closed this week. On the Miramichi river the season was up to the average, but on the St. John and in the harbor of the St. John the catch was not at all encouraging. Fisheries Inspector Harrison, of Fredericton, said this week that there was a probability that the fall run would be heavy, as this was usually the case when the summer catch was poor. Fishermen and dealers entertain different opinions as regards the cause of the falling off in the supply, some contending that the dredging operations at the mouth of the St. John harbor, made necessary in its development, were responsible for the decrease, while others claim that poor fishing seasons come in cycles, and that this was the off season in and about St. John.

ONTARIO.

Toronto.—Oysters will be on the market in another week and should prove a stimulant to trade in general. Business in fish locally is quiet and this impetus will be welcomed. Dealers should consider the possibilities in oysters at the present time when appetites after the period of non-supply are good. Prices on fish show no alteration from the values that have ruled for the past month.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Ferch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

NOVA SCOTIA.

Halifax.—Mackerel struck in along the coast this week in small quantities, some of the fishermen getting from 50 to 100 in their nets. The fish are large and when they reached the market they found a ready sale. These are the first of the fall run. Herring are also becoming more plentiful and some fairly large catches have been made.

Owing to the unfavorable weather for curing, the arrivals of cured codfish have been small. There has been no important change in prices since last week. The indications are for lower prices, but at the present time it is difficult to estimate what the normal price will be. It depends altogether on the catch which is still in progress.

There is not much doing in pickled fish at present. The catches are light and the demand good. Salmon is easing off slightly in price. On alewives there is little or nothing doing. The market is almost bare of the new cure, and some exporters are now leaving this article off their price list.

RE-SELLING SALMON.

Of the 300,000 cases of red Alaska salmon sent to England last season, it is estimated that fully 50,00 cases have been returned to America and sold at a profit to the English sellers.

READY-MADE CARD PHRASES.

Don't run any risk by using poor sugar in preserving. Get the best from us.

It pays to buy the best—especially in sugar.

Cooling drinks for summer weather.

Prepared foods for summer meals.

We sell only reliable fruit jars.

These pickles please the palate of particular people.

"Odd-Job" Boy is Advanced to Manager's Seat

Ambition and determination were the chief factors in helping one young man in the Maritime Provinces from the lowest rung in the grocery trade up to a position of manager of a large retail grocery concern. The story of his success is unique in the fact that he started at the lowest position possible and continued with the same store without changing until he was at last placed in charge of the store.

No better name can be applied to the first position he held in this establishment than "chore-boy." He was not allowed the honor of delivering, as most boys are on the start, but spent his time in cleaning up the store-house, running messages and other odd jobs that fell to his lot.

Even while in this position he had dreams of the day when he would be manager of the business. They were not idle dreams either, but genuine ambition backed by determination that he would one day hold that position. This determination was of great help to him while he traveled to the top.

If a person sets his heart on some particular ideal and decides to attain that ideal, it is wonderful how such determination will help in the desired object.

He set out with an ideal and worked continually with it in view. When he cleaned up the store-house it was well done and when he delivered a message, it was done as quickly as possible. It was not long until he was promoted to the position of deliverer—the first mile post on his march upward.

Here, he had a better chance to prove his worth. The delivering for that store was never done better. Every parcel was laid down at the customer's home in the best condition. He was obliging and all the customers liked him. He picked up many additional orders while on his rounds and when he had any spare time he spent it in helping the clerks to serve customers instead of loafing.

When he was serving customers, he put forth a genuine effort to sell and the employer began to recognize his salesmanship ability, and he was soon promoted to junior clerk. He still had his ideals and worked with them in view. His sales soon began to exceed those of older clerks because he made a study of selling goods. He studied every line in stock, what it was used for and how prepared.

Being a good salesman and interested in the business, the employer was soon entrusting other important parts of the business to him. He was made buyer in a short time and last year when the proprietor decided to give up active business life, he was appointed manager, the goal upon which he had set his eyes when he first entered the store.

SCUM ON PICKLES.

A recipe given by one grocer to remove the scum from bulk pickles is as follows:—"When scum appears on the top of bulk pickles skim off the scum and then dip out vinegar until the pickles are reached. Then add sufficient distilled vinegar of about 40 grain to make up the loss of liquid removed. Stir the contents of the cask occasionally so that mould will not collect."

JAMAICA'S SUGAR REVIVAL.

There is promise of a considerable revival of the sugar industry in Jamaica, as a result of a scheme now being put forward by English capitalists. The proposal is to establish a big central sugar factory on the St. Catherines Plains and just as soon as landowners in lower St. Catherines will guarantee to put in at least 1,500 acres of cane, a factory will be erected at Sydenham pen, about two miles out of Spanish town.

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavour is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer, See to your stocks.

Order from Your Wholesaler

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

The Brunswick Hotel

LEADING HOTEL OF

Moncton, N. B.

CATERS SPECIALLY TO COMMERCIAL TRAVELLERS

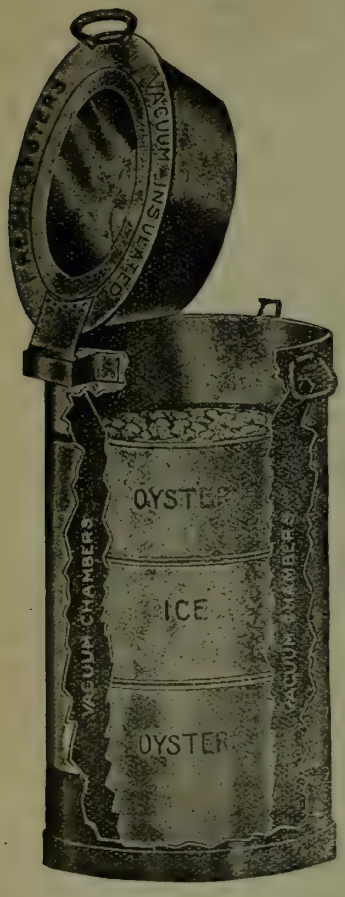
Large sample rooms and first class accommodation

IT WAS THE HEADQUARTERS OF THE DELEGATES TO THE MARITIME BOARD OF TRADE.

GEORGE McSWEENEY
PROPRIETOR

HARRY TWIGGER
Manager

An Oyster Proposition—No Strings Attached



SECTIONAL VIEW SHOWING VACUUM INSULATION SPACE AND POSITION OF TRAYS

THIS Vacuum Insulated Oyster Display Cabinet has the double merit of being the handsomest and most practical Display Cabinet made.

It stands 27 inches high, with a diameter of 15½ inches, and holds 5 gallons of oysters. The ice tank sits in the centre, with three gallons of oysters in the tank below and two gallons in the one above. The vacuum between the inner and outer walls causes it to need only **one-eighth of the ice** consumed in any other cabinet and to maintain an **even temperature** all the time.

Independent Grocers—Note This

We sell you these Cabinets **outright at $17.00 each,** f.o.b. Toronto. While we are anxious for you to handle our "Coast Sealed" Oysters, we do not try to **coerce** you by **leasing** or **loaning** our Display Cabinets. We sell our

"Coast Sealed" Oysters

purely upon their own merits.

"Coast Sealed" Oysters

are all Northern grown in our own grounds in Rhode Island, Connecticut and New York. We open no oysters until they are 4 years old and every carrier is packed and **sealed at the Coast.** The seal remains unbroken until you break it yourself and every oyster is **clean, fat** and **fresh** with the delectable **sea tang unimpaired.**

You will handle "Coast Sealed" Oysters this season because they are the highest in quality and our cabinet proposition will please your independent spirit. Write us now for prices and particulars.

Connecticut Oyster Company

88 Colborne Street, - - - Toronto



CLOSED VIEW AS CABINET APPEARS ON DISPLAY



The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous



Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made

Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

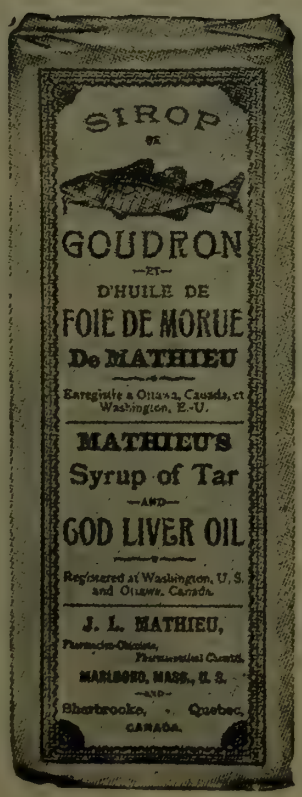
"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N. B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectio ers. Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot. Montreal

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS

MONTREAL.

Some Work Being Accomplished by Bright Salesmen

The clerk with a certain amount of initiative is the one most likely to succeed. Such a clerk will not depend wholly on his employer for directions in regard to carrying out the work but will himself devise ways and means not only of looking after the business already coming but of attracting a larger amount of trade.

There are many clerks throughout the Dominion who are doing this and are thus increasing their value as a salesman. Here is an instance. In an Ontario town visited one day this summer by the writer, business was slack and several of the clerks in a particular store were loitering behind the counter. One of these, however, is a hustler, and decided to make use of his time. He took a bottle of pickles off the shelf and started out to drum up business. He visited two of the nearby hotels and succeeded in selling a quantity of the pickles as well as some fresh fruit that had been received that day. He then went to several private houses which were not regular customers, but bought occasionally. He told them exactly what he was doing, that things were quiet in the store and he had decided to get some orders to work on. He DID get them too.

A young man engaged in delivering in a Manitoba town, where the writer spent a week recently, told of his experiences in selling new lines of goods to customers.

"Sometimes," he said, "I take the article along with me and introduce it directly, but other times I do not. I go into a house with perhaps a new brand of meat sauce in the basket. When I have delivered the parcels, I casually mention how many bottles of this sauce we have sold, telling the housewife about the quality, but not actually mentioning anything about selling it to her. Often she told me to send a bottle. I never leave the one I have as this would spoil the effect of my selling plan. Sometimes I refer to articles which I have not with me, and then when I call next time I say: "Here is the marmalade I was telling you about, Mrs. Customer. Would you like to try a jar?"

Another clerk in that same town found that a number of new families were moving there where the men were to be employed in a certain factory. He went to this factory, secured their names and addresses, called on them before any of the other grocers had a chance and as a result secured them all but two as regular customers.

The clerk would do well to be on the lookout for any way in which he may secure more customers and more business for his store. This is the kind of work that the proprietor appreciates.

FARRINGTON PHILOSOPHY.

See that your delivery vehicle or your errand boy present such an appearance that no one will be ashamed to have the neighbors see goods come in from your store.

The clerk who welcomes a customer with a smile is an addition to the store. The clerk who welcomes her with a smirk can easily be dispensed with.

Don't let a leak in your business go on because it seems too small to be worth stopping. The little leaks are the ones that swamp the ship.

Criticism of our methods is usually more unpleasant to hear than compliments about them, but as a rule we can make more money by listening to it.

Deliveryman in the Capacity of a Salesman

The deliveryman is an important factor in the selling force of every store, and particularly the delivery man of a village or country town business. Besides the many ways by which he contributes indirectly to the increasing of sales by giving the best service possible in delivering, there is also a way in which he may do some direct work along this line by showing some real salesmanship in selling goods while delivering. Coming in contact with so many customers, he has a splendid chance to sell goods.

One of the chief methods is in getting orders for goods that the housewife has forgotten when she called at the store and more especially when she gave her order by phone. He should always be on the lookout for such orders and should not neglect to mention the subject to her frequently. Name the articles over to her whenever advisable, and she will quite often think of some which she needs. Take one thing at a time and handle it well. For instance say: "How is your stock of currants and raisins to-day? We have just opened up a fresh shipment and they are of excellent quality."

Then there is a good chance to introduce new lines. Let the delivery man take some new line along with him. He should be well acquainted with it's use and quality and be able to talk intelligently about it. If he dilligently applies himself he will be able to sell a good deal of goods in this way.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—
Black Watch
The Biggest and Best Plug Chewing Tobacco
Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.


MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Wholesale Grocery Business in a good growing Ontario city. No better located warehouse in Canada. Apply Box 397, THE CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited. Manufacturing Stationers, Toronto

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

MISCELLANEOUS.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

TRY A
CONDENSED AD.
IN
THE CANADIAN GROCER

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 50

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.

Borwick's Baking Powder

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER — BREAD, PANCAKES, PIE-CRUST & OTHER PASTRY

Cartons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 3½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 60

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.60.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams

Per doz	
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70

Jellies

Red currant	2 00
Black currant	2
Crabapple	1 45
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade

Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Discount allowed up to 3% per 100 lbs.

Glue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 [illegible]

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

SPICES.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

	20 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼ and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 lb. boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Dos.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.

1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. ti 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$3 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.
All same price one size or assorted.

UNNUMBERED

Under 100 books	each 5¢
100 books and over	each 0½¢
500 books to 1000 books	0¢

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

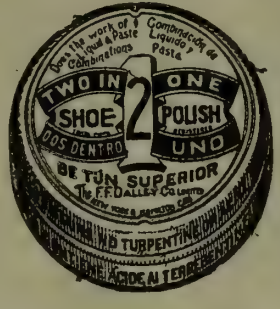
that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush and is just now in increasing demand.



You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.
A.B.C Codes used 4th and 5th Editions

LIMEHOUSE,
LONDON, E., ENG.

Canadian Agents

HUGH LAMBE & CO, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 oz.	10 50
" tins	½ kilo	100 tins	16 00
Extra Fins	"	100 "	15 50
Tres Fins	"	100 "	15 00
Fins	"	100 "	13 00
Mi-Fins	"	100 "	12 00
Moyens No. 2	"	100 "	10 00
Moyens No. 3	"	100 "	8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

St. Nicolas, 50 qts	7 00
La Neptune, 50 qts	6 00
La Capitale, 50 qts	5 00
La Sanitas Sparkling, 50 qts	8 00
" 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 68 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME
(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



BRUDGE.
(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE
(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



ELENZINE AMMONIA
POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Medals

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



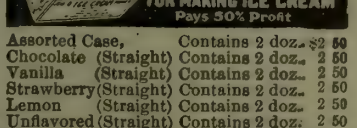
Force, 36's	4 50
Gusto, 36's	2 25

Jelly Powders



Assorted Case,	Contains 2 doz.	$1 80
Lemon (Straight)	Contains 2 doz.	1 80
Orange (Straight)	Contains 2 doz.	1 80
Raspberry (Straight)	Contains 2 doz.	1 80
Strawberry (Straight)	Contains 2 doz.	1 80
Chocolate (Straight)	Contains 2 doz.	1 80
Cherry (Straight)	Contains 2 doz.	1 80
Peach (Straight)	Contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs.	0 10½
20-lb. Pails.	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special"	per box	0 22
8 lbs. " "	"	0 44
5 lbs. " "Standard"	"	0 27½
10 lbs. " "	"	0 55
60 lbs. cases or 75 lbs. bbls.	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box "Standard"	per box	0 30
10 lbs. " "	"	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

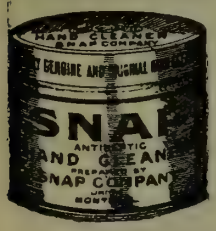
Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

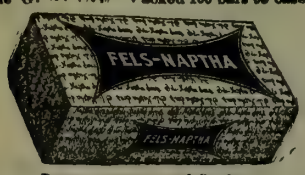
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

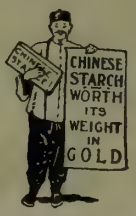
Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.6; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



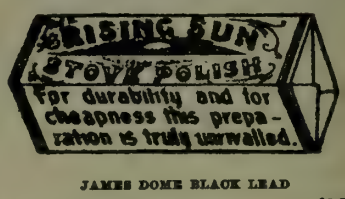
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 90
5 cases		2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup		
Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"
Crown Brand Corn Syrup		
2-lb. tins, 2 doz. in case, per case	2 40	
5-lb. tins, 1 doz. in case, per case	2 75	
10-lb. tins, ½ doz. in case, per case	2 65	
20-lb. tins, ¼ doz. in case, per case	2 60	
Barrels, 700 lbs.	0 03¾	
Half barrels, 350 lbs.	0 03¾	
Quarter barrels, 175 lbs.	0 03¾	
Pails, 38½	1 75	
Pails, 25 lbs., each	1 25	

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

(5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

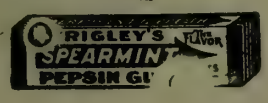
Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.



	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 8s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	5
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50



Blue Label, ¼'s	0 21	0 26
Blue Label, ½'s	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 50



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 60
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 60
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



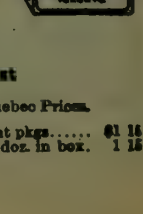
WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in box.	1 15



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES and BROOMS
FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the **Keystone Brand**, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

DWIGHT'S

BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is THE BEST, and as such should always be found on your shelves.

Church & Dwight, Limited
MANUFACTURERS
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME
GET PRICES
OCEAN MILLS
MONTREAL

Keep in Mind—

Your

SALT

Requirements

and order in good season from

Verret, Stewart & Co., Limited

THE SALT SELLERS : : : : MONTREAL

Oatmeal Crackers Good for Healthy or Weak Digestion

Telfer's Oatmeal Crackers are most wholesome and appetizing. Their flavor and crisp, fresh condition will touch the cord of satisfaction in every user, and will agree with either the weakest or the most healthy digestion alike.

When you sell a box of



Telfer's Oatmeal Crackers

you are making a steady customer for them as well as a satisfied patron for your store. Every box opens up dainty and fresh and is most inviting. Keep **Telfer's** Biscuits in stock always. They will pay you well.

TELFER BROS., Ltd., Collingwood, Ont.

Branches:
Toronto Winnipeg Hamilton Fort William

Puddington-Wetmore-Morrison

Limited

St. John, N.B.

Importers and
Distributors of

Staple and Fancy Groceries

Manufacturers
of

"SIGNET" Brand

Grocers' Specialties

Their quality brings repeat orders.

CONNECTIONS:

D. A. Morrison, : : : Amherst, N.S.

McCulloch, Creelman & Morrison, : Truro, N.S.

Yet Another Tea!

—One with such unusually fine flavor that you can well afford to make room for it.

One delightful sip of King Cole Tea, then even what your customers thought their favorite brands must take second place for ever. Such rich fullness of flavor, such delicate smoothness, were never before quite so skillfully concentrated in a tea-cup as in a cup of King Cole Tea.

In frank sincerity we say it should be well worth your while to be the first to introduce such tea joy as King Cole to the people in your neighborhood.

For King Cole Tea is really good enough for customers to go out of one store and into another for. It can be the means of earning quite a few extra sales for you if you will give it the chance.

At any rate, a try-out only means investing in a few packages to start with. King Cole Tea will win its own way after that.

In the meantime, any responsible Maritime merchant who would like to make sure that we are not over-enthusiastic about the flavor of King Cole Tea can have a package for his family to try, if he will kindly ask us.

G. E. Barbour Co., Limited

St. John, N.B.

Please remember, too, that you can always get quick action from us in shipping small or large orders for good groceries of all kinds. As importers, manufacturers and jobbers, our prices are very close. But quality is never sacrificed to price.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

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Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Have You A Customer Who Bakes Her Own Bread?

You can probably think of a woman right now who does her own baking. Next time she is in just remind her that in making bread, griddle cakes, fritters and puddings, a little

Benson's Prepared Corn

mixed with the flour gives a more delicious texture and flavour than she could get if she used flour alone. She will probably want to buy a package to try it.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER


SURPRISE
SURPRISE
A PURE HARD SOAP
"GOOD FOR ALL USES"
"MAKES CHILD'S PLAY OF WASH DAY"

Highest Quality

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame. Whether in powdered or shredded form, it is still as free from foreign substances as the clearest rock crystal from mother earth.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow and all the to-morrows to come. A safe and certain asset for a grocer's stock - in - trade — always worth its face value of 100 cents on the dollar.

Codou's Macaroni, Vermicelli, Spaghetti, fancy letters and pastes, represent the top-notch of quality—the highest attainment of skill, experience and cleanliness in a model factory, said to be (by those who really know) one of the finest in the world.

Codou's Macaroni

A macaroni whose delicacy and whiteness bear witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Tender as a macaroni can be, nutritious to the highest degree. Let the name on every package "Codou" serve to assure you of highest quality when you buy.

Highest Quality

ARTHUR P. TIPPET & CO.

Agents

Montreal *Toronto*

INCREASED PROFITS A SURE THING

Once your customers are made familiar with Quality Foods, because they want them all the time.

THAT'S WHY CLARK'S FOOD PRODUCTS ARE SO UNIVERSALLY IN DEMAND.

IT'S THE REASON WHY YOU SHOULD INCREASE YOUR VARIETY OF CLARK'S PERFECT FOODS.

You can increase your sales in Prepared Foods very materially by introducing more of Clark's Delicacies to your Customers, because CLARK'S FOODS ARE WHAT THE PEOPLE WANT.

IT MEANS REPEAT ORDERS, QUICKER RETURNS AND GREATER PROFITS TO YOU.

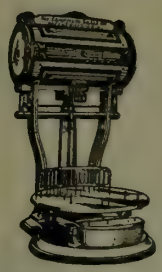
W. CLARK, MONTREAL

Manufacturer of the Celebrated

"CHATEAU" BRAND CONCENTRATED SOUPS

TORONTO EXPOSITION

19 11



THE FAMOUS DAYTON SCALES

Will be exhibited in the

Process Building—Under the Dome

Be sure to have a personal demonstration of our

MEAT SLICERS, CHEESE CUTTERS and AUTOMATIC SCALES

THE NEW ELECTRIC FLASHOLITE SCALE BEING A SPECIALTY

We have been able to secure larger space this year and cordially invite you to make our Exhibit your headquarters. You will be welcome at all times.

ASK THE MAN WHO USES ONE.

THE COMPUTING SCALE COMPANY OF CANADA, LIMITED

164 KING STREET WEST, TORONTO

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

You will find that

"Granola Digestive" Biscuits

are excellent with cheese. They are crisp, not too sweet, and have a particularly pleasing flavour, which tempts the appetite. They are appropriate at all times, and may be served at luncheon, tea, after dinner or . . . supper . . .

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

A Trade-Winning Quartette



1's



2's



3's Family



3's Tall

All Sizes, Plain, Chili Sauce or Tomato Sauce

Why not take advantage of the fact that People all over this fair Dominion are eating Simcoe Baked Beans NOW, but they will be eating them in much larger quantities as the cold weather comes on?

Sales continue to forge ahead of all previous records. The demand is steadily increasing. Quality Counts. They are in season the year round, but much more so in the Fall and Winter months.

Consumers are realizing more and more that Simcoe Baked Beans are an invaluable food for keeping the body healthy the year round, but especially so for supplying a glow of warmth from within that cannot be supplied by any external artificial means.

Are you prepared to take advantage of this? Have you a stock on hand with which to supply the demand which will surely come? Or would you prefer to have your competitors supply your customers with these fine goods?

Now is the time to order. Don't delay. Order now if you want them in time.

Dominion Canners, Limited

HAMILTON - - - ONTARIO

P S.---Please send orders direct to your regular Wholesale Grocer.

BAIRD'S

WORCESTERSHIRE SAUCE

is

DELICIOUS



It makes the plainest fare appetising, and makes delightful to the palate the flavor of Fish, Meat, Stews, Soups, Gravies, Curries and Salads.

Low in Price
High in Quality

Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commision Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

"Blackslee" Slicer



None Better
FEW AS GOOD

PRICE
$150.00

SOLD ONLY BY

Ryan Brothers

110 James St. :: WINNIPEG



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL



Goes To The Very Bottom And Removes The Dirt

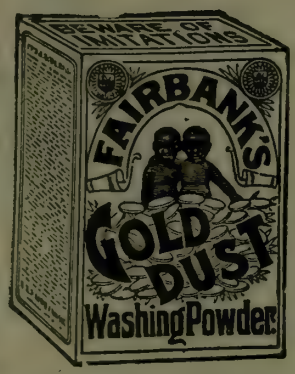
without in any way injuring the daintiest fabric either by discoloring or deteriorating the fabric.

WONDERFUL SOAP has that loosening quality which is so desirable in washing soaps and which is a strong point of talk when introducing this soap

Think this over and send for a sample lot. It will pay you.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

PINK'S MARMALADE

Enjoys enormous popularity in England where it is known as

"The Marmalade with the Orange Flavor."



Quality is the first consideration throughout the manufacture.

Sole Canadian Distributors:

THE MANUFACTURERS' AGENCY CO.

MONTREAL	J. W. Windsor	22 St. Johns St.
ST. JOHNS, N.B.	S. Cecil Irvine	48 Princess St.
HALIFAX, N.S.	C. E. Creighton	Bedford Chambers
BOSTON, U.S.A.	Gen. Sales Office	24 Milk St.



STOP

LETTING GOOD MONEY SLIP THROUGH YOUR FINGERS!



Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of $1.00 each week slip by without being charged that means a loss of $52.00 for the year.

If you let $1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell $260,00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time and lose slips (representing money) get accounts mixed, bring forward wrong past accounts and possibly to cap the climax lose all your accounts in a fire, you may not be able to estimate your loss,—but why bother then—it's to late.

CUT IT OUT—NOW!!

BUY A 1911 MODEL KEITH ACCOUNT SYSTEM.

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.
It will absolutely prevent disputes—ask us why.
It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.
It will protect your accounts against fire.
The price is right—the terms are reasonable—write now for full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont

As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.

McCORMICK'S "ARISTOCRAT" BISCUITS

ABOUT 80 TO THE POUND

35

London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg

This line is being advertised extensively in the Daily and Weekly Newspapers.

We are confident of a large demand and advise that you get in an ample supply.

McCormick Mfg. Co. Limited LONDON ONT.

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

O-PEE-CHEE FRUIT

SIX FLAVORS

UNEXCELLED IN QUALITY

DELICIOUSLY FLAVORED



CHEWING GUM

THIRTY-SIX BARS

A Chewing Gum that merits its increasing sales

MANUFACTURED BY

O-PEE-CHEE GUM CO., Limited, LONDON, CANADA

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

O-Pee-Chee! O-Pee-Chee! O-Pee-Chee!

"FORCE"

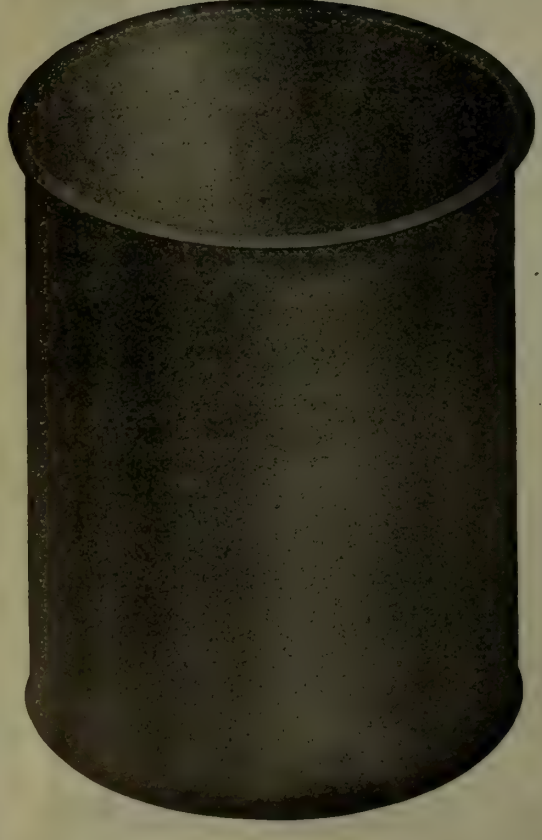
ALL GOOD GROCERS SELL "FORCE"

because everybody who buys good food wants "FORCE" as a matter of course.

The H-O Company, Hamilton, Ont.



We All Sell "FORCE"



SANITARY CANS

FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

The best trade calls for our

High Grade Coffees

Surely you want to get a grip on that trade.

CHASE & SANBORN

MONTREAL

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Blacks Wharf, Halifax.

Are You A Good Salesman?

A good salesman prefers to sell a high-grade article, because it stays sold—and because it means repeat orders. This explains why so many top-notch salesmen like to sell PURITY FLOUR. It is a high-grade article. It only needs to be sold to a customer once. It sells itself afterwards.

A good salesman can sell

PURITY FLOUR

to the majority of home cooks who call at the store. This is how he does it:

He gives them an interesting selling talk on its high quality, showing them it is worth every cent asked. He emphasizes the fact that PURITY FLOUR consists exclusively of the high-grade portions of the best Western hard wheat berries. He lays stress on its superior strength and flavor, on its uniformity. He closes the sale by showing them that it is an economical flour, too, because it makes "MORE BREAD AND BETTER BREAD" than the same quantity of average flour.

Hundreds of good salesmen are selling PURITY FLOUR to thousands of Canadian home cooks. It rests with you to show that you, too, are a good salesman.

Western Canada Flour Mills Co.

LIMITED

TORONTO MONTREAL OTTAWA ST. JOHN
GODERICH WINNIPEG BRANDON VANCOUVER

THE VINEGAR PROBLEM



is easily solved
if you just stock

WHITE COTTELL & CO.'S

Pure Malt Vinegar

It is a perfect vinegar, of delicious flavor, guaranteed strength, and rich delicate aroma. Keeps well in bottle or wood, and gives such satisfaction that you'll find it desirable to stick to this particular brew and hold your trade with a good article.

CANADIAN AGENTS:

W. L. Mackenzie & Co., 306 Ross Avenue, Winnipeg.
L. A. Gastonquay, 60 Bedford Row, Halifax, N.S.
Standard Brokerage Co., 1640 First Avenue West, Vancouver, B.C.
W. A. Simonds, 89 Union Street, St. John, N.B.
W. L. Mackenzie & Co., 606a Center Street, Calgary.

White Cottell & Co.

Camberwell, S.E., LONDON, Eng.

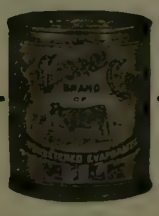
Delicious, Sweet Biscuits Rich, Crisp, Farm Cream Sodas MADE IN THE **Sunshine Bakery**

Ramsay's BEST BY TEST

Farm Cream SODAS

The biscuits leave our factory as fresh as it is possible to pack them and they retain their crispness long after the packages are opened by the consumer Stock Ramsay's Farm Cream Sodas and satisfy your patrons.

RAMSAYS LIMITED, 29-31 Vitre Street, MONTREAL







Get Wise and Busy

Mr. Grocer: Don't let your business grow flat and stale by hammering away at the same old lines. Get wise to the NEW ONES (THE GOOD ONES). St. George, Princess and Banner milk will add a new tone to your business, bring you new customers, bring back the ones you have lost and produce for you a *fat* living profit. The quality of these lines is unquestionable—Note our prices.

St. George Evaporated Milk, 4 doz. in case—$3.35 **Princess Condensed Milk, 4 doz. in case—$3.90**
Banner Condensed Milk, 4 doz. in case—$4.40

5 Case Lots shipped, freight prepaid, to any rail point in Ontario.

J. MALCOLM & SON
ST. GEORGE . . . . . ONT.

Order from your wholesaler or direct from the factory.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

A REMARKABLE OFFER

25 1-lb. boxes for $2.10

"Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Tell Your Jobber You Want

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for Fall Delivery



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



Always the Same Always the Best

Every match is perfect—noiseless and sure. There are no poor matches in the box when it bears the label

DOMINION

The heads are on sure; the stems will stand any strike without breaking and no offensive odor is emitted.

Stock Dominion and give your customers Match satisfaction.

THE DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or Canada Brokerage Company, Limited, Toronto

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



WOMEN KNOW

When an article they use for cookery purposes is right.

FOREST CITY Baking Powder

not only stands the Government test for purity, but it stands the Kitchen test in every household in Canada.

That's not a bad recommend for a baking powder. Can you afford to let your opposition sell it and you not?

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

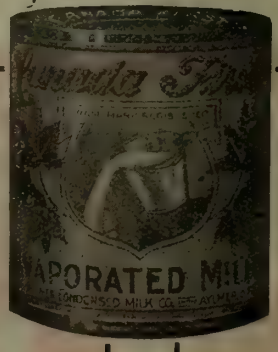
Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

RICHARDS' PURE SOAP

IT'S THE BEST

Give your order to any Wholesale Traveller or send it to Woodstock





25 Cases Mixed at **$4.05** Del'd and **150 BARS** Naptha or Pure ***FREE***

RICHARDS' PURE SOAP

IT'S THE BEST

JAPAN

Is the only tea-producing country in the world which prohibits the export of artificial, faced, colored, or adulterated tea—Ask

FURUYA & NISHIMURA

or their Agents for quotations on Standard or NEW SEASON'S tea now arriving.

HEAD OFFICE—NEW YORK BRANCHES—MONTREAL and CHICAGO

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb. Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD
BRAND
Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA

BIG SALES ⟷ **BIG PROFIT**

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
Canadian Agents

St. Lawrence Granulated

can now be had in a handy size package of

25 Lbs.

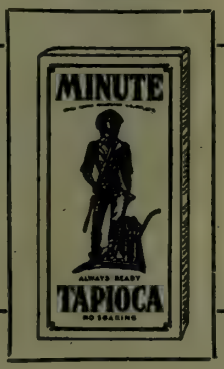
Put up at the Refinery in a nice Cotton Bag, makes an attractive and convenient size to handle, both for customers and retailers alike.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

Sell More Tapioca!

You Can Greatly Increase Your Sales of Tapioca by Pushing



This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from your Jobber.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



The Best is Always Cheapest

That's why hundreds of wide-awake grocers are buying

Arctic Refrigerators

Cold, dry air constantly circulating, absolutely sanitary—can't collect dirt or rust or corrode; shelves and sections specially for grocers; all parts separable; case of ash; hardware of solid brass with lining of spruce, shellacked. Write now for complete information.

John Hillock & Co., Ltd. - Toronto

Representatives Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg, Man.; Donnelly, Watson & Brown, Calgary, Alta.

Spices, and How to Know Them

By W. M. GIBBS

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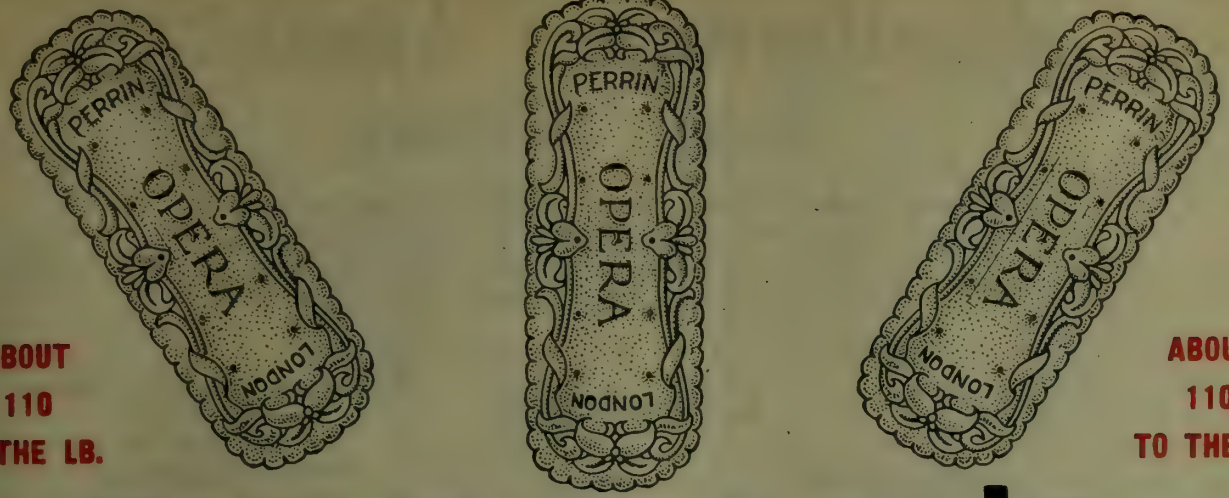
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Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

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will prevent or cure indigestion or constipation and will reduce doctors' bills. For children it is of the utmost value because they do not tire of it, while it builds them up and promotes digestion.

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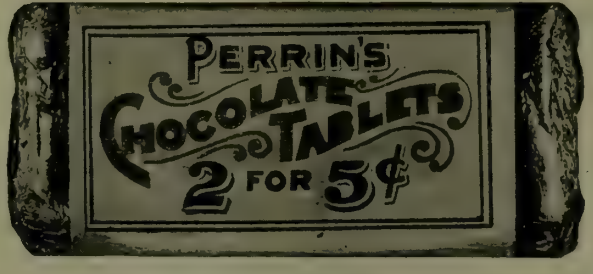
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In a previous advertisement we recorded the fact that the crop of French Peas was a failure, and we asked all merchants not to delay the placing of their order.
The demand has been so large that to-day we have only a few cases of fine and medium No. 1 to offer. Order without delay. Do not depend on Canadian Peas because the proportion engaged for delivery by the canners will not be sufficient to fill the orders on hand.

SARDINES

As expected, the price of canned salmon will be still higher than last year for the 1911 packing. Consequently, Sardines are now in great demand and the prices will increase during winter. Buy now at the right prices. Our stock is complete. We recommend the Victoria and Tevillec Brands.

RAISINS, FIGS, NUTS, ORANGE and LEMON PEELS

There will soon be a great demand for these goods. Stock now. We have a full stock of first-class goods at attractive prices.

CHOICE BARBADOES MOLASSES

The price of Fancy Molasses is so high to-day that the choice quality is now in great demand. Prices are profitable in tons, quarters and half-quarters.

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We are still taking orders for future delivery on arrival for vegetables, fruits and jams. The Aylmer, Simcoe and Victoria Brands are in great demand.

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We have just been appointed agents in Canada for the celebrated firm, A. Delor & Co., of Bordeaux. The quality of their wines is superior and prices are interesting.

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is about to open. We recommend the DELOR SAUTERNES.

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These pastes are enjoying the public favor. We have a complete line. Prices for prompt delivery are profitable.

REMY RICE STARCH

This Starch gives marvellous result. Try a case.

PEANUTS

Your last chance to secure Peanuts at present prices. Try "Large French G," Bon Ton and Coon.

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568 ST. PAUL STREET, MONTREAL Phone M. 3766 EXCHANGE CONNECTING ALL DEPARTMENTS

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The Tea that is always in demand, and the one and only brand that is never sold to price-cutters or Peddlers.

PUT IT RIGHT ON YOUR FRONT COUNTER AND GIVE IT A VIGOROUS PUSH, IT WILL PAY YOU BETTER THAN ANYTHING ELSE YOU ARE HANDLING.



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The Year's Outlook in Dried Fruits

Last Year's Short Production Affects This Year's Prices, Too—General Dried Fruits Will Not be Cheap—Prospects for Both Mediterranean and California Products—Prune Production is Larger Than Last Year, but Prices Will be High —Larger Output of Valencia Raisins, and Also Currants—Peaches and Apricots Short.

The short production in general dried fruits last year has not only sent prices soaring during the past twelve months but is having a considerable bearing on this year's prices of dried fruits.

The world's markets are at present extremely bare of all lines with the result that in cases where crops are considerably in excess of last year's prices are no lower. That is, with the present scarcity, with an average crop in any line, higher than the average prices could be expected.

In the case of prunes, for instance, while the world's crop this year is in excess of last year, prices are higher than those ruling a year ago, the market being supported by the present bareness of the world's markets. From present appearances, general dried fruits cannot be expected to be cheap, although they may not mount to the heights reached by some lines, especially prunes, during the past year.

Ten-cent Raisins.

Valencia raisins look like a ten-cent article—that is the price at which they will probably go out to the consumer. It is considered that the crop will amount to about 23,000 tons, which will be considerably in excess of last year. The market in Spain has been firming up of late and advances of the equivalent to half cent per pound has recently taken place.

The market is now ranging from 25 to 27 shillings, while at the beginning of the season, some speculative prices around 21 shillings were quoted.

"There is no doubt," said one broker in touch with the situation, "that prices would go lower if it were not for the present bareness of the markets in all dried fruits, but under present conditions shippers believe that higher prices will be secured."

New crop raisins will arrive the first part of October.

Larger Production of Currants.

Currants will have to go out to the consumer at practically the same price as raisins. One wholesaler quoted the writer new crop currants at 7 to 7½ cents per pound. The yield in Greece this year will range in the neighborhood of 150,000 tons which will leave from 110,000 to 115,000 tons available for export, which is considerably larger than last year.

While the market earlier in the season did considerable fluctuating, it has of late remained practically stationary but nevertheless firm, present prices being about on a par with quotations a year ago. Prices, however, last year, as the shortage in supplies became more apparent continued to steadily advance.

Prices Will Remain Firm.

While the production of currants this year is considerably in excess of last year, the carry-over has on the other hand been extremely small, so that the available supply of currants at the present time is no larger than a year ago. That is the reason we look for prices to continue firm.

New crop will arrive around the first of October.

No Cheap Prunes in Sight.

Prunes which were so short in supply last year and which reached such high prices will not be on a cheap basis this year either. Although the California, and the world's production also, is larger than last year for the reasons pointed out in regard to the other lines, prices at present are considerably higher than a year ago, although not nearly as high as last year's prices eventually reached.

According to one report, 150 to 175 million pounds is the agreed tonnage of prunes in California this year. At one time the estimate was larger, but heavy droppings in some districts has caused it to be reduced.

Early in the season, good crops were reported in Europe and it was expected the markets there would not take much of the California crop. However, drought in Europe has seriously affected the prune crop and the yields in both France and Bosina are apparently short. For that reason it is evident that the European market will have to import more from America.

California growers took advantage of this situation and while early in the season a few prunes sold on a 4c basis, they have steadily advanced to 5½ to 5⅝c basis, which would mean to a retailer on the Toronto market 10½ cents for 60 to 70 S in 25-pound boxes. Europe has been a big buyer, and packers report that 85 to 90 per cent. of the crop has been sold. In Europe, Bosnia and Servia are nearly sold but there are still some Bosnia offered at ½ cent below California.

"The crop is a large one," remarked a broker, "but with bare markets and the large amount already sold, I expect prices to hold." He pointed out that prunes are becoming a more popular article of diet with an increasing consumption.

"On the present basis," he said, "50 to 60's should sell to the retailer at 11 to 11½ cents; 60 to 70's at 10½ to 11c; 70 to 80's at 10 to 10½, and 80 to 90's at 9½ to 10."

Of course, this may vary considerably with different firms and in different localities.

Apricots and Peach Prospects.

Apricots and peaches, especially the former are extremely high in price this year and much above last year's quotations, the result of greatly reduced production.

The apricot yield will be from 7,000 to 8,000 tons, fully 50 per cent. less than last year's output. The crop is small although not so small as has been the case some years. Present prices are almost prohibitive, being from 40 to 50 per cent. higher than last year and sales have been so slow that, at the moment, the market shows a little weakness.

Early in the season the peach production was estimated at 15,000 tons as against 26,000 to 27,000 tons last year, but canning interests and fresh fruit shippers bought so heavily that it is now believed it will now exceed 11,000 tons, while some set it at nine, unless there is a heavy drying from now on.

Under a good demand, prices have advanced considerably from opening figures.

Raisin Crop in California.

California raisins are very high this year also. One report says the crop will not amount to more than 60 to 75 per cent. of normal, or probably an output of 50,000 tons if the weather continues favorable between now and harvest. There is a slightly easier tendency in the market of late due to better prospects for the crop.

Sultana seedless are in prospective short supply. One dealer said he believed new crop seeded from present prospects would sell to the retailer at about 10½ cents for choice.

Table showing how prunes advanced during past year:
(Toronto Basis).

	1910 Oct. 1	1910 Dec. 1	1911 Feb. 1	1911 Apr. 1	1911 June 1	1911 Aug. 1
30's to 40's	11½	13	13¾	14¾	17	17
40's to 50's	9½	12	13	14	16½	16½
50's to 60's	8¼	11½	12	13	..	..
60's to 70's	8	11	11½	12½	..	..
70's to 80's	8½	10½	11	12	..	..
80's to 90's	7½	9½	10	11	13	..

Valuable Hints on Storing Canned Goods

Canner Advises Retailers and Wholesalers to Make Sure That Cases are Placed in a Dry Atmosphere—Circulation of Air Among Them Necessary—Effect of Frost on Canned Goods and Cause of the "Leaky" Tin.

*By W. R. Drynan.

Although canned goods have come to be a very important item in the business of all grocers, yet apparently few retailers give any special consideration to their care.

Because the goods are cased and sealed, any place is good enough to store them. The darkest corner of the dampest cellar, is generally considered about the most suitable place. Canned goods are sometimes stored in out of the way places, and left for several months. When they are opened later on, the tins are probably badly rusted, possibly an odd tin is burst, spoiling the appearance of the contents of the entire case, and the retailer immediately sits down and writes a long letter to his wholesaler about the condition of the goods, throwing all of the blame on the packers.

If the grocers would only be impressed with the fact that canned goods must not be treated as cord-wood, there would be far less cause for complaint.

Tin plate is almost universally used. In fact, there is hardly a kitchen utensil that is not made of tin, and every one knows that all tins are very susceptible to rust, especially when exposed to damp, and the greatest trouble experienced with canned goods is their tendency to rust.

Circulation of Air Necessary.

The ideal storage for canned goods is a dry even temperature, between 40 degs. and 50 degs. F., with a free circulation of air. Cases should be piled clear of the walls, and as much as possible off the floors, to permit of the circulation of air over, through and around them. Cases should also be piled on their sides, so that in the event of a tin bursting the contents will drain off, rather than into and through the cases underneath. Canned goods cases should also be examined at intervals, and where there is apparent trouble inside of the cases, the cause of the trouble should be at once removed.

The Effect of Frost.

The question is often asked, "Does frost injure canned goods?" As to affecting their value as a food the answer is "No," but as a general thing canned goods should not be allowed to freeze. With goods such as corn, peas and beans, the flavor is somewhat affected through freezing, not so much that one not an expert could tell the difference, but there is a difference. On the other hand, the flavor of preserved fruits in tins, and tomatoes is not appreciably affected by frost. In fact the writer made a number of experiments with tomatoes especially, and could not discover any impairment of flavor, due to freezing.

However, the greatest trouble with the freezing of canned goods is that the tins will sweat in thawing out, and the water lodging on the cans will cause the tins to rust, and also the labels to become soiled. If these goods are not carefully looked after, after thawing out, the rust will, in course of time, eat through the tins and permit air to get into the cans, thus spoiling the contents.

When Canned Goods are Frozen.

Another thing to remember is that when canned goods are frozen, they are usually bulged, but as soon as they are thawed out, the ends will snap back. Be sure, therefore, that your goods are not still frozen before condemning them as swells.

If, owing to lack of storage, canned goods are allowed to freeze it would be better to keep them frozen, rather than to thaw them out and freeze them again, as every time they thaw out, they are liable to accumulate rust. If the goods are not used until the spring, the cases should then be carefully overhauled and placed where they will dry out rapidly, otherwise there will surely be trouble.

Most packers are anxious to stand behind their goods, and if it can be shown to them, that the trouble with any canned goods, is through fault of their own, they are generally always only too glad to have the difficulty remedied promptly.

If grocers have goods that are not satisfactory, they should, in all cases, hold them subject to the instructions of the packer, as it is in the interests of everybody that the goods should be examined to ascertain exactly what the trouble is, and it is only by doing this, that any defects in packing can be remedied.

Cause of a Leaky Can.

A swell or a leaky can, is due most likely to an imperfection in the can, or an error in the time given to the processing. Once air gets into the can decay begins, just the same as the goods would decay if left exposed in an open vessel. Don't think that the packer has been putting decayed goods into the can. This view is entirely erroneous. Canned goods and vegetables, as put up by the packers in Canada to-day are without doubt strictly first-class—that is the raw material is grown especially for factories, and is canned immediately after picking.

In all large plants, the processing is almost entirely mechanical, every means being employed to ensure the goods being put up in the most cleanly manner. These fruits and vegetables also are preserved by sterilization only, i.e., by the application of heat, at a temperature which absolutely destroys all bacteria, and therefore, there are no safer or more wholesome goods in the world to eat than canned goods.

Mister Grocer, as canned goods are an important and profitable part of your business it is to your best interests to impress upon your customers, that canned goods, as put up to-day, are among the choicest and safest of foods.

* Reprinted by special request.

CLERKS WHO ARE ONLY WAITERS.

Do Not Use Real Salesmanship in Serving Customers.

A manager in a departmental store in a large city recently declared that about half the clerks who secure positions in that particular store are waiters only and seldom salesmen. When a customer comes to their counter they hand out those things asked for in much the same manner as a slot machine when you drop in the coin.

"The slot machine is an improvement on some clerks," said this man, "because it does not drive customers away as some clerks do by the expression on their faces and their curt answers whenever they have to wait on a customer."

"Many of them," he continued, "seemingly have not ambition to achieve anything greater than completing the week's work and drawing their pay envelope. There are, of course, many good clerks who are really salesmen and who put forth a real effort to sell more goods than they are asked for, and who do so pleasantly. These clerks advance rapidly and each year secure a bonus while the others look on and wonder why they do not, as they have been there just as long.

"There are cases when a little talk with the unambitious clerk will improve him wonderfully. If after a talk with a clerk he does not try, he probably never will and he is moved on at the first opportunity."

Preserving Time Window Displays

Ideas That May be Carried Out to Sell Preserving Lines—Now is an Opportune Time to Display Sealers—Good Trims of Associated Lines May be Made — Accompanying Cut Shows One Manner of Display.

The present is the most opportune time for the display of sealers. Many a housewife's supply of used sealers is nearly exhausted, and with the arrival of late preserving fruits, she will need to make further purchases. It is the dealer with the good display of this line who runs the best chance of getting the trade. Perchance also that the sealers that many a housewife now has are unreliable. Can you present your argument in such a manner as to convince her that it would pay her to discard the unreliable, and purchase some that she can depend on from you?

A Profitable Display.

A display of sealers and sealer rings which a dealer recently had, and which was productive of good results was constructed as follows:

At the front of the window the word "Sealers" was spelled out in capital letters by means of sealer rings, laid flat and lapping over one another. Behind he had a row of pint sealers, followed by a row of quarts and another of half gallons. Next he built two layers, first pints on half-gallons, quarts on half-gallons, and so on, building gradually higher. When he wished to place pints on pints or quarts on quarts, he placed a section of plate glass between to make it solid. In this way he built it gradually from the pint row until the last one was five feet high. A show card at the top read: "Buy the best—you can depend on ours," while price cards told the customer the price of each size of sealer.

Some good window displays showing associated lines, fruit sealers and sugar, may be made. A suggestion for a display is given herewith along this line. In the background raised some distance above the window floor is a shelf covered with sealers—the front ones if at all possible filled with preserved fruit—thus giving the idea of a large shelf of fruit. In front of this, in the accompanying cut, is shown more preserved fruit, but here in the actual trimming of your window it would be advisable to place several baskets of choice peaches or other fruit, with the show card "Good Solid Fruit."

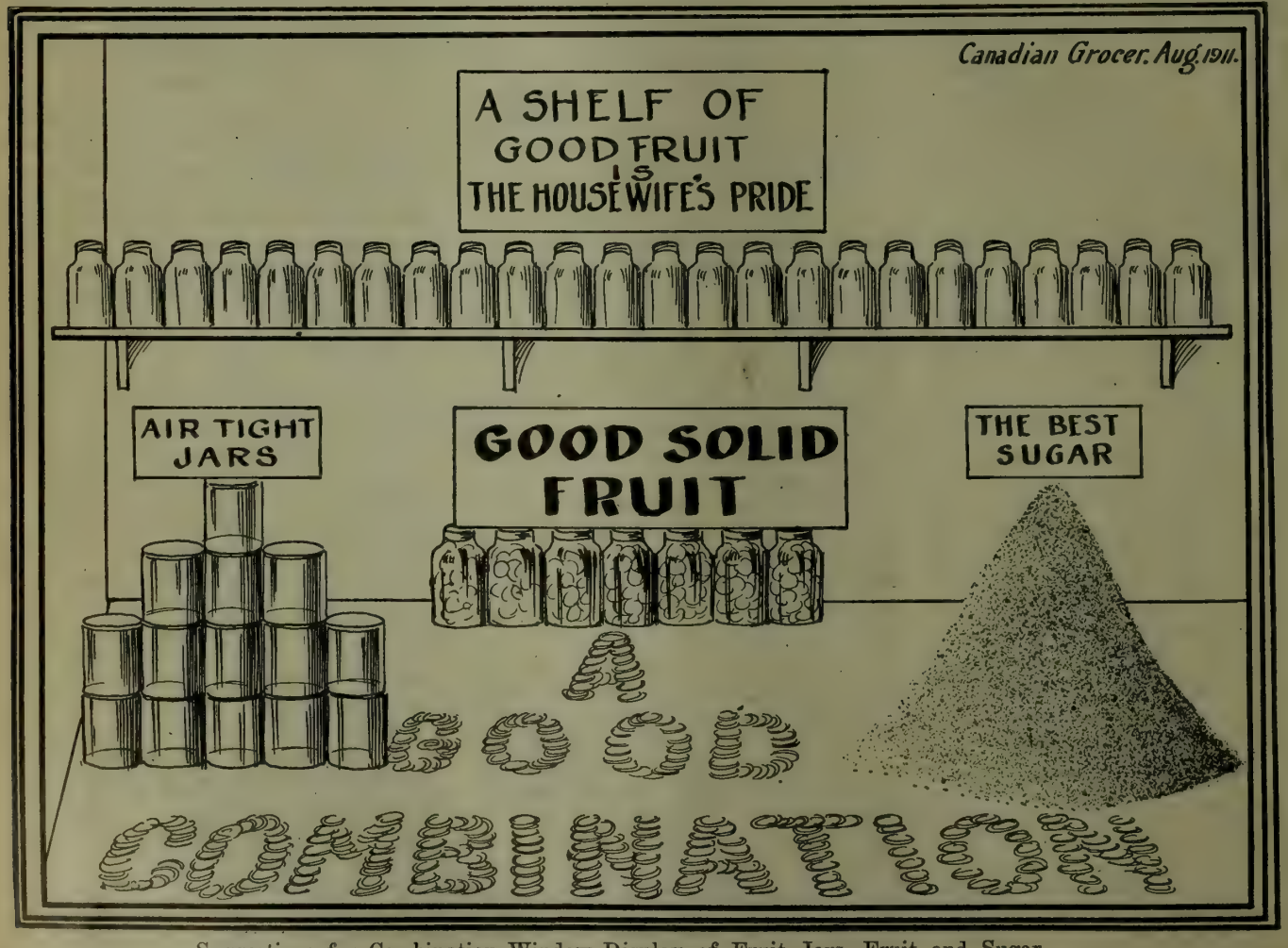
On one side is a pyramid of sealers, with a card, "Air Tight Jars," while a pile of loose sugar on the other side bears a card: "The Best Sugar." At the front of the window spelled with sealer rings are the words, "A good combination," while above the shelf is a card which reads "A shelf of good fruit is the housewife's pride."

This is a window that should bring business to the merchant. It advertises the several lines at the one time, and does so in an excellent manner.

From Tree to Jar.

Other displays of these different lines in demand at the present time will suggest themselves to the window dresser. Another unusual window that should bring good results was described to The Grocer by an expert grocery window trimmer.

A small tree, representing a peach tree, is placed at one side of the window. Sloping downward from its branches to the floor is a trough made of



Suggestions for Combination Window Display of Fruit Jars, Fruit and Sugar.

plain lumber, but, of course, trimmed nicely. At the end nearest the tree the trough is filled with peaches. Farther down it is filled with sugar. Still farther down is sugar and peaches mixed together. At the lower end of the trough are sealers, with the peaches and sugar flowing into them, while farther out were some jars with preserved fruit in them.

A show card at the front reads: "From tree to sealer with greatest rapidity." On the tree is nailed a sign: "If you want the best fruit, sugar and sealers, buy at Blank's." This window, if properly arranged, should attract a good deal of attention.

Oyster and Fish Season Now Open for Another Year

The opening of the oyster season in September marks the beginning of another fish year. Following soon after the commencement of the yearly production of oysters, the increasing run of various kinds of fish will bring this branch of trade into greater prominence.

Although it may seem so, it is not too early to give some thought to this line. Plans carefully prepared are the ones productive of best results and the dealer who now begins planning in this regard will be the one who will secure the larger amount of trade during the year.

The oyster season has now begun and dealers should feature this line. It is some time since the consumer has had a taste of this delicacy, and it should be easy to appeal to his appetite. Again, the dealer who is able to interest customers early in the season is the one most likely to secure their trade during the whole year.

In regard to fish, think over your experiences of the last season; and see if there does not suggest itself, some method whereby you could secure a larger patronage. Was your method of handling and keeping fish as good as it could be or was there some flaw that resulted in decreased trade? If there was any bad features in regard to your method of displaying and keeping your fish in first-class condition, now is the time to remedy it. Start the season right.

SUGAR UP AGAIN

On Thursday again this week, just at the time of going to press, sugar advanced another 10 cents, making the fourth rise in the past three weeks. Markets in this issue should all be read 10 cents up.

SOME TARIFF REDUCTIONS.

By an order in Council (Department of Customs, Ottawa), the duty on olives in brine, not bottled, to be used in the manufacture of pickles, when imported by manufacturers of such pickles, has been reduced. The tariff now is:

Under the British Preferential tariff, 15 per cent. ad valorem. Under the Intermediate tariff, 17½ p.c. ad valorem. Under the General tariff, 20 per cent. ad valorem.

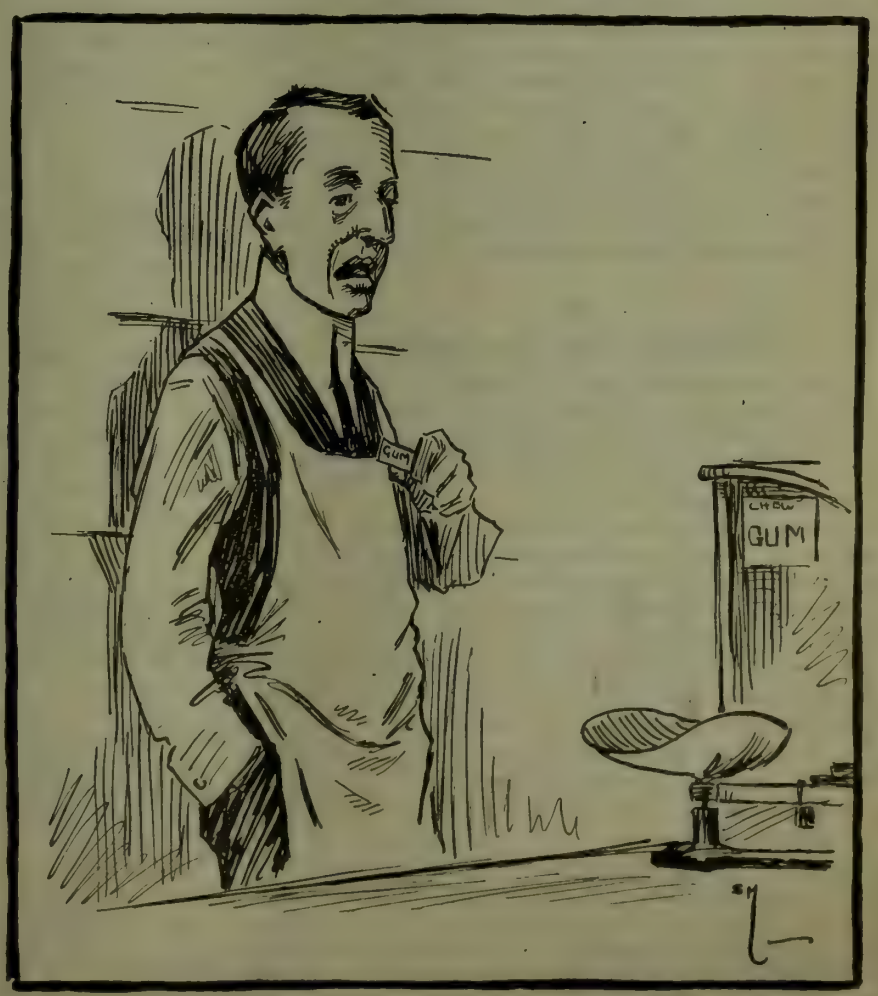
Crude cotton-seed oil when imported by manufacturers of refined cotton-seed oil for use only in their own factories in the manufacture of refined oil is admitted free. The above changes went into effect August 11.

EVERY DAY ORDERS

By James White, Point du Bois, Man.

Good morning, Mr. Grocer; good morning, Mrs. Brown.
Will you take my order? I'm going farther down.
I want some eggs and bacon, you know the "streaky" kind,
Two pounds I guess will be enough, please remove the rind.
A pound of butter too I guess, you know the last was sweet
I find an awful difference, from your neighbor's down the street
I always dealt with him you know, before I came to you;
But lately he's been terrible, I found he wasn't true.
A pail of jam, the "Bakers'" brand, strawberry flavor or plum,
And something for little Willie, I guess two sticks of gum.
Oh give me a pound of walnuts, the ones without the shell,
And kindly tell the driver not to ring the bell.
Oh will you send me a little box to hold my coal oil can
Last night I stumbled in the dark, and o'er the floor it ran.
How much then do I owe you? my car is coming down.
'Two-fifty,' thank you, much obliged. Good morning, Mrs. Brown.

CARTOON TALKS ON SERVICE



The habit of chewing gum in the store should be eliminated. The particular customer resents it.

THE CANADIAN GROCER

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ANOTHER ADVANCE IN SUGAR.

On Thursday of last week, sugar was advanced 10 cents, and again on Tuesday a similar amount was added to prices. The upward movement since the first reports of the European crop damage has been remarkable indeed, a total advance of 85 cents being recorded to date.

The extent of the shortage of the European crop will not be definitely ascertained until the harvesting of the roots begins within a month. Various estimates have been given out and it will no doubt be at least one million tons short. It is felt that present prices fully discount the crop situation, but with the small stocks of sugar now available to meet the demand, the market is now strong.

When the end will come is a question. It is the consensus of opinion that the strength will remain until something regarding the probable outturn of the Cuban crop is ascertained. At present there is no weakness in sight.

WESTERN CROP SITUATION.

Once again business men are breathing freely after the cold spell which prevailed for two days and nights last week. The tension to which the average business man of the west, especially the farmer, is keyed at the present time is marvelous.

It is fully recognized that the development of the west for the next few years depends to a large extent on the crop which is at the present time being harvested. Immigrants have flocked into the country this year, and should a bumper yield be received they will invade the west in much larger numbers next year. The result is that the eyes of the business world one and all are at the present time focused on the thermometer.

Harvesting is general throughout the three Prairie Provinces, but there are some fields that are rather late. It has been estimated that the damage done by the slight frost which prevailed last week is immaterial. At one point as much as 10 degrees of frost was registered, but this was an exception. In many points in Manitoba 2 or 3 degrees of frost was registered, which was hardly enough to do much damage. It is also recognized that the existence of frost is only in some localities in Manitoba, and, in fact, if no material frost prevails for the next two weeks a crop above the average will be reaped.

NEW CROP DRIED FRUITS.

It is quite apparent that dried fruits will not at any rate be cheap this year. The short yields last year have left the world's markets at the present time bare of stocks, which has its effect on working for a higher price on general dried fruits this coming year.

Prunes are a fair yield, or, at least, the world's crop is in excess of last year; nevertheless, prices are high, above the figures at this time last year, but not as high as prices eventually went.

Dried apricots are an extremely short crop—only about 50 per cent. of last year—and prices just now are almost prohibitive.

Dried peaches are also short and high in price, although not so much so as apricots. It is generally believed that California will produce only 11,000 tons—probably less—as against 26,000 to 27,000 tons last year.

California raisins are only from 60 to 75 per cent. of a normal crop. Seedless Sultanas are short, while seeded will likely range higher than last year. There is a larger crop of Valencia raisins this year than last, but the market is supported by the shortness of present supplies. They will likely have to go out to the consumer at 10 cents per pound.

Currants are quite a good crop, at least considerably larger than last year, but the same reasons are holding up the market as in raisins.

KNOWLEDGE IS NECESSARY.

To be successful in the grocery business, it is necessary to know something more than the price of the goods. The merchant or clerk should know positively about the quality. He should know where the goods are produced and what conditions affect the market. The better he knows a line or an article, the more of it he will be able to sell.

SELL BEST GRADE VINEGAR.

A vinegar manufacturer recently referred to the fact that while most lines handled by the grocer have increased in value during the past ten years, vinegar prices have remained unchanged.

The lower grades of vinegar are all right for such uses as putting on green cucumbers and lettuce, but for pickling purposes every dealer should handle the better quality. Much depends on the person doing the pickling, and while some might be able to make the lower grade of vinegar do, still in the majority of cases it would not, and so to retain his reputation, it is advisable for the grocer to sell the better grade.

EDITORIAL NOTES.

The Grocer will pay any dealer or clerk who sends in good, practical methods in actual use in the store, for our page on Wide-awake Retailing.

The question as to whether profits should be figured on the cost or selling price is an important one with many dealers. Our readers will remember the article by Hugh Blain in our issue of August 11. This was read by an interested party in Dayton, Ohio, U.S.A., who has written complimenting Mr. Blain on the logic of his mathematics.

The present is one of the times in the year when it would be especially well for the grocer to feature desserts. Something light, appetizing and easily digested. Look up your stocks of jelly, jelly powder, custards, tapioca, corn starch, rice and other similar lines. Give them some extra attention for a time and watch your sales increase.

The Markets—Sugar Advances Again

Following Advance on 24th., Prices Are Increased Another 10c On Tuesday—Total Upward Movement of 85c Since June 30—Market is Still Strong—Salmon is Higher—Pack is Short—Prices to Wholesaler Named But Not to Retailer—Canadian Beans Are About Done—Some Lots Being Imported.

QUEBEC MARKETS.

POINTERS—

Salmon—Clover Leaf and Red Spring—Price advanced.

Choice Seeded Raisins—Up 1 cent.

Shelled Walnuts—Halves—Up 2 cents.

Canned Spinach—Advance quoted.

Sugar is now $5.45 (in bags).

Montreal, Aug. 31.—Business is just about normal, but some of the jobbers state that they do not expect a great deal from July and August and await the first weeks in September for a brisker trade. They state that the farmer is busy with his harvest of grains, roots, fruits and vegetables and business must lapse until the tiller of the soil has garnered the results of his summer's toil.

The country merchant is, of course, the first to be affected by the farmer's harvest time and eventually it touches the wholesaler. Such is the present season, but there is a time of reckoning and the trade knows that business will burst forth again when the newly acquired money is being spent. There does not seem to be much interest taken in the political situation except at intervals and that is after the business hours have passed. Of course, it is discussed, but there have been former elections which seemed to draw forth keener attention from the electors of this part of the country. Trade does not register any serious setback. Perhaps it may be causing a little of the quietness now being felt but the trade does not seem to think so.

The retail trade are busy with fruits and vegetables, sugars, spices and, of course, the usual staples. The preserving season is generally a busy one for the retail grocer.

Sugar.—The late advance referred to in last week's issue has been duplicated and sugar is now $5.45 in bags or $5.50 in barrels and the market is fairly active and strong. People must have sugar and they need it particularly just now with the fruit season at its height. One recent summary says: "The estimated loss in the European beet crop, the lessened stocks held to meet consumption until new supplies can come in, and the element of speculation that has based its operations upon this year's unusual conditions, have combined to produce a situation whereby the market is influenced only one way and quotations will continue upon a high range as long as there is a sufficient demand, at the prices asked, for the sugar in sight."

Granulated, bags	5 45
" 20-lb. bags	5 50
" Imperial	5 30
" Beaver	5 35
Paris lumps, boxes, 100 lbs.	6 15
" " " 50 lbs.	6 25
" " " 25 lbs.	6 55
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 15
" " 100 lb. boxes	6 25
" " 50 lb. "	6 35
" " 25 lb. "	6 55
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 90
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 30
Powdered, bbls.	5 70
" 50-lb. boxes	5 90
Phoenix	5 45
Bright coffee	5 20
No. 3 yellow	5 20
No. 2 "	5 20
No. 1 " bags	5 05

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—With the changing to autumn and cool weather the demand for syrups is showing first signs of improvement. Molasses of fancy grades are firm under present conditions.

Molasses, to arrive, car load lots	0 28	0 29
Fancy Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
Choice Barbadoes molasses, puncheons	0 28	0 31
" " " barrels	0 31	0 34
" " " half-barrels	0 33	0 36
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls.		0 03½
" ½-bbls.		0 03¾
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

Dried Fruits.—Jobbers say that the trade are purchasing rather freely. There was a waiting tendency noticeable some time ago but that seems to have passed with a realization that the market has about reached a level. There is some spot delivery demand but it is very light. It could not be anything else with the wholesalers, with the merest remnant of a stock left. Seeded raisins, spot, are higher owing to the scant supplies left.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 17½	0 18
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb.	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates, Hallowee, loose	0 04½	0 05
Fards		0 11

Figs, 3 crown... 0 08 0 08½ Figs, 6 crown... 0 11 0 12
Figs, 4 crown... 0 09 " 9 crown... 0 13 0 14
" 5 crown... 0 10 0 11

Prunes—

30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—

Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08 0 09

The prices for currants and raisins, future delivery, are quoted herewith.

Currants, fine Filiatras, loose, cleaned	0 07 0 07½
" " " 1 lb. packages	0 07½ 0 08½
Raisins—	
Valencia, fine off stalk, per lb.	0 06 0 07
Valencia, select, 28 lb. boxes, per lb.	0 07 0 08
Valencia, 7 lb. boxes, per lb.	0 08 0 08½
Valencia, 4-crown layers, 28 lb. boxes, per lb.	0 0 ½ 0 08½
Valencia, 7 lb. boxes, per lb.	0 08 0 09

Nuts—Shelled walnuts are up a little and there is a fair activity in the market.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb.	0 11½ 0 13½
" Barcelona, per lb.	0 10
Tarragona Almonds, per lb.	0 13 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 10½ 0 11
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 35 0 37
Brokens	0 30 0 32

Teas.—Supplies of lower grade teas are limited. The market is seemingly well supported. The demand is well maintained with the market remaining steady.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 26
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" pea leaf	0 20 0 30
" pinhead	0 30 0 50

Coffee.—There is quite a firmness to the market with a steady demand and statistical conditions creating an effect that shows certain reflections which, however, are not very pronounced.

Mocha	0 22	0 30	Santos	0 19 0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21 0 25
Mexican	0 22	0 30		

Rice and Tapioca.—The market is firm in both rice and tapioca. The position of both these articles is reported strong just now and prices are steady.

Rice, grade B, bags, 250 pounds	3 05
" " " 100 "	3 05
" " " 50 "	3 05
" " pockets 25 pounds	3 15
" " ½ pockets, 12½ pounds	3 30
" grade c.c., 250 pounds	2 95
" " 100 "	2 95
" " 50 "	2 95
" " pockets, 25 pounds	3 05
" " ½ pockets, 12½ pounds	3 10
Velvet head Carolina rice, per lb.	0 09 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 09
Seed	0 06½ 0 08

Canned Goods.

Montreal.—Jobbers are receiving shipments of the early fruits and vegetables. Strawberries, peas, spinach and other spring varieties are coming in. Spinach is quoted at an advance by some houses,

due largely to the fact that only about fifty per cent. of the orders were filled. The present demand for canned goods is steady and is fairly large. One wholesaler said, "We find in some lines that our heaviest demand for canned goods is when the natural fruit is in season. Take for instance peaches. The boarding houses, hotels and restaurants have peach pie, etc., about this time because they know their guests expect a taste of the peach. It is then that the demand for canned peaches booms. There is the saving of time and labor required in preparing the new fruit and the latter will only keep soundly for a short time." This, he said, was one of the reasons for the present activity in canned goods even though the fruit season is at its height. The same can be applied more or less to the vegetable sales. Spinach is already advanced in price. Receipts of orders were only fifty per cent. of what had been asked for, and with shipments almost in every case lighter than what was expected the price tends to be firmer. Hence this rather sharp advance. If the weather does not turn cold and hurt tomatoes a fairly good pack is expected. However, both corn and tomatoes are still doubtful.

In regard to salmon, the new prices at the coast are in the hands of the jobber but there has been no wholesale figures announced. Apparently the trade is waiting to find out how much of their orders they will receive, this factor, of course, having to be considered. In the meantime, Clover Leaf and Red Spring are higher in harmony with the general tone of this market.

Toronto.—Salmon prices to the wholesaler at the coast have been named but quotations to the retailer have not as yet been set. Prices are high for the pack has been small. Fraser river is $1.25 per case higher than last year's opening price, Northern rivers $1.35 more, red springs $1.00, cohoes $1.25 and pinks 75 cents. One dealer said the prices for sockeye would probably be as high as $2.45 for 1 lb. talls and $2.50 for 1 lb. flats. At any rate the retailer will have to sell it at 25 cents. The total pack of sockeye to Aug. 25 is said to be only 326,000 cases as compared with 566,000 last year. Then, again, the world's markets are bare of stocks and English buyers at the present are clamoring for stocks. With the high prices anticipated and the present scarcity of spot stocks, prices have been generally advanced.

A good authority on canned salmon said to The Grocer this week: "The Fraser River sockeye will be very short in delivery this year, possibly only 50 per cent. or perhaps less. Cohoes are running fairly well, but indications are that there will be a shortage on them. Red springs will be in fairly good supply and the run of pinks is fairly good in northern rivers, but it is just possible that demand will be greater than supply. After the selling season which is now on is over, there will be no supplies to draw on from the coast for the next twelve months. There is a world scarcity of salmon, and the statistical position is the strongest known in many years."

Although it has generally been believed that tomatoes looked favorable, one canned goods broker said that from his information, prospects were quite blue and that he believed the pack would be short. "There is not the fruit on the vines," he said. The delivery of blueberries will probably be only 30 or 40 per cent. Corn, however, looks good. Even now there is an appreciable demand for canned fruits and vegetables.

The Canadian sardine fisheries have been good, in fact, better than usual, and it is expected that with this year's pack prices will go back to normal again. It will be remembered that at the close of last season, prices advanced. Fishing does not end until December.

ONTARIO MARKETS.

POINTERS—

Sugar—Another advance.

Salmon—Higher.

Beans—Canadian about done.

Toronto, Aug. 31.—An appreciable volume of trade continues to be done in groceries, despite those circumstances which are apt to affect business just now, namely, harvesting and the approaching elections. The latter, if arousing excitement, is doing so without upsetting trade. Collections are also considered quite good.

"Sugar has joined the aero club," remarked one wholesaler. Its upward movement is at least remarkable. Following the advance of the 24th, another 10 cents was added to prices on Tuesday, a total advance of 85 cents since June 30th. The market is at the moment strong with no weakness at least for a time in sight.

Canned milk is firm, due to the higher cost of material used in its preparation. Sugar, which enters largely into condensed milk, has advanced $1.25 per cwt., since February, and this is regarded as the cause of the present strength.

The advancing sugar market is also having its effect on other lines in which sugar is used. Prices on a number of lines of confectionery have already been moved up by manufacturers as a result of the high price of sugar.

Sugar.—Sugar still continues on the upward trend and following the 10c advance just as we went to press last week, prices were marked up another 10c on Tuesday, bringing quotations on the Toronto market up to $5.55, a total upward movement of $1.25 since February 1st. The market is still strong and further strengthening in prices would not be a surprise. Dealers are wondering where this phenomenal advance is going to end. Many express the opinion that the strong market will continue until something definite regarding the Cuban crop can be learned. Conditions in sugar at present are certainly abnormal and it is felt that present prices more than discount the expected European crop shortage, but there is not enough raws obtainable at the moment to cover the demand. "Like every other bubble," said one dealer, "the time will come when it will burst. When that will be is the question. At present, there is certainly no weakness in sight."

Extra granulated, bags	5 55
" " 20 lb. bags	5 65
Imperial granulated	5 35
Beaver granulated	5 35
Yellow, bags	5 15
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	5 95
" " 50-lb. boxes	6 15
" " 25-lb. boxes	6 25
Powdered, brls.	5 75
" 50-lb. boxes	5 75
" 25-lb. boxes	6 15
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 45
" in 50-lb. "	6 55
" in 25-lb. "	6 75

Syrup and Molasses.—Prices on these two lines continue steady. Syrup trade is normal, while molasses demand is inclined to quietude.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—Local dealers have been more inclined to purchase new crop dried fruits at present quotations, showing their stronger belief in the maintenance of prices. Prunes still maintain their strong position, late news from Oregon reporting loss by dropping of fruit. One estimate of the total crops in California, Oregon, Washington, France, Bosnia and Servia is 300,000,000 tons as compared with a normal production of 359,532,000 tons. New crop valencia raisins are firm while currants are stationary. Spot stocks of all lines are scant, and held at firm prices.

Prunes—					
30 to 40, in 25-lb. boxes					0 17
40 to 50 " "					0 16½
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes				0 20	0 21
Fancy, " "				0 20	0 22
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06

Dried peaches					0 13½
Dried apples				0 09	0 09½
Evaporated apples					0 16
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 08½	0 09
Seeded, 1 lb packets, fancy					0 10
" 16 oz. packets, choice				0 09½	0 09½
			Sairs		0 05
Dates—			Package dates,		
Hallowees—			per 1 lb	0 06½	0 06½
Full boxes	0 05½	0 06	Fards choicest	0 10	0 10½

Coffee.—The market is well supported and, locally, maintains its steadiness. Trade continues appreciable in volume, and compares favorably with last year.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Rice and Tapioca.—Prices on lower grade rice are firm at last week's advance. Other grades, most noticeable, perhaps, Patna and Jaya, are strong, in sympathy with conditions in the East. Tapioca maintains a firm position. Trade in these lines is normal.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal					3 05
Rice, standard B					3 15 3 30
	Per lb.		Tapioca—		
Rangoon	0 03½	0 03½	Bullet, double		
Patna	0 05½	0 06½	goat		0 08
Japan	0 04½	0 06	Medium pearl	0 06½	0 07
Java	0 06	0 07	Flake		0 08
Carolina	0 10	0 11	Seed	0 06½	0 07
Sago, medimm brown	0 05½	0 06			

Spices.—Trade is good. Retailers are beginning to move their stocks. Prices are all steady but unchanged.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. do	¼-lb. tins do z
Allspice	0 14	0 15	0 17	0 75	1 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	..
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—The general tone of the nut market is one of strength. Quotations on both almonds and walnuts are slightly but gradually advancing. Peanuts are still strong under the shortage of supplies in Virginia. There has been an advance of fully 2 cents per pound since the upward movement in peanut prices began. Trade at this time is naturally none too brisk.

Almonds, Formigetta	0 15	0 16
" Tarragona	0 16	0 17
" shelled	0 35	0 38
Walnuts, Grenoble	0 17	0 19
" Bordeaux	0 14	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils	....	0 18
Peanuts, roasted	0 11	0 13

Beans.—With Canadian beans extremely small in supply, prices are firm. Some stocks are being imported from other countries. In regard to the growing crop, the Ontario Bureau of Industries estimates the yield at 925,228 bushels as compared with 892,927 bushels last year. The acreage in beans this year in Ontario is over 1,700 acres above last year.

Prime beans, per bushel	2 35	2 45
Hand picked beans, per bushel	2 45	2 55

MANITOBA MARKETS.

POINTERS—

Sugar—Advanced 20c.

Coffee—Very firm.

Syrup—Slow.

Beans—Going higher.

Winnipeg, Aug. 31.—Trade during the week shows little of the usual weakness which generally prevails at this period of the year. The demand is just as strong as ever, and now that the harvest is general and a crop is assured, many orders are being received from conservative country merchants. Many have even increased orders which were given some time ago, and a general feeling of optimism once more prevails.

Canned goods are moving pretty freely, and canned milk has been exceptionally firm, and is likely to advance soon. An exceptionally strong demand prevails in all lines.

Sugar — Following the 10c advance of the 24th, sugar again went up 10 cents on Tuesday of this week. As stated before, merchants refuse to express their opinion on the market as it depends entirely on the action of the raw market in Europe and in the south. Reports of manipulation are current, but it is difficult to secure any definite information regarding the situation. The demand continues to be strong, but it is expected that a falling off in the trade will be noticed for a time at least if prices continue to advance.

Montreal and B.C. granulated, in bbls	5 95
" " in sacks	5 80
" yellow, in bbls	5 55
" " in sacks	5 50
Icing sugar, in bbls	6 30
" " in boxes (25 lbs.)	6 55
Powdered sugar, in bbls	6 10
" " in boxes	6 10
" " in small quantities	6 85
Lump, hard, in bbls	6 80
" " in ½-bbls	6 90
" " in 100-lb. cases	6 80

Syrup—There is little change in syrup this week, the market is slow, and only a normal amount of trade is being transacted. As stated last week, it is expected that an increase will be noticed in the fall.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 88
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Coffee—Coffee remains firm, but no changes in price are reported as yet. The market is being watched with interest, and several large orders were filled this week. The feeling is prevailing at present that higher prices will prevail in a short time.

Coffee, standard Rio	0 15	Coffee, choice	0 15
		Coffee, extra choice	0 17

Beans and Peas—While no advance has taken place on the local market this week, it is rumored that beans are going higher owing to the shortage of stocks. The supply in Ontario is recognized as being by no means large in view of the demand, and consequently a strong market is expected shortly. Peas are beginning to pick up quite a bit, and the demand is increasing considerably. The presence of the large amount of harvesters in the west is causing a run in both these lines.

Beans, 3-lb. picker, per bushel	2 40
Hand picked, per bushel	2 50
Peas, split, 100 lbs	2 75

Provisions—Considerable trade has been in existence in provisions during the week, and a general advance has taken place. Bacon has advanced ¼c per lb., while medium hams are up ½c. Salt meats of all descriptions are also advancing and the demand is stronger than ever. Lard also shows a slight advance, and 50-lb. tubs are quoted at 5c higher than they were two weeks ago. The advance is due to some extent to the small receipts of hogs which have been coming into the local market on account of the harvesting season. Farmers at the present time are too busy with the reaping of their crop to send their stock to market. Choice live weight hogs at the present time are quoted at $8.50 per cwt. New prices will be noticed as follows:

Hams, large	0 16½	Tomato sausage per lb	0 10
Hams, medium	0 19½	Pork sausage	0 09
Breakfast bacon backs	0 20½	Beef sausage	0 08
Breakfast bacon bellies	0 19½	Lard, in tierces per lb	0 11½
Shoulders	0 14½	50-lb. tubs	5 70
Short rolls	0 16½	20-lb. pails	2 35
Long, clear sides per lb	0 12	10-lb. pails, cases	7 15
		5-lb. pails, cases	7 20
		3-lb. pails, cases	7 30
Boneless backs, per lb	0 15½	Compound, 20-lb pails	2 10
Mess pork, bbl	24 00	Steers, heifers, abattoir killed	0 08½
Mess pork, ½-bbl	12 50		

Eggs—The supply of eggs has been falling off considerably with the approach of fall, and a sharp advance has taken place in the price being offered. Manitoba fresh, selling at 18c a dozen two weeks ago, to-day are quoted at 21c and 22c per dozen. Guaranteed strictly fresh are scarce and retailers complain that they are unable to supply the demand for them.

Butter—An advance of 1c per lb. is noted in the Manitoba fresh made creamery bricks, while boxes are up from 2c to 2½c, and at the present time are only quoted at 1c below bricks. Supplies received in the city have been rather limited during the last two weeks, but are expected to increase as the fall advances. Dairy butter shows little or no improvement in quality, but an advance of 1c has taken place for strictly No. 1, in sympathy with the advance in creamery. No. 2 dairy butter is still quoted at 12c to 14c, No. 3 at 7c to 9c.

Cheese—The market is active and a good trade is being carried on at the present time. The demand is good, and the higher prices which have been expected are beginning to appear. Jobbers are quoting Manitoba new cheese delivered Winnipeg at 11c per lb. Wholesale firms are, however, quoting this at 2c a lb. higher, and Ontario at 14¾c.

NEW BRUNSWICK.

St. John, Aug. 30.—Whether or not it is the approaching elections which are responsible for the fact is not known definitely, but this is given by some local dealers as being the cause of the slight decrease in trade during the past week. It has been particularly noticeable in some sections, but it is difficult to ascertain the direct cause. As has been stated, some grocers are of the opinion that the fluctuation is the result of the excitement and diversion growing from the election while others seem to think it is merely a temporary falling off, such as is felt at regular intervals with every dealer.

It is an accepted fact that with the re-opening of the public schools next week, business in general will be more brisk, as large numbers of families will be returning from their country residences to take up their permanent abode in the city.

Cheese is on the upward grade, and eggs are also higher, but with the exception of these and an expected increase in sugar there were few changes of importance during the past week locally. Another advance of ten cents was noted last Thursday in sugar. Prices are as follows:

NOVA SCOTIA MARKETS.

Halifax, Aug. 30.—Firm prices prevail in practically all lines, and in some, prices have been advanced. The most notable instance is in canned salmon. The trade had expected an advance over last year's quotations, but they were hardly prepared for the figures which have been quoted. Sockeyes have opened at an advance of $1.25 per case and Cohoes $1 higher than last season's figures. Humpbacks or pinks are also quoted at 50 cents advance. As a result of these prices, the local dealers have advanced the price of the small stocks now on hand.

Roled oats have been advanced by the millers 25 cents per barrel. Quotations now are $5.25 to $5.50. Following the advance of the 24th, sugar has again been marked up ten cents per hundred pounds on all grades. Extra standard granulated is now quoted at $5.60, United Empire, $5.50, Bright Yellow $5.40 and No. 1 Yellow, $5.10. Cornmeal is five cents higher at $1.65 to $1.75, and beans (yellow eye) are up five cents, $2.65 to $2.75. Spanish onions are firm at three cents and in good demand.

Despite the abundant crop of apples in Nova Scotia this season, prices are high. For fair No. 1, hand picked Garensteins, the jobbers are asking $3 per barrel. The stock offering at these prices is no better than a good number two. Other early varieties are selling from $1.50 to $2.

NEWFOUNDLAND.

St. John's, Aug. 29.—Many lines of foodstuffs, including flour, pork and sugar are on the upward trend. Dried fruits are scarce on this market and local dealers holding any stocks are realizing good prices.

Fish prices have been reduced considerably, as the foreign markets did not warrant the higher prices. A fairly successful lobster fishing season is about over, and prices during the season have advanced from $16.50 to $17.50. New salmon is offered at $5.50 per case of 48 tins but not much has some along as yet.

Laporte, Martin & Co., Ltd., of Montreal, are strongly advising the trade to stock canned vegetables, on account of the short foreign crop. This firm has just been named as agent for the great wine firm, Delor & Co., of Bordeaux, France. This firm is well known for the quality of its Sauternes and red wines. Read the firm's ad. in this issue. —Advt.

Canadian National Exhibition VISITORS

A call from you at our Office will be much appreciated, and we are sure your visit will be mutually beneficial, as our Principal has just returned from Europe and can give you market information first hand:—Be sure and visit our

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WE invite all our customers and friends to call and see us when visiting the City —make use of us and our offices as you will, and the more you do so the more it will please us. When at the Fair Grounds be sure and call in at the Heinz Exhibit and Demonstration, which is placed near the centre of the Manufacturers' Building, and then you will have an opportunity of seeing what the Heinz Co. are doing to help you sell their product.

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The Perfect Cooking Butter

WHAT IT IS

Ko-ko-but is a perfectly pure vegetable butter made of meats of cocoanuts from Ceylon and Cochim. These two countries produce the finest fruits in the world.

The cocoanut meats are broken up and dried in bright sunshine. In the dried state the cocoanut meat is called copra.

The COPRA is then crushed which makes cocoanut oil. We clarify the cocoanut oil by a process of filtering—after which it is thoroughly sterilized.

The process extracts all odor and every trace of water.

There is nothing added of any nature—the finished Ko-ko-but is pure cocoanut butter—clean, sweet and wholesome.

WHAT IT DOES

KO-KO-BUT makes cooking better, cleaner, more digestible, more nutritious, and more wholesome.

For frying, KO-KO-BUT is excellent. It cooks the food to a nicety and does not spatter in the pan.

Cakes—bakings of all kinds made with KO-KO-BUT keep fresh longer.

KO-KO-BUT does not make the baking soggy, nor ooze out.

KO-KO-BUT does not evaporate, it keeps fresh longer than any animal product, and never turns rancid.

KO-KO-BUT saves money—less KO-KO-BUT used than butter or any other shortening.

REMEMBER KO-KO-BUT is 100 per cent. pure, there is no water, no waste. 1 lb. goes as far as 1½ lbs. butter or other shortening. (Butter contains as high as 20 per cent. water—KO-KO-BUT none). This is KO-KO-BUT economy. Cooking is cleaner and altogether better. This is KO-KO-BUT satisfaction.

Send us a list of names and addresses of your customers and we will mail each of them a useful book of KO-KO-BUT recipes. If you place a trial order with us we will notify each one on list that you are stocking same.

Waste No Time.

Dominion Cocoanut Butters, Limited

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The plan of borrowing a nickel from everyone we served with a cup of Red Rose Tea at the Toronto Exhibition last year and giving each one a coupon worth 5c. anywhere when buying a package of Red Rose Tea was declared so successful by merchants generally that we are going to do it again this year.

Will you be good enough to accept these coupons again this year as part payment for a package of Red Rose Tea. They will be redeemed at their face value by any Red Rose Tea traveller or when sent to our Toronto Office.

If you are in Toronto during the Fair we will be very pleased to have you call at our new warehouse, 7 Front St. East, or at the Red Rose Tea Booth at the Exhibition, and if we can extend you any courtesy or serve you in any way the pleasure will be ours. At the booth just make yourself known to the traveller in charge. A corner and a couple of tables will be reserved for grocers, their wives and friends, and you will enjoy the tea too.

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LONDON GROCERS' PICNIC.

Visiting Members of the Trade From Toronto and Port Huron Were Present.

London, Ont., Aug. 30.—(Special)—The sixth annual outing of the London grocers was a big success from every standpoint. The executive of the London grocers were busy all day Wednesday, Aug. 23. At 9.30 a.m. they met the Port Huron grocers and welcomed them to the city. They then took the officers of the Port Huron Association for a trip around the city in autos.

Next they met the Toronto train to welcome for the first time the executive officers of the Toronto Retail Grocers' Association. It was indeed a pleasure for the London grocers to meet such a fine body of men as W. C. Miller, D. W. Clark, R. Davies and R. Matthews.

The mayor and three commissioners of Port Huron accompanied the excursionists from the Tunnel City. At noon the executive officers of Toronto, London, and Port Huron, together with the mayors of London and Port Huron, and also several London aldermen sat down to a luncheon in the Tecumseh House grill room. After the good things had been partaken of, Mayor Beattie, of London, proposed the health of the visitors, and gave them a hearty welcome to the Forest City. Mayor Bell, of Port Huron, responded for the Port Huronites. President Norman McLeod spoke on behalf of the London grocers, and President W. C. Miller and D. W. Clark responded on behalf of the Toronto association.

After the luncheon, the party motored to Springbank, where the sports took place. Fully five thousand people saw the fun.

One of the Features.

The burlesque duel between "Johnny Bull" and "Uncle Sam" was a laughable feature. Uncle Sam was carried off the field with the blood trickling down his shirt. Harry Ranahan was second for "Johnny Bull," and Ed. Ryan looked after "Uncle Sam."

The game of rounders was a literal "scream." It kept the crowds in roars of laughter. Ernie Shaw and Billy Watson could pass as members of the feminine sex any time; in fact, President Miller, of Toronto, one of the judges of the carnival, gave Ernie Shaw first prize as the best made-up lady.

Fred Tobias, of Todhunter, Mitchell & Co., is some tumbler. We leave the story to be told by his companion in the race.

R. W. Davies, of Toronto, is some runner, taking second prize in the 100 yard dash, leaving all the young fellows behind.

W. C. Miller, D. W. Clark, R. Matthews and R. Davies were capable judges and helped the local committee in every possible way. The baseball match between London and Port Huron grocers was won by Port Huron—score, 7 to 5.

Longer Season Is Allowed for the Salmon Run

Vancouver, B.C., Aug. 31 (Special).—With a pack of 50,000 cases on the Fraser River, compared to 175,000 cases on Puget Sound, the Dominion Government has suspended the close season between August 25th and September 15th. This is the first time this has been done. The suspension of the present close season will doubtless result in fewer fish four years hence, but this is understood. The pack of best salmon this year has been smaller than usual, despite spasmodic good runs at different points on the coast.

READY-MADE CARD PHRASES.

If you don't deal here, we both lose.

You need our goods—we need your trade.

We pride ourselves on our quick delivery.

We aim to satisfy. Tell us if we don't.

Don't judge prices without considering quality.

You may buy cheaper, but you can't buy better.

Who's your grocer? We should be.

Victoria Grocers Have Prosperous Annual Pilgrimage

Victoria, B.C., Aug. 28.—(Special)—In perfect weather, a bright sunshine with a refreshing breeze, the wholesale and retail grocers held their annual picnic at Goldstream, some twelve miles by rail from Victoria.

The time until the main crowd arrived, was occupied with a baseball game, "Wholesale vs. Retail Grocers" which after nine long hard fought innings resulted in favor of the former by 12 to 8.

Races for all ages of boys and girls filled the period before lunch, and on resuming at 2.30, three-legged race, fat men's race, tug of war, biscuit race, shoe race, etc., etc., rapidly succeeded each other until 4.30 when the baby show competition was held—without doubt the chief attraction for many proud mothers. Eighteen baby boys competed and after a prolonged consideration the judges selected little Francis McKenzie Gibbs as the handsomest baby boy. From fourteen baby girls Miss Olive Baker obtained the coveted honor.

Numerous committees with plenty of active workers ensured success, and nothing but satisfaction was heard on all sides.

Praise is due to each, and especially to president E. J. Wall, vice-president J. D. Jay; Treasurer, S. Kirkham, Secretary V. K. Gray, and convenor of refreshment committee, Thos. Lee.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

Millar's Jams

MADE IN BELFAST, IRELAND

The winners of gold medals in Great Britain and Ireland, are noted for their absolute

PURITY

They are celebrated all over the United Kingdom and are fast making a name for themselves in Canada. They sell readily and give splendid satisfaction to the consumer and bring monetary benefit to the retailer in quick sales at a fair profit. Millar's Jams are always popular when once introduced.

SNOWDON AND EBBITT
MONTREAL, QUE.





The House of Quality

The House of Quality

SPECIAL PRICE

ON

Breakfast Bacon

(New Cure)

AND

Cottage Hams

Quality unexcelled. *Order to-day.*

GUNNS LIMITED.CANADA

PORK & BEEF PACKERS
TORONTO. ONT.

HAMS
Are Very Scarce

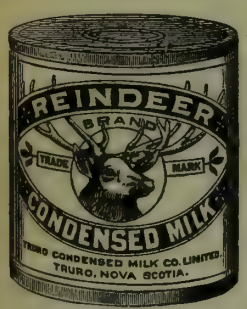
and probabilities are they will be higher

SO WILL LARD.

We have, however, a good stock of ROLLS, SHOULDERS, BREAKFAST BACON and BACKS and at reasonable prices.

F. W. Fearman Co.
LIMITED

HAMILTON



Reindeer Brand Milk

has thirty years of experience behind it. Produced from selected, healthy cows carefully handled, government inspected, and fed on the richest grazing lands in the world, which helps to give **REINDEER CONDENSED MILK** a richness and flaver all its own. Reindeer is freer (than other brands) from that cooked taste.

Your customers expect **REINDEER BRAND** when they order Condensed Milk.



TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Cheese at an Extremely High Figure

Steady Advance in Price Since Early in June—English Market is High, With Big Advances of Late—Conservative Dealers Operating Cautiously—Provisions and Lard are Steady—Butter is Higher—Eggs are Steady.

General steadiness in provision prices prevails. Demand continues on the whole at a good figure, a considerable trade still being noticeable in the summer lines such as smoked and cooked meats. Long clear is in better demand with the cooler weather, while the farmer being busy is not able to secure his supplies of meat elsewhere and is forced into the market. Lard is also in a position of steadiness, but as yet there has been no great improvement in demand.

Live hog prices have not changed materially during the past week but continue fairly steady, under rather stinted supplies. The English market is firm and high, recent cables being from 66s. to 70s. for Canadian as compared with 62 to 66s. at the first of the month.

Butter is firm and generally higher. There has been a good demand for creamery for export and a continuance is expected until new make Australia and New Zealand starts to come forward in October. Winnipeg reports a general advance of 1 cent due to present limited supplies. Recent rains in parts of the Dominion may help the production.

Advances in egg prices have taken place at several centres. There is a good demand, especially for selected stock. Production may begin to fall off at any time. Cheese continues at the high level. Conservative dealers are operating cautiously. The English market is high, the dry pastures there having seriously affected production.

MONTREAL.

Provisions.—The present is not the busiest season for provisions. There is a normal trade, but the market is featureless. Prices are unchanged, but the figures for live hogs are a little higher.

Pure lard—	
Boxes, 50 lbs., per lb	0 11¾
Cases, tins, each 10 lbs., per lb	0 11¾
" " " 5 " "	0 11¾
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb	0 11¾
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09¾
" 5 " " " "	0 09¾
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 200 "	21 50
Boiled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 50 11 00

Butter.—The market is firmer and is approaching the level of the prices to the south. Production keeps up well and recent rains have been helpful.

Creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs.—Although the egg season was early and production was heavy, the total supplies have been lower than a year ago. The demand is good, and the present prices are partly explained by the statistical position mentioned.

New laids	0 30
Selects	0 26
No. 1	0 22

Cheese.—While Canadians are preparing for winter, the people of New Zealand are passing through their spring and a drouth is having an effect on their cheese supplies. At any rate the Canadian market is being depended upon for more than the usual supply. The farmers are getting a good price and it is likely to be maintained for some time.

Quebec, large	0 13
Western, large	0 13½
" twins	0 13½
" small, 20 lbs.	0 13½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The general feeling in provisions is one of steadiness. Trade is quite good in general lines, the same brisk movement in smoked meats being in evidence, while there is also a fair demand for lard. Prices on this latter have been advanced ¼ cent per pound by several firms. Live hogs remain unchanged at last week's higher figure, prices now being the highest since last October when prices were just descending from their position of last year, when in one instance, namely in April, $9.60 was quoted by Toronto dealers. Prices this year have been gradually stiffening since May, when as low as $5.75 was recorded. Long clear bacon now in fair demand is quoted higher this week.

Smoked meats	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 16½ 0 17
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10½ 0 10½
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 11
" compounds, per lb	0 08½ 0 09
Live hogs, at country points	7 70
Live hogs, local	8 10
Dressed hogs	9 75 10 50

Butter.—Prices on creamery and farmers' separator butter are higher this week, fresh creamery prints being quoted at 26 to 27 cents. English markets have been taking considerable creamery butter which may be responsible in part of the strength in the market. The production of butter is at least not improving, although the recent rains may be helpful in increasing the flow of milk.

	per lb.
Fresh creamery print	0 26 0 27
Creamery solids	0 24 0 25
Farmers' separator butter	0 23 0 23
Dairy prints, choice	0 20 0 22
No. 1 tubs or boxes	0 17 0 19
No. 2 tubs or boxes	0 15 0 16

Eggs.—Fresh gathered eggs are ranging higher at 20 to 21 cents per dozen. There is no over-plus of deliveries, while a falling off in production may come at any time. Then there has been a good demand stimulated in part perhaps by the tendency in meats to seek a higher level.

Fresh gathered eggs	0 20 0 21
New laid eggs	0 22 0 23

Cheese.—The cheese market still continues strong, the result of a firm English market. On Aug. 3, the price in London was 60 to 61s. for Canadian, while late cables set it at 67 to 68s. Its steady upward movement since early June has been remarkable. Late rains should help the pastures, on which cheese production largely depends.

New cheese—		New twins	0 14½
Large	0 14	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Poultry.—Considerable poultry is finding its way to the market at present, the quality showing an improvement over some time ago and prices at the moment ruling steady. With the cooler weather, a better demand should be felt.

Fowl, live	0 11 0 12	Duckling, live	0 11 0 12
Spring chicken	0 14 0 16		

Honey.—Prices of honey show no change. Arrivals have not been large and trade inclined to quietude.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

STORE PHILOSOPHY.

There would be many top notchers in salesmanship if nothing but the "gift of the gab" were needed. You must put brains into your talk.

Do not expect to build up a big business in a short time. The steadily developing business is the one that will last.

Saying just what you think may be all right in some cases, but it's mighty poor policy when you are in business.

Most people reason that the condition of a man's show window shows the condition of the inside of his store, and in this they are pretty apt to be right.

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENTS IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies. Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies,
A. PERODEAU & CO.	Cognac	Senator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	Bordeaux	French Liquers and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

Agents in Province of Quebec for

STAVANGER PRESERVING CO., Norway .... Crossed Fish Sardines.

H. J HEINZ CO..... .... Pittsburg .... Food Products, "57" Varieties.



Quality Always Wins!

That "Gillett's Goods" are the best is the general verdict of the housekeepers of Canada. They have stood the test of time—the true test of quality.

Only the purest ingredients are used in the manufacture of

Magic Baking Powder **Gillett's Perfumed Lye**
Gillett's Cream Tartar **Royal Yeast Cakes**
Etc.

E.W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

Food products that are produced in clean factories are best.



It Pays

SHREDDED WHEAT is one of the best paying food products you can handle, not only because **you make a good profit** on every sale, but because **it's a steady, all-year-round seller.** Our extensive magazine, newspaper and street car advertising demonstration and sampling, have made **SHREDDED WHEAT better known** and easier **to sell** than any other cereal food. Thousands of visitors to Niagara Falls pass through our $2,000,000 sunlit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbours of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavory, nourishing and satisfying---people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to **push.**

Shredded Wheat
"It's all in the Shreds"

The Canadian Shredded Wheat Company, Limited.
Niagara Falls, Ontario

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees **Purity** and the **Highest of Quality.**

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS
MONTREAL.

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Sterling BRAND

Your Patrons Want Quality

in pickles, catsup, fruit flavors, etc., more than quantity. The Sterling Brand gives both at a moderate price. **Let us send you sample** of our lines if you do not already carry them in stock. They are trade winners.

THE T. A. LYTLE CO.
Limited
Sterling Road, - Toronto

Rolled Oats Advance 20c. Per Barrel

Following Strength Reported Last Week Prices Advance on Monday—Good Fall Trade in Cereals Anticipated — Slight Frosts in the West Firm Wheat Market—Flour at the Moment is Steady, but Trade of Routine Character.

The feature of the week as regards price movements was supplied by the rolled oats market, an advance of 20 cents per barrel, taking effect on Monday being recorded. A combination of circumstances was responsible for this new strength, one factor being the reports of slight frost in the west, while the visible supply of this cereal at present is appreciably lower than a year ago. The fact that the United States crop of oats is expected to be short close on 300 million bushels as compared with last year is no doubt exerting some influence.

Estimates of the yield of wheat in the Canadian West still vary from 180 to 200 million bushels. Reports of frost in sertain sections are the cause of some anxiety. Harvesting received a temporary set back as a result of the showers at the early part of the week.

The International Agricultural Institute, Rome, Italy, estimates the total world's production of wheat this year at 3,518,887,000 bushels, as compared with 3,616,416,000 bushels last year.

MONTREAL.

Flour.—The market remains firm at former prices. Demand is reported brisk both from the country and the city and a healthy tone is the result. Of course it is impossible to tell what the next move will be, but at the present time prices are holding firmly.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Rolled Oats.—On Saturday afternoon last an advance of twenty cents a barrel was quoted on rolled oats and immediately there was a scramble to book orders before the advance went into effect and from several reports the booking was rather heavy. A number of factors must be considered as being responsible for the advance. The beginning of the fall season is being felt in general trade and the cool weather has revived interest in rolled oats. Again the visible supply at present is appreciably lower than at this time last year, and reports of slight frost in the west recently, possibly had a slight influence. There has been a better demand for rolled oats of late and the market appears to be firm just now.

Fine oatmeal, bags	2 69½
Standard oatmeal, bags	2 69½
Granulated oatmeal, bags	2 69½
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 45
Rolled oats, cotton bags, 90 lb	2 50
Rolled oats, barrels	5 15

TORONTO.

Flour.—The flour market this week is unchanged and steady. Reports of frost in the west have lent strength to the wheat market, and No. 1 Northern Manitoba is now quoted at $1.07. "Another factor in holding up the market," said a local dealer, "is the small deliveries of wheat. While there is no reason for any change in flour prices at the moment, still when arrivals of new crop begin to get heavy, I would not be surprised to see the market ease off." The rainy weather at the beginning of the week was beneficial to many mills run by water power, many of which according to one dealer have been standing idle for want of power. "It will keep the farmers from the harvest," he said, "and therefore work for a better delivery of Ontario wheat."

Manitoba Wheat.

1st patent, in car lots	5 30
2nd patents, in car lots	4 80
Strong bakers, in car lots	4 60
Feed flour, in car lots	3 00 3 20

Winter Wheat.

Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—The strength in the rolled oats market referred to in our last issue has brought an advance of 20 cents per barrel, which went into effect on Monday. This is due partly to somewhat less favorable conditions in the west and also in sympathy with the markets in the United States where the yield is claimed will be close on 300 million bushels less than last year. A good fall trade is anticipated in this line, but no marked briskness will be felt for a time yet. Other lines of cereals are steady.

Rolled oats, small lots, 90-lb. sacks	2 45
Rolled oats, 25 bags to car lots	2 35
Standard and granulated oatmeal, 98-lb. sacks	2 80
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	1 90
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

Flour—Trade is exceedingly strong at the present time, and both the export and domestic trade is very brisk. A large amount of eastern business is being transacted, while the west is as heavy a buyer as ever. The months of July, August and September are generally the brightest for western trade. Prices quoted in barrels show that an advance of 20c per barrel has taken place during the last two weeks. Quotations are: 1st patents, $5.80; 2nd patents, $5.20; 3rd patents, $4.90; 1st clares $4.30.

1st Patents	5 80	3rd Patents	4 90
2nd Patents	5 20	1st Clares	4 30



Cream Sodas—Satisfying, Delicious

Satisfying from the point of "QUALITY" and "PRICE," Delicious because they are rich in flavor and crisp, being packed in air-proof boxes, which keeps the dampness out. When asked for

PERFECTION

Cream Sodas, don't suggest a substitute, because there can be no substitute as good when Perfection Sodas are once used.

We employ the latest methods in biscuit making and hire only the most expert operators.

STOCK A SAMPLE LOT.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY, VANCOUVER, B.C. ST. JOHN'S, NFLD.



—THE FLAVOR DE LUXE—

MAPLEINE

Original and Distinctive

Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc. and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

SELLS ON MERIT

Backed up by advertising

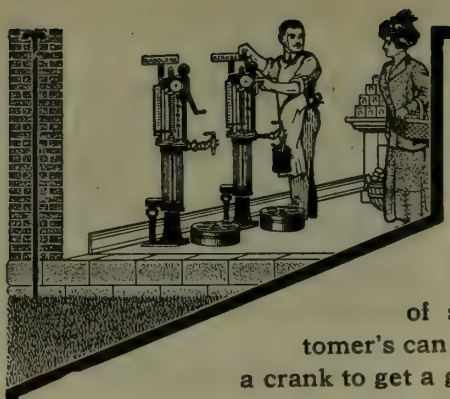
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Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE, WN.

When writing advertisers kindly mention having seen the advertisement in this paper.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

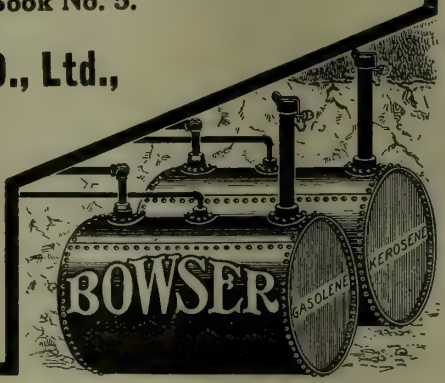
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

Chivers' Pickles

have proven their worth during the past three generations and will continue to hold a high place in the public esteem.

British Manufacture

Always looked for in this line, because they are quality in the highest.

Superior to the "Just as Good."

WRITE

S. CHIVERS CO., Limited

CARDIFF WALES

CANADA:

112 St. Francois Xavier St., Montreal

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Bright and Lasting

will be the lustre if

CHIVERS' Floor Polish

is used on Stained and Hardwood Floors, Linoleums, etc. Chivers' Floor Polish is also used successfully on all kinds of leather work. It sells readily and gives entirely satisfactory results. Every tin sold makes a regular satisfied customer. As an investment every grocer should carry Chivers' Floor Polish in stock. As an advertisement he should not be without it.

Write the Canadian Agents

Harrison & Son,

St. Nicholas Building, Montreal



The Brand That Upholds Quality and Purity—E.D.S.

These two selling points are not often found allied in one article but they are most pronounced in E.D.S. GRAPE JUICE. None other than first class Concord Grapes are used in the E.D.S. Triangle brand and only the most expert workmen are employed. Workmen who are skilled and reliable. We do not stop here. We supervise every process in its manufacture from the time the Grapes leave the vineyard until the pure fresh juice is securely bottled ready for shipment.

These are two great selling points when you are introducing E.D.S. Brand—Quality and Purity.

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

"In addition to tracing direct business to our advertising in The Canadian Grocer

our representatives, working all the way from Sydney to Victoria, have many times reported the assistance it has been to them, because the trade had already been acquainted with our lines."

This is an extract from a letter written us by a Toronto firm doing a national business. It incidentally touches on one of the most important points in trade advertising.

Canadian Fruits

Crawford Peaches

are now arriving in good shape, also

Plums, Pears, Grapes and Cantaloupes.

Tomatoes, Cucumbers, Apples, Egg Plant, etc.

Full Lines of

Oranges, Lemons and Bananas



25-27 CHURCH ST. TORONTO
are Largest Receivers

Jobbers!

If visiting Toronto during the Fair —call and see me—I can offer you attractive values in

New Lemons
Bitter Oranges
Grapes
Jam Oranges
Grapefruit
Cranberries
Sweet Potatoes, etc.

Call and see me anyway—whether you have any business or not to give me.

J. J. McCABE

TORONTO, : : ONT.

Canadian Fruits Now in the Limelight

Biggest Share of Attention Directed to Domestic Lines—Fruits Going Out for Preserving Purposes—Orange Trade is Naturally Curtailed—Prices, However, are Steady—Some Markets bare of Spanish Onions—Potatoes are Easier.

Domestic fruits still occupy the centre of the stage in the several fruit markets, imported lines, for the time being in the background. Fruits for preserving are being given due prominence by both the wholesale and retail trade, and sales amount to an appreciable figure. Early Crawford and St. John's peaches are being taken up well; plums are doing nicely, while grapes as yet are being sold for the most part for table use only. On some markets, especially those where Canadian fruits are not in big supply, California fruits are still meeting with a good reception.

The heavy arrival of all small fruits, and especially peaches and grapes, naturally cuts into the trade for oranges. The market is fairly steady, however. A despatch from New York says that it seems to be the impression there that oranges will be on the market well into the next crop, and so far as can be learned, there are no signs of a material falling off in shipments from the coast. It is certain that there will be enough fruit to go around before the shipments from other sections are on the market.

There is no exceptional briskness in lemons just at the present time. A good trade is expected during September, if the weather is at all favorable. The production of watermelons is growing smaller.

Some of the markets are at present bare of Spanish onions, shipments having been delayed by the strike in the Old Country. Shipments here are received by way of Liverpool.

MONTREAL.

Green Fruits—Canadian fruits from the Niagara district are arriving and the quality improves. New grapes, peaches, pears and plums are offered at reasonable prices. There is a good demand for fruits of all kinds. Apples are receiving considerable attention, and the Canadian-grown articles are bound to occupy the centre of the market for some time now.

Apples, bbl	2 75	3 25
Bananas, bunch	1 50	1 75
Bananas, crated	2 00	2 25
Blueberries, Can. basket	0 75	1 00
Cantaloupes	2 50	3 00
Cocoanuts, bags		3 75
Grape fruit, Flo.	6 00	7 00
Grapes, Canadian, basket		0 25
Lemons		5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 75	5 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 00	1 40
Peaches, Can. basket	0 50	1 00
Pears, Cal., crate	2 50	3 00
Pears, Can. bas.	0 40	0 60
Pineapples—		
Floridas, case	4 50	5 00
Plums, California box	1 50	2 50
Plums, Can. bas.	0 35	0 75
Watermelons, each		0 50

Vegetables—There are many lines of vegetables that are exceedingly brisk, but most of them are brought directly to the retailer by the grower. Often he even peddles from house to house. There is a good general demand, with prices reasonable.

Carrots, doz		0 25
Cabbage, doz	0 40	0 80
Corn, per doz	0 10	12½
Cucumbers, doz.	0 10	0 15
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 45	0 50
Onions—		
Spanish, crate	3 00	3 50
Montreal potatoes, new, bag.	1 50	1 75
Tomatoes, Canadian, basket	0 25	0 30
Turnips, bunch		0 40

TORONTO.

Green Fruits—Trade still continues large in volume on the Toronto market, domestic lines still in the limelight, and accordingly a slackness in imported goods. Lemons are being offered at $4 to $4.50 per case, with $5 in some instances being asked for fancy stock. While stocks just now are quite plentiful, it is pointed out by some dealers that there is yet a considerable period before new crop arrives. Oranges remain stationary in price, their movement being curtailed just now by the large supplies of other fruits. California peaches, pears and grapes are still arriving, stock running fancy and being sold for table use.

Preserving fruits are receiving considerable attention. St. John and Early Crawford peaches are offered at considerable range in price, 75c to $1.25 per basket. Common peaches may be had at 40c to 55c. Grapes rule around 30c, while pears are unchanged in price. Apples are quoted at $3 to $3.25 per barrel.

Bananas	1 00	1 75
Cocoanuts, sack		4 75
Lemons—		
Verdelli	4 50	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 25	4 75
Blueberries, bsk	1 00	1 50
Can. tomatoes, 11-qt. baskets	0 30	0 40
Rhubarb, doz	0 25	0 40
Canadian sugar melons, case	0 50	0 75
Canadian sugar melons, basket	0 35	0 50
Watermelons	0 35	0 50
Canadian plums, small basket	0 20	0 30
11-qt. basket	0 40	0 75
Can. peaches,—		
Best grades	0 75	1 00
Common	0 40	0 55
Can. pears, small basket	0 20	0 30
11-qt. basket	0 40	0 60
Grapes	0 25	0 30

Vegetables—Potatoes are lower again this week, being offered at $1.25 per bushel. Shipments are arriving regularly from New Brunswick, while Ontario is also helping to some extent to supply the demand. The market is bare of Spanish onions, the strike in the Old Country having interfered with shipments. American cooking onions are being offered at $2.75 to $3 per 100-lb. sack. Egg plant, green peppers and

beets are easier, while green corn is slightly higher.

Canadian beet, basket		0 25	Cauliflowers, dz.		1 25
Cabbage, Canadian, crate	2 00	2 50	Green peppers, basket	0 40	0 50
Carrots, new, basket	0 40	0 50	Canadian beans, 11 qt. basket	0 25	0 35
Cucumbers, Canadian, bsk.	0 15	0 25	Onions— American cooking, 100 lb. bag	2 75	3 00
Lettuce, Canadian, head	0 25	0 30	Spanish	2 50	3 00
Green corn, doz	0 06	0 10	Potatoes, Canadian bushel	1 25	1 35
Egg plant, bsk.	0 40	0 50	New turnips, per 11-qt. basket	0 15	0 20
Celery, per doz. heads	0 25	0 40			

BRITISH COLUMBIA.

Vancouver, Aug. 30.—The crop of Okanagan pears is reported short, and while the Kootenay has a good crop, there will be none for export. On the coast the crop of crab apples will be medium, with less than a medium crop of early apples. Late apples on Vancouver Island will be light, and on the mainland short, with practically none for shipment. Lytton and Spencer's Bridge report crops one-third of last year. Armstrong, which shipped ten

The Oyster Season Has Opened

"LONG ISLAND NATIVE" OYSTERS

The Brand that has seen many others come and go is at the front again this Season.

IMPROVED STYLE OF SHIPPING

in 1, 3 and 5 gallon tins, sealed at the oyster beds and not opened till reaching the dealer. Grown, Packed and Shipped by the Largest Oyster Growers in the World

LARGE, CLEAN, NUTRITIOUS

WHITE & COMPANY, LIMITED
SOLE DISTRIBUTORS
TORONTO and HAMILTON

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

Peaches Pears Tomatoes

We are receiving very fine stock.

Muskmelons, Rocky Fords, Peppers, Egg Plants, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN
GROWERS AND SHIPPERS OF CANADIAN FRUITS
HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"
BRAND
LATE VALENCIA ORANGES

"BUSTER BROWN"
BRAND
NEW VERDILLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.
Send along your orders for anything in fruit.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN
VERDELLI LEMONS



¶ Dealers who want to have their stock Class A and One-Hundred-Point in every particular order Buster Brown.

¶ Up-to-date grading and packing characterizes our Pack. Increase your Bundle of Dolodoccis by tipping your wholesale to send you Buster Brown, first; Buster Brown, last; Buster Brown, always.

W. B. STRINGER, Sales Agent, Toronto. FOLLINA BROS., Packers, Palermo.

cars last year of various varieties, will ship fifteen this year, In the Okanagan, crabs and early apples will be 90 per cent. of last year, and 75 to 80 per cent. of a possible full crop. Late apples are spotted, with the crop 75 to 80 per cent. of last year. At Vernon, the crop of crabs and early apples will be greater than last year, with an 80 per cent. of last year's crop of winter apples. At other points in the Okanagan the crop is average, with a light one at Keremeos. In the Kootenays, from good to full crops of all kinds are reported, with a surplus for shipping.

WINNIPEG.

Fresh Fruit—No new lines are being offered this week and prices show little change from last. The demand is strong for all classes of fruit, cantaloupes and blackberries being used extensively for the city trade. Peaches, plums and pears are also in steady demand, but show a slight decline in price.

Bananas, bunch	2 75	3 50
Valencia oranges	....	5 25
California lemons, crate	....	6 00
Cal. peaches, box	1 25	1 50
Cal. plums, box	...	2 25
Bartlett pears, crate	....	3 00
Cantaloupes, crate	3 50	5 00
American duchess, bbl	....	4 50
Wash. raspberries, crate	....	5 00

Green Vegetables—Trade in this line continues as active as ever, and a general decline of 5c per dozen may be noted in some lines. Lines sold by the pound also show a sharp decline, as larger supplies are being received every day on the market.

Potatoes—Supplies have been reaching the city in considerable quantities during the week, with the result that a decline of 50c per bushed has taken place in two weeks. Last week prices showed a decline of 15c, while this week they are 35c lower. It is expected that they will continue to decline as stocks in the city become larger.

FRUIT MARKET NOTES.

The tone in limes is easy in New York under liberal stocks and slow demand. Dealers are discouraging shipments from Dominica until the market is cleared.

Opinions as to the Florida orange outlook are diverse, ranging all the way from 75 per cent. of last year's crop to 25 per cent. excess.

The first shipment of early variety of Almeria grapes has been received in New York. One report says that the crop will be good, exceeding last year's by perhaps 200,000 barrels.

No new crop Jamaica have been shipped as yet, but some lots will be coming forward in the coming month.

The market on cocoanuts is not active at the present time.



Fish - Oysters



Opening of Oyster Season Now at Hand

Shipments Will Soon be Coming Forward—Marks the Opening of Fall Fish Trade—Improvement is Anticipated as Weather Becomes Cooler—Codfish Prices on Eastern Coast are Reduced—Herring Plentiful on Nova Scotia Coast.

The oyster season is about to open. Shipments of new crop will be beginning to arrive on Canadians markets. This practically marks the opening of the fall fish trade, and with the cooler weather which is already beginning to be felt, an improvement in trade is anticipated. Dealers would do well to prepare their plans to secure their share of the activity which will soon be in evidence.

As a result of conditions in the foreign markets, the price of codfish has been reduced in both Nova Scotia and Newfoundland. The prevalence of cholera in southern Italy, Greece and Turkey seems to be interfering with the demand for cured fish. A fairly good demand is in evidence from the West Indies and Cuba.

Herring are plentiful along the Nova Scotian coast and good catches are being made, but few mackerel have been taken and prices are high.

QUEBEC.

MONTREAL—The market has not yet developed real fall business appearances. This is expected with the first week in September. Demand during the past week has not been a feature. Prices have changed slightly, Some are higher, others are down, but the market on the whole is steady, and uneventful. It should only be a short time now when an improvement is noticed.

FRESH

Bluefish, per lb.	0 12	Halibut, express per lb.	0 10
Dressed perch, per lb	0 10	Salmon, B.C., lb	0 15
Dressed bullheads, per lb.	0 10	Salmon, Gaspe..	0 18 0 20
Eels, fresh, each	0 25	Shad, buck, each	0 30
Flounders, per lb	0 08	Shad, roe, each.	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04½ 0 05	Sea bass, per lb.	0 10
Herring, each	0 03	Trout, brook	0 25
Steak cod, headless, per lb	0 05½ 0 06	Lake trout, lb.	0 12
		Pike, per lb.	0 08
		Pickerel or dore	0 14
		Whitefish, lb.	0 12

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb.	0 09	Gaspe salmon, per lb.	0 18
Pike, round, lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Gras pike	0 05	Whitefish, large, lb.	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	8, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

Labrador sea trout, bbls.	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, half bl.	8 00
No. 1 mackerel, pail.	2 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, ½ bbls.	8 00	Salt eels, per lb.	0 07
Scotia herring, No. 2, bbl.	....	Sea trout, ½ brl.	6 50
Lake trout, half bbl.	6 00	Sea trout, bbls.	12 00
Choice mackerel, half pail	2 00	Scotch herring	1 00
Salmon, B.C., red, bbl.	14 00	Scotch herring, keg	1 00
Salmon, B.C., pink, bl.	12 00	Holland herring, ½ bl.	5 00
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 11
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 23
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00	13 00
XXX shell oysters	....	10 00
Lobsters, live, per lb	....	0 35
Oysters, choice, bulk, Imp. gallon	....	1 40
Oysters, bulk, selects	....	1 60

Solid meats—Standards, gal., $1.75; selects, gal., $3.

ONTARIO.

TORONTO—Trade in fish still continues on the quiet side, but as the weather becomes cooler, an improvement is anticipated. Prices are unchanged, as well as the general situation. Oysters will begin to arouse interest in the near future. It is generally reported that the quality this year will be good. In regard to this year's output of oysters, Chas. Platts, representing a firm of Connecticut oyster growers, who was in the city this week, states that this year's supply is not any too plentiful. "During the past few years," he said, "the set has been small. It is practically five years since we had an average oyster set, and as it takes about four years for this to develop, the effect is just now beginning to be felt, while next year it will be even more so. The production of oysters this year will, accordingly, show a decrease over last year, and prices will be higher. In Connecticut they are now asking an advance equal to 10c to 15c more than last year. In the northern oyster grounds the yield will be small, but in the south an average output can be expected. There is a good set this year, but it will not be developed until 1915, a period of four years being necessary."

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

NOVA SCOTIA.

HALIFAX—As a result of conditions in the foreign markets, the price of codfish has dropped in the local market, and also in Newfoundland. In both markets this week a decline of 50c per quintal is recorded. At a conference of the Newfoundland buyers it was decided to fix the price of Madeira fish at $5.50 per quintal. This is a drop of 50c. Other grades dropped correspondingly. Unless the foreign condition improves, prices are expected to go still lower.

Herring are plentiful along the western shore of Nova Scotia, and some of the fishermen are reaping a harvest. Hundreds of barrels are being taken. The big catches of herring have caused a revival of the salt fish trade, which is now quite brisk.

Local dealers report dry codfish in better supply. This is one of the results of the easing up in prices. Reports from Labrador show a poor fishery. The chief cause of the drop in prices is the prevalence of cholera in southern Italy, Greece and Turkey, which is interfering with the Mediterranean demand for cured fish. Shipments at the present time are practically nil, and the outlook is not promising. Dealers report a fairly good demand from the West Indies and Cuba.

WINNIPEG.

Fish—Much interest is being taken in the fish market at the present time owing to the shortage that is existing in some lines of fresh fish. The season at the present time is closed for pickerel, and as a result there is little being offered on the market. Trout is also scarce, as the catch has been very light. Fishermen claim that they are refusing to bite. Prices are holding steady and no advance is looked for. Compared with last year, trade shows considerable increase in all lines. Salmon continues to be high, but a fair amount is being received. Halibut is the only line which is being received in large quantities. Quotations are as follows:

FISH (FRESH)

Salmon, per lb	0 15
Halibut, per lb	0 09
Fresh lake trout, per lb	0 12
Lake Winnipeg white fish, per lb	0 08½ 0 09

SMOKED FISH

Kippered herring, per box	2 00
Smoked Salmon, per lb	0 20
Holland herring per ½ keg	0 68
Fillets of haddock	0 12
Smoked cod	0 12
Smoked goldeyes, dozen	0 50
Finnan haddies	0 08

ABOUT BERMUDA ONIONS.

There are Bermuda onions and Texas Bermuda onions. Until a few years ago, one of Bermuda's chief industries was the production of onions but it was found that the soil of Texas was most suitable for the growth of onions and since then the demand for the Bermuda product has been steadily falling off.

WEST INDIES TRADE.

A booklet entitled, "West Indies in Canada," has just been issued by the Imperial Department of Agriculture for the West Indies. It has been published primarily for the purpose of placing manufacturers and merchants in Canada in possession of reliable facts and statistics about the British West Indies and British Guiana. Trade to the value of $8,896,758 was done between these two countries and Canada last year, Canada importing $7,118,960, and exporting $1,677,798 to them. Among the food products produced by them and sold to us, are sugar, molasses, cocoa, limes and lime juice, bananas, oranges, grapefruit, pineapples, arrowroot, cocoanut, nutmegs and rice.

THE PRICE OF REPUTATION.

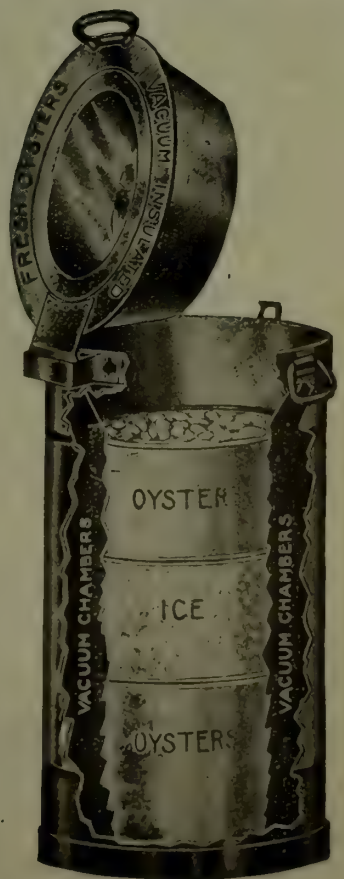
Reputation is the estimation in which a person or thing is held by others. The price of reputation is square dealing but once established, it is priceless.

SELL "COAST-SEALED" OYSTERS

You can make more money handling "Coast-Sealed" Oysters than by handling any other kind, simply because they are first-class oysters, absolutely fresh and free from all those **foreign substances** that add to the **weight** but cannot be **sold.**

Coast-Sealed Oysters are all Northern grown on our own grounds in Rhode Island, Connecticut and New York. All oysters must be four years old before being opened and they are packed and **sealed** right at the **coast** in the **identical** sealed carriers that are shipped to **your store.** As a result, by handling Coast Sealed Oysters, you are supplied with stock that is **all good —all salable**—every **ounce** of which will yield you a good profit.

Write us now for prices and particulars.



CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St., - - - TORONTO

Advertising the Retail Business

Every Merchant Advertises His Store, Goods and Service Every Day in Many Ways — Some Fundamental Principles Laid Down to Make Advertising Effective—What Each Sale Means to You.

By Henry Johnson, Jr.

Some of those questions brought up at a recent Convention of Grocers were certainly sweeping in their scope. Note this one: "What is the Best Method of Advertising the Retail Business?" Nothing small about that, surely! Why, a treatise could be written on that subject without fully covering it; for if there is one single factor which really and literally ramifies into every corner of an entire business structure, that factor is Advertising. And thus, to cover not merely the best way to advertise the grocery business in all its varying phases of city, country and cross roads, but to cover the whole Retail Business in that connection, it would be necessary to write up the entire business as relates to it in the country and elsewhere.

Hanginfi up the Sign.

What is Advertising? One may answer, the use of printers' ink. Another may say, demonstrations. A third may choose show windows. Others may—and quite properly—include all of these. But the fact is that advertising is business promotion, no matter what agency or agencies may be employed. The day you hang up your sign you begin to advertise. Did you ever stop to critically examine the sign now over your store to see whether it correctly reflects the character you wish to bear before the public of your town? It was probably hung up there without your having given it much thought. It looked fairly good, as it came from the painter, all fresh and glossy—not to say "flossy"—and, if some of the touches were not quite what you had expected or wanted you still accepted it, feeling that you did not want to "act like a crank" about it.

Yet here is your daily, hourly, weekly introduction to all who look your way. It is your calling card; and any experienced man will tell you that a tastefully planned, engraved card, introducing a broom salesman will command more respect and gain a quicker audience than the best printed card will gain for a steel magnate—and a slovenly bit of card-printing is simply a whistle for emergency brakes. Better look into that matter and see that your sign is of the right sort.

You Advertise Every Day.

The day you open your doors, and every day thereafter, you advertise. You may do it positively for good or bad; or you may merely do it negatively, against yourself, through showing the obvious absence of careful merchandising. Your windows may have been washed up and dressed the first day, or you may have been "too busy" to see that this was done. They may be kept neat, clean, filled with interesting attractive displays, or they may be neglected, filled with "swatted flies," dirty, unattractive from any view-point, positively repellant to any up-to-date housewife. This agency is there, you cannot do without windows; and it will work either for or against you all the time, for there is no middle ground. It is strictly up to you to so handle it that it will work for you, in a positive way, ever reflecting the best that is in you.

Making the First Sale.

The minute you make your first sale, you advertise. That "ad." at least, is apt to be favorable; for you will probably take great pains to please that first buyer in goods, prices and services. I hasten to say that this does not mean you may have more than one price on any article. What I mean is you will carefully select the right goods, at suitable prices, for this first customer. But do not overlook the fact that you must advertise with every sale you make after that first one; and remember that, in this regard, you have from 150 to 350 and up into the thousands of chances every day to make yourself "solid" or in a measure lose your grip on each customer served.

If you will think over this point you will feel the force of the "Eternal Vigilance" idea, and you will probably conclude that you must occupy yourself with the active superintendence of your business, constantly supplying the brain-work, rather than putting up orders, or filling shelves, or sprouting a few bushels of potatoes with a false notion of economy.

It may thus be seen that a well introduced, cleanly, orderly, intelligently managed, attractively decorated, liberally lighted store is already advertised automatically, as it were, and in some of the very best, most effective ways; while the other kind of store may spend a lot of money in what is usually called advertising and succeed only in attracting the cheap, less desirable, less discriminating, bargain-hunting trade. You want to take deep thought of all this in order that you start from the right angle and begin with the correct view-point; for Advertising is really and truly about the most important work you can undertake.

Some Rules to Follow.

Now to get down to what is generally called Advertising and the "best way" to advertise the Retail Business, let us recall that "one man's food is another man's poison;" for what is the right way for one retail store may be absolutely and disastrously wrong for another. But some fundamental rules may be laid down.

1. Get your own psychology right to begin with. Why do you feel a present interest in advertising? It is because Jones, down the street, has stirred you up through some of his ads., so that you feel like getting back at him? Or do you feel a sort of "itch for publicity" which leads you to yearn to stand in the local spot-light for a while? In short, search yourself well to see just WHY you have concluded to study advertising. For there is just one proper object in advertising, and that is to build up your business intelligently and on a lasting foundation.

2. Get your ideas firmly into the channel of positive, affirmative statement. Think of everything you plan to do and say as a leading onward, never in the slightest degree of holding back. Plan your thoughts, as the foundation, and your ads., as the building, of something which is going to be attractive because optimistic; carrying always the suggestion, whether written, spoken or only implied, that your mission in life is to better the condition or enhance the enjoyment of all who trade with you. Forget everything about competitors; the shortcomings of others; any unpleasantness about your business or personal experience.

Tell the Truth Always.

3. Plan to tell the absolute truth about everything you advertise, whether through speech, display or the written word. This is almost the primal requisite, if any point can be superlatively important; and the reason is, that an analysis of your goods with an honest intention to tell the truth about them, will lead to your acquiring goods of such character that the truth will recommend them to everybody. This means that your entire business will be bettered in every particular. Maybe you can see now why I consider this matter of advertising as about the most important work a merchant can enter upon.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

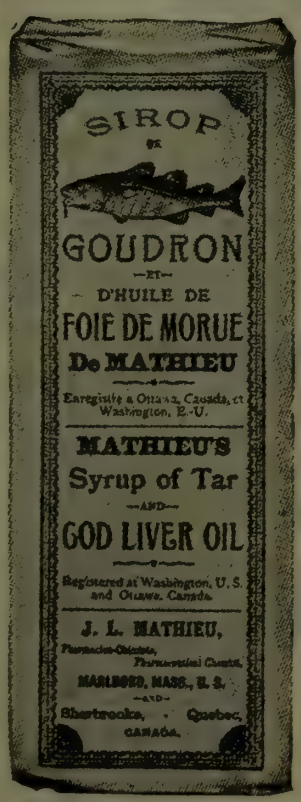


CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg. Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macau-lay Co., Vancouver and Victoria, B.C.





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

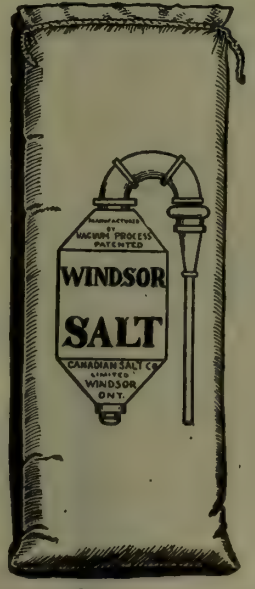
are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal



Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

WINDSOR SALT?

Are the other low-selling brands worth the room they take up in your store?

THE CANADIAN SALT CO., LIMITED

WINDSOR, - ONTARIO

The Grocer's Encyclopedia — Vanilla

Vanilla of Commerce Secured From Vanilla Beans or Pods—Grows on a Trailing Vine, Which Appears to be Little Dependent on Soil for Nourishment—Other Interesting Facts About the Growth of This Popular Essence.

The vanilla plant is a species of trailing or climbing orchid, which produces the fragrant vanilla pods or beans of commence from which is made the essence of vanilla found upon the grocer's shelves. The vanilla plant is the only orchid of any industrial value.

The home of the vanilla planifolia, which is its full name, is in Central America and Mexico, but it also grows in various parts of the West Indies and in the Fiji Islands, merely requiring a mean temperature of 75 to 80 degrees. It is also cultivated in plantations in other parts of the world, being easily propagated by planting cuttings at the foot of trees selected for the purpose, and bears from three until thirty or forty years old.

How Vanilla Plant Grows.

It is not wholly a parasite, although it appears to be little dependent on the soil for nourishment, yet thrives best in a light soil, rich in humus, like ivy. It climbs from the ground, but once established has feeding stations on the bark all along the line. The leaves—long, very smooth and light green—are alternate; and at the axil of each is a sucker a few inches in length that fastens itself securely to the tree, lying flat against the bark. It climbs to a height of eighteen or twenty feet. The blossoms are inconspicuous.

Vanilla Comes From the Pods.

It is the resultant pods that are the vanilla of the industrial world. They are slim pods six or eight inches long, and when dried for the market are a rich, deep reddish brown. These are called vanilla beans but really contain no bean, the seed in them being as fine as dust. These seeds are the black specks that are sometimes found in ice cream when the bean is used instead of the extract.

These pods are gathered when just turning yellow, and before they are fully ripe as they are then liable to split in two. If picked too green they keep badly and contain little perfume. When dried in the sun the pods turn to dark brown or almost black and shrink to about a quarter their original bulk.

The Yield of Pods.

Law's Grocer's Manual says: "In Mexico, 100 vines at three years old yield on an average, without any cultivation, 50 to 65 pods: at four years 165 to 200 pods: at five years, 325 to 500 pods: after this the yield diminishes to the tenth year when it is necessary to destroy the vines and replace them with new ones.

"From the third to the tenth year each plant may thus average two pods a year: but, if properly cultivated, the crop of pods is infinitely larger, say 20 to 30 pods to the vine. The Tuxpan Valley is evidently the home of this valuable orchid, for there is more exported from Tuxpan than from any other port in the world."

Has Extensive Sale.

Vanilla essence is the form in which vanilla is most commonly used, the sale of this flavoring being, perhaps, larger than any of the other extracts.

While it is largely used, but a small percentage of people really know anything of it source. For this reason the above should be interesting reading for the grocer and his clerk, as both may be able to turn it to good account, if they will remember that customers are often interested in just such matters.

PITHY POINTERS

Continue your campaign against the fly. The pests are still plentiful.

Now is the time to push your sale of fruit jars. You don't want to carry them over.

Window displays of picnic goods are still good business getters.

Keep ice tea before your customers. Mention it to them.

Don't let up on collections. Keep after the slow-pays or the mill will stop.

Move your spices up where they are handy. It will save many steps in the next two months.

Don't let your money run away through a leaky vinegar tap. Buy one that will hold it.

Better arrange that ad. for the paper when you get spare time.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

MAPLE SUGAR

CHEWING TOBACCO

Rock City Tobacco Co.

Quebec - and - Winnipeg

7-20-4

Know what these figures represent? It will be to your interest to consider them, as they represent a proposition which will surely make money for you.

YOUR TOBACCO DEPARTMENT

should always be up-to-date. It cannot be so without the

7-20-4 CIGAR

which is a dandy smoke, at a reasonable figure.

ASK US FOR QUOTATIONS

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Wholesale Grocery Business in a good growing Ontario city. No better located warehouse in Canada. Apply Box 397, THE CANADIAN GROCER, Toronto.

FOR SALE—Good corner grocery business in live Eastern Ontario city. Well established and high class residential trade. Will sell or lease building. Must be sold immediately. Good reasons for selling. Write by return mail to "Grocer," 235 McDonnell St., Peterboro, Ont.

POSITION WANTED.

TEA—Expert buyer and blender, 16 years' experience, open to treat with Canadian house view to buying agency London market. Box 72, CANADIAN GROCER, 88 Fleet Street, London, England.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond
1-lb. tins, 2 doz. in case..... $2 00
½-lb. tins, 3 " " 1 25
¼-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
8-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
8-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 50
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 00
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 85
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 3 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.60.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crispa, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams

Per doz	
Peach	1 80
Pear	1 70
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75

Jellies

Red currant	2 00
Black currant	2
Crabapple	1 45
Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade

Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Discount allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

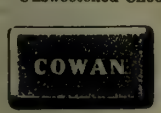


Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Solub'e, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Dos.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Mi k	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 33	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins		"	0 31
" " 1 lb. tins		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,		"	0 28
English breakfast, 1 lb. tins,		"	0 18
Grand Prix, 1 and 2 lb. tins.		"	0 30
Demi-Tasse, 1 and 2 lb. tins,		"	0 30
Flower Pot, 1 lb. pots,		"	0 21

Confections

IMPERIAL PEANUT BUTTER

Small, cases	7 gen	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.
Mo-Ja, ½-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c lb.
Mo-Ja, 2-lb. ti 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In carbons, each 1 dozen	0 90
Large blocks, dozen	2 50
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.
All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

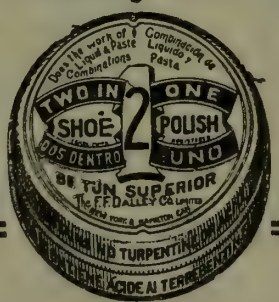
MORSE BROS., Props. - Canton, Mass., U.S.A.

2 in 1
Shoe Polish

The best-selling Shoe Polish in every part of the North American Continent. Keep well stocked—your jobber can supply you.

The F. F. Dalley Co., Limited

Hamilton, Ont.



Buffalo, N.Y.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London.
A.B.C Codes used 4th and 5th Editions

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

HUGH LAMBE & CO, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 48s Sq.	17 00
1 gals., 10s	25 00	⅛ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs.,	11 lb. bars	0 07½ lb.
" 12 lbs.,	2½ lb. bars	0 08½ lb.
" 50 lbs.,	½ lb. bars	3 50 case
" 200 lbs.,	3½ oz.	3 75 case

"La Luna," 65 per cent. Olive Oil

Case 25 lbs.,	11 lb. bars	0 07 lb.
" 12 lbs.,	2½ lb. bars	0 08 lb.
" 50 lbs.,	½ lb. bars	3 25 case
" 100 lbs.,	3½ oz. bars	1 80 case
" 200 lbs.,	3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matta Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal

3 Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



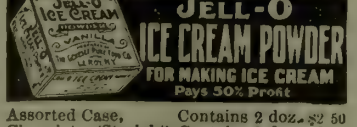
Force, 36's	4 50
Gusto, 36's	2 85

Jelly Powders



Assorted Case,	Contains 2 doz.,	$1 80
Lemon	(Straight) Contains 2 doz.,	1 80
Orange	(Straight) Contains 2 doz.,	1 80
Raspberry	(Straight) Contains 2 doz.,	1 80
Strawberry	(Straight) Contains 2 doz.,	1 80
Chocolate	(Straight) Contains 2 doz.,	1 80
Cherry	(Straight) Contains 2 doz.,	1 80
Peach	(Straight) Contains 2 doz.,	1 80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.,	$2 50
Chocolate	(Straight) Contains 2 doz.,	2 50
Vanilla	(Straight) Contains 2 doz.,	2 50
Strawberry	(Straight) Contains 2 doz.,	2 50
Lemon	(Straight) Contains 2 doz.,	2 50
Unflavored	(Straight) Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	9 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	3 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 00
3 cases of 4 doz	3 00
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

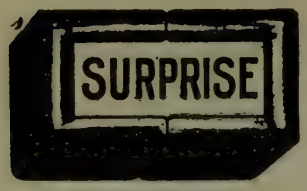
Fine.

4 lbs. box "Special"	per box
8 lbs. "	"
5 lbs. " "Standard"	"
10 lbs. "	"
6 lbs. cases or 75 lbs. bbls	per lb.
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"

Globe Brand.

5 lbs. box "Standard"	per box
10 lbs. "	"
25 lbs. cases (loose)	per lb.
25 lbs. cases, 1 lb. packages	"

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

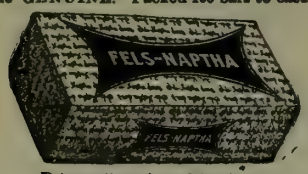
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06½
48 lbs.	No. 1 white or blue, 1 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $8.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Chicken, Pea, Julienne, Vermicelli Tomato, Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

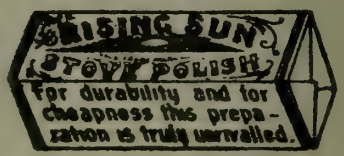
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 90
5 cases		2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—				Per case
2 lb. tins, 2 doz. in case				2 65
5	" 1	"	"	3 00
10	" ½	"	"	2 90
20	" ¼	"	"	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.				Case
2 lb. tins 2 doz. in case				$3 50
5	" 1	"	"	4 00
10	" ½	"	"	3 95
20	" ¼	"	"	3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	42
Rosebud Bars, 6s	42
Empire, 6s and 12s	44
Ivy, 7s	35
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 26	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ¼'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 45	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 70
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 56

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	
Gillett's Cream Yeast, 3 doz. in box.	

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



GREASY HANDS | **SNAP** | **MADE CLEAN**

If all the greasy and soiled hands that Snap made clean were brought together and held aloft in evidence of the superior cleaning powers of this great hand cleaner, there would be almost an endless sea, and we'll wager there would be a cheer go up for "Snap." Keep your Snap stock well displayed. But not in the sun.

SNAP COMPANY, Limited
MONTREAL

WARNING!

Crescent BM&Co. Brand
TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd., Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

"WELLINGTON"

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

Wanted— Something Better

Once for all time, Brother Grocer, realize this *basic* fact.

That the housewife is always an *unwilling* user of the inferior product. Using it *only* because she knows no better.

But deep down in her heart is the Desire for *Something Better.*

If she buys cheaply, it's because her *mistaken* idea of economy has been fostered by the price-cutter, with his just-as-good-for-less arguments.

In the nerve-racking hurry of every-day selling, perhaps you have not had leisure to *consider* all this.

Why is it that to-day women all over are such *anxious* readers of innumerable cook books; why do they devour countless pages of domestic lore in city and farm papers; why are they such earnest students of culinary science; why do they beg, borrow or steal one another's recipes?

Simply because they want *Something Better.*

Not something cheaper.
Would you better *your* trade, Brother Grocer?

Then better your grade.

Who are making the big successes to-day?

Look about you—isn't it the *quality* man, he who serves his trade *better* than it can be served elsewhere?

Isn't it the man who sells *Something Better?*

Based on this idea, the FIVE ROSES sales have grown *tremendously.*

Meeting the *universal* craving for Something Better. FIVE ROSES sales *couldn't* increase if to-day we lost the customer we made yesterday. Ultimately, Brother Grocer, *your* flour sales will be just as large and just as profitable as you deserve. Just as easy to sell *better* flour, Brother Grocer.

And much more satisfaction to know that your goods will meet the user's every requirement.

Don't cater to the price trade—it's overrun with merciless competition—and you only make a customer to lose her again. This is the trade that is constantly *decreasing,* Brother Grocer.

But the FIVE ROSES patronage is always *increasing,* making new converts both directly and indirectly. And behind you is the *confidence-building* force of efficient advertising, matchless *quality* of product, prompt *service,* and the reputation of a house that prizes square-dealing beyond any other consideration.

Five Roses:—

Packed to suit your trade in barrels and halves—also in bags of 7, 14, 24, 49 and 98 pounds.

LAKE OF THE WOODS MILLING COMPANY, Limited

"THE HOUSE OF CHARACTER."

MONTREAL

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 8, 1911 No. 36

Robinson's Patent Barley

Needs Little Pushing.
Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,
403 St. Paul Street, MONTREAL
30 Church Street, TORONTO
AGENTS FOR THE DOMINION OF CANADA

IF MRS. SMITH ONLY KNEW

that in making gravies, sauces, custards and soups she could make them thicker, smoother and richer by using

Benson's Prepared Corn

just think how soon she would be telling all her friends about it. You might suggest this to Mrs. Smith and all the other Mrs. Smiths and get them started. Explain to them that Benson's Prepared Corn makes these sauces and gravies free from lumps and without the insipid raw taste that flour imparts. You will find your sales of Benson's Prepared Corn will increase.

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

MacLaren's IMPERIAL PRODUCTS







QUALITY
VALUE
PROFIT







NOTHING BETTER

ASK YOUR JOBBER

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price, for they are their own "Silent Salesmen." All you have to do is to display them--think of the saving of energy you make when you stock with goods of spotless reputation! Three "Silent Salesmen" are printed below.

Codou's Macaroni

Genuine French

Made in a Model Factory absolutely new and up to date. Made only from the finest Taganrog Russian Wheat, the only Wheat from which the finest quality of macaroni can be made. Nothing better can be produced.

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Griffin & Skelley's Dried Fruits

Seedless Raisins and Prunes. Dried Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been buying other Brands.

Selected with the greatest care and shipped in original boxes right from the Vineyards and Orchards on the Pacific Coast.

Look for the "Griffin" trade mark before you buy.

You know what you get when you buy these.
All warranted by the shippers.

ARTHUR P. TIPPET & CO., Agents

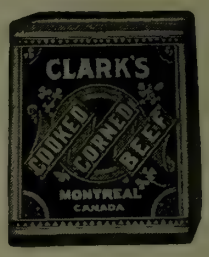
MONTREAL TORONTO

CLARK'S



PORK AND BEANS

COOKED CORNED BEEF



"CHATEAU" BRAND CONCENTRATED SOUPS



ENGLISH ROAST BEEF



BEEF STEAK AND ONIONS



SLICED SMOKED BEEF



W. CLARK, MONTREAL

Manufacturer of

HIGH GRADE FOOD SPECIALTIES



SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND

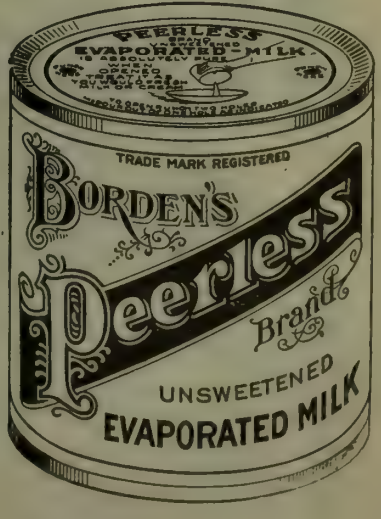


By recommending these Brands you will please your cus'omers.

They are the best that Science can produce.

BORDEN'S CONDENSED MILK CO.
'Leaders of Quality" Established 1857

Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER



Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" (Regd.) Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

You will find that

"Granola Digestive" Biscuits

are excellent with cheese. They are crisp, not too sweet, and have a particularly pleasing flavour, which tempts the appetite. They are appropriate at all times, and may be served at luncheon, tea, after dinner or . . . supper . . .

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

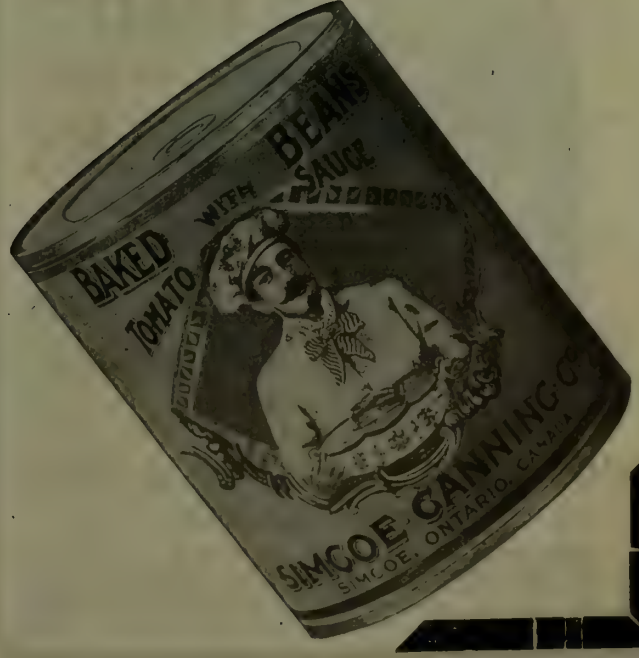
"Simcoe" Brand Baked Beans In The Lime-Light

Perfect Beans Perfectly Prepared

Only the choicest beans are used and the latest methods of preparation employed in putting up this noted brand of Baked Beans.

They have the rich, nutty flavor of the old New England dish. "Simcoe" Brand Baked Beans are put up in Tomato and Chile Sauce in different-sized cans.

They are packed solidly without excess fluid. Recommend the 3's Family Size. They contain more (by actual weight) than the Flats sold by other packers. The net weight is greater. Look for the green label on the top of the tin.



DOMINION CANNERS LIMITED

HAMILTON :: CANADA



Where Ever You Go You Hear This Remark

"I Never Get a Sauce Like

BRAND'S A1 SAUCE"

Whether you dine at a first-class hotel, cafe, or at a private home, you will be sure to find this Sauce. You often hear the above remark made by men and women who know and appreciate a good sauce and relish the peculiarly different flavor it has.

Brand's A1 Sauce has been the relish of Royal households for years, and is now making for itself a world-wide reputation.

Especially is it becoming the relish of Canadians, and all good Grocers in the country are stocking it as a sure seller and a profit-getter for themselves.

ORDER NOW FOR FALL

BRAND & CO., Limited Purveyors to H.M. the Late King Edward VII.

H. HUBBARD, 27 Common St., MONTREAL MAYFAIR, LONDON, ENG.
McLEOD & CLARKSON, VANCOUVER, B.C. NEWTON A. HILL, 25 Front St. E., TORONTO

The Favorite Pickle



BAIRD'S
SECOND-TO-NONE
PICKLES

The Perfection of Quality.

Johnston, Baird & Co.
Glasgow, Scotland

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. S. Bedlington & Co., Vancouver; Schofield & Beer, Commission Merchants, St. John, N.B.; W. J. Mahony, Board of Trade Bldg., St. John's, Nfd.

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

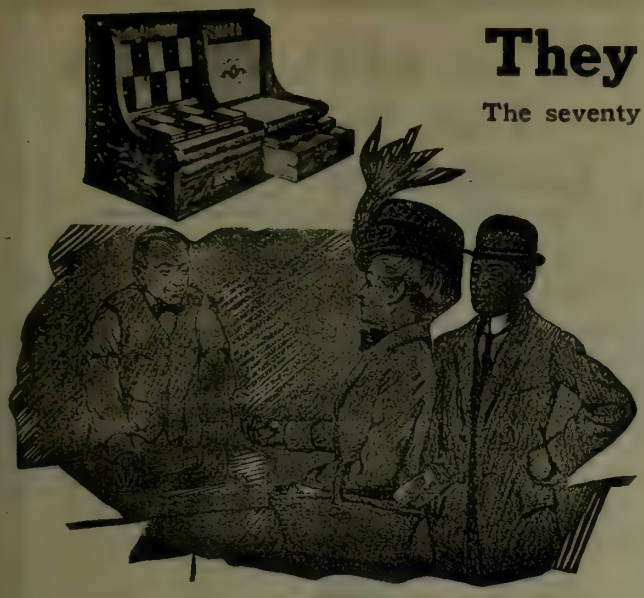
a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives
Canadian Specialty Co, Toronto
R. B. Hall & Son, Montreal
W. S. Clawson, & Co., St. John, N.B.



They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

find that their customers ask for their saleslips—the itemized accounts of their purchases---showing the total amount due. *They want to know what they owe.*

¶ The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge, (*if he fails to write the slip the customer asks for it.*)

¶ It is an automatic credit limit.

¶ The McCaskey System cuts out useless bookkeeping. It keeps every account posted and totaled to date. It is an automatic collector. It furnishes proof of loss in case of fire.

¶ It flags the merchant at every danger point.

¶ No merchant can afford to be without it---it is sold on easy payments if desired and pays for itself.
¶ Information is free Write for catalog to-day.

Dominion Register Co., Limited

90-98 Ontario Street, **Toronto, Canada**

Agencies in all Principal Cities.

519-521 Corn and Produce Exchange, Manchester, Eng.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties



A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.



Pink's

Pickles

are at the Top

When it is a question of quality and flavour **Pink's Pickles** are on top every time.

Only the choicest selected vegetables are used in their preparation, and they have an excellent reputation.

Packed in lever top glass bottles and gallon stone jars.

THE MANUFACTURERS' AGENCY CO.

Montreal,	J. W. Windsor,	22 St. John St.
St. John, N.B.,	S. Cecil Irvine,	48 Princess St.
Halifax, N.S.,	C. E. Creighton,	Bedford Chambers.
Boston, U.S.A.,	Gen. Sales Office,	24 Milk St.

E. & T. Pink, London, Eng.

GET A REPUTATION FOR SELLING GOODS OF CLASS!

You can sell and honestly recommend the SHIRRIFF EXTRACTS. They will give your customers the greatest satisfaction, being purer, stronger and more true in flavor than any other make.

It stands to reason that if you hand a confiding customer a trashy extract, she will buy *that* commodity somewhere else next time. And while she is buying that, she will most likely order something else if your competitor is wide-awake—as he most likely will be.

More Than Ninety Flavors



More Than Ninety Flavors

ALL SHIRRIFF'S EXTRACTS are best in their line, but the greatest success of all is

Shirriff's TRUE VANILLA

Made from the real Mexican vanilla bean, it has the true vanilla flavor. This flavor is almost unknown now, because of hundreds of chemical concoctions on the market under the name of "vanilla."

So, if you sell SHIRRIFF'S TRUE VANILLA, you will be giving your customers an extract that will be a revelation to them.

You will please them and add to their confidence in the goods you sell, generally.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO



ABOUT 110 TO THE LB.

ABOUT 110 TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED

THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books:

"SAFE EGG DELIVERY" and "SAMPLE ADS"

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

There is One Reason Only

Why you are not interested in a COLES.

You don't need an Electric Mill.



But when you do---- remember the

COLES

and we can't emphasize this too strongly.

Our line of hand and electric mills is sure to include a mill for your needs and at a reasonable price.

COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



Sterling BRAND

You're Armed For Hard Ones

when you have a stock of STERLING BRAND RELISH. It is sure to please your most exacting customer. This table luxury is absolutely pure and fills the modern want of a modern public. You will be well armed for all the hard ones if your stock contains this Sterling Product. Look over your stock to-day.

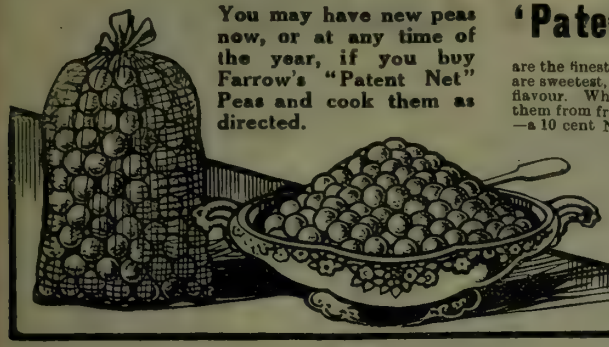
THE T. A. LYTLE CO.
Limited
Sterling Road, - Toronto

"In addition to tracing direct business to our advertising in The Canadian Grocer

our representatives, working all the way from Sydney to Victoria, have many times reported the assistance it has been to them, because the trade had already been acquainted with our lines."

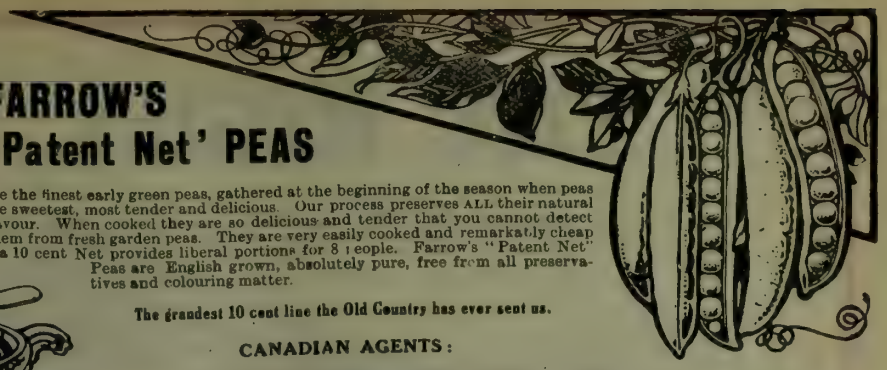
This is an extract from a letter written us by a Toronto firm doing a national business. It incidentally touches on one of the most important points in trade advertising.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS



are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. F. Choate & Co., Pickford & Black's Wharf, Halifax

Ramsay's FARM CREAM SODAS

BEST BY TEST

OUR Sunshine Bakery is one of the finest in the land. We have every facility for producing clean, high-grade soda biscuits, and output enough to ensure there being no stock kept on hand long enough to even lose its delightful crisp freshness. Ramsay's Farm Cream Sodas are always most satisfactory stock. Don't deceive your patrons by offering them an inferior article.

Ramsays Limited

330 Nicolet Street .:. .:. MONTREAL



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - - - ONT.

To the Manufacturer or Wholesaler——

If it were possible to employ a traveller who could call on thousands of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth $200, $300 or $500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in this paper with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make thousands of calls a week for you at a salary of $4 to $8 a week—less than you would pay a first-class stenographer.

Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

THE RIGHT THING!

SHOWS A GOOD PROFIT



TAKE NO SUBSTITUTE

are packed under official inspection in guaranteed pure Olive Oil.

IF YOU WANT A RELIABLE QUALITY—SURE TO PLEASE YOUR CUSTOMERS, ORDER AT ONCE FROM YOUR WHOLESALER

"Eskimo" Brand Sardines

OR WRITE FOR PARTICULARS TO:

MONTREAL, J. W. Windsor
QUEBEC, Albert Dunn
HALIFAX, A. B. Mitchell
ST. JOHN N.B., W. S. Clawson & Co.
TORONTO, A. E. Richards & Co.
HAMILTON, A. E. Richards & Co.
LONDON, ONT., Geo. H. Gillespie
WINNIPEG, W. H. Escott Co.
CALGARY, H. Donkin & Co.
EDMONTON, Dominion Brokerage Co.
VANCOUVER, H. Donkin & Co.



Trade Mark of Quality

Our Coffee is the Queen of Blends

Sales are increasing every day for our celebrated Sweetheart Brand Coffee. The most delicious and appetizing drink of the day. Your customers want it.

Quality Guaranteed, Satisfaction Assured. Prices Right.

Can you do better?

I X L Spice & Coffee Mills, Ltd.

LONDON, ONTARIO



IF ALL THE GROCERS IN CANADA

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA





BIG FALL TRADE

Your receipts will doubtless be increased if you make room on your shelves for the dainty

"MEADOW-SWEET" CHEESE

package. Veritably the "King of all Package Cheese." A rapid and profitable seller.

10 CENTS RETAIL

OUR AGENTS

for Manitoba and Saskatchewan are LANG BROS., 307-309 Elgin Avenue, Winnipeg.

A large fresh stock is always carried at this office for our customers' benefit.

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL

"FORCE"

A malted wheat flake for breakfast. It's easy to sell and good to eat. Profitable to the grocer and highly satisfactory to the consumer.



Made by THE H-O COMPANY, Hamilton, Ontario

A REMARKABLE OFFER

25 1-lb. boxes for $2.10

"Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL



Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

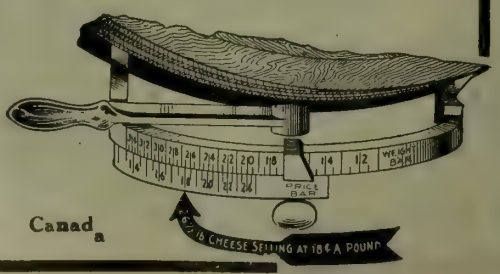
The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The American Computing Co. of Canada

Hamilton, - Canada



TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

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Golden Yellow.

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Established in 1854 by John Redpath

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FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Will Satisfy

This Mark on Every Box

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Fall Delivery

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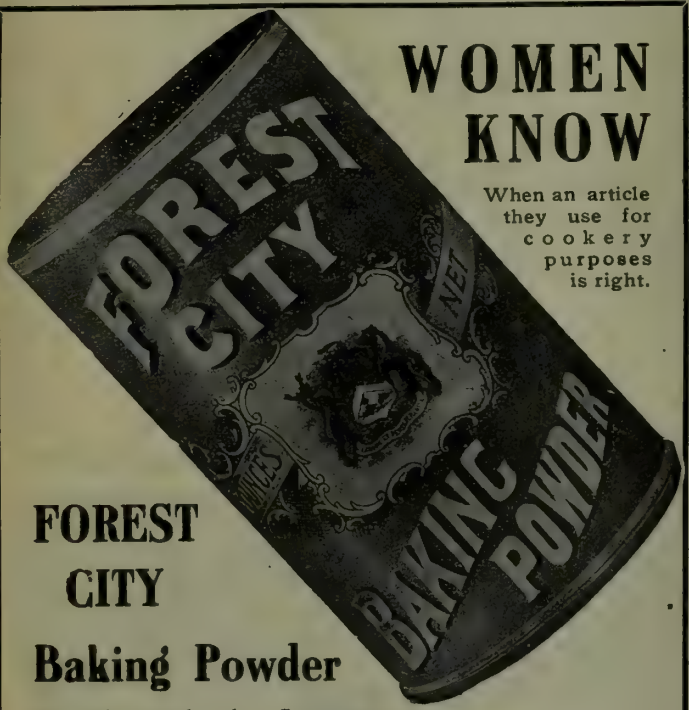
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THE PERFECT COOKING BUTTER

What it does

KO-KO-BUT makes cooking better, cleaner, more digestible, more nutritious, and more wholesome.

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Goods With An Appearance.

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always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

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You need not look for "White Moss" to be returned with—"Don't like this, it's ground, we want shredded cocoanut."

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Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

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Send for Booklet, "Hints on Brewing."

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Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



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INDIANAPOLIS, IND.
For sale everywhere by jobbers.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information

Don't forget to mention this paper

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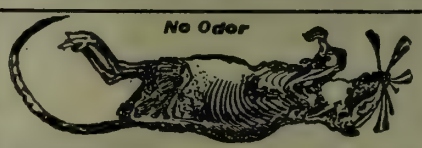
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are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

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might bring inquiries. Better write for rates to

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It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
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Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

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Write for prices.
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Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - - Ontario
ESTABLISHED 1886

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CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
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TORONTO, ONT. GEO. J. CLIFF, Manager.

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is not over yet. You can still make money by featuring



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TRY A

Condensed Ad.

IN

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AND

A National Reputation

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The Canadian Grocer

Winnipeg - Toronto - Montreal - London, Eng.

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Wholesale
Grocery Brokers
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Manitoba and Saskatchewan
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Wholesale Commission Brokers and Manufacturers' Agents.
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Domestic and Foreign Agencies Solicited.

—WINNIPEG—
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Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
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WHOLESALE GROCERY BROKERS
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TORONTO

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and
Importers
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Established 1885

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Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
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PRICES RIGHT
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ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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REAL IRISH

They are of Irish origin, made in Ireland of selected Irish fruits. Millar's Jams are recognized in all parts of Great Britain and Ireland as the standard of pure foods. Every process the food goes through in the preparation of Millar's Jams is supervised by experts and all carelessness is avoided, thus ensuring a most superior article.

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MONTREAL - QUE.

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce

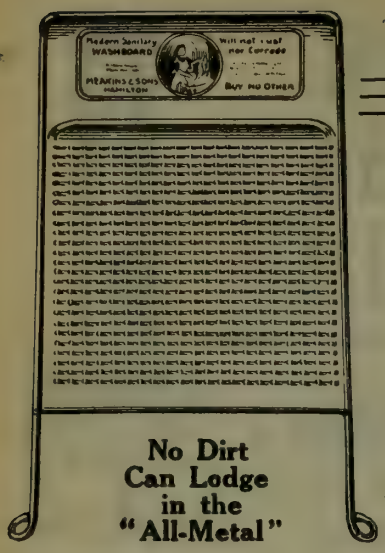


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AN UNRUSTABLE ALL-METAL BOARD

---the washboard that greatly aids washing. It is made entirely of metal and yet is unrustable and has no joints or wooden parts to catch and hold dirt or germs, which means it is Sanitary.

MEAKINS' SANITARY WASHBOARDS

will not warp, have no nails to work loose or rough zinc edges to cut the hands.

Recommend these boards to your particular customers.

Send for Particulars and Prices to

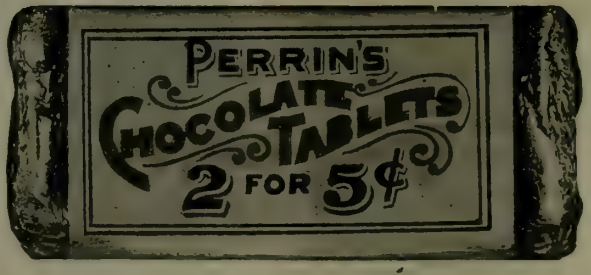
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30 Bars to Box $1.00



30 Bars to Box $1.00



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Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

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"SALADA"

the fastest moving and quickest selling tea on the market. The quality is right—the price is right—the value is right. Last year over twenty-five million packages were sold to people who know quality and value—to people who make the right kind of customers—to people who once satisfied bring others.

Ask our salesmen or your jobber for prices and samples.

The "Salada" Tea Co., - Toronto and Montreal

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Institute of Certificated Grocers

Vice-President From London, England, in Canada—Tells The Canadian Grocer the Aims and Objects of This Worthy Organization—The Value of the Clerk Who Has Passed Examinations in This University of the Grocery Trade.

Montreal, Sept. 6 (Special).—The Institute of Certificated Grocers is an English association the objects of which have been referred to in these columns from time to time, but the visit of the vice-chairman of the Institute, J. A. Sharwood, F.G.I., to Canada enabled The Canadian Grocer to secure directly an idea of how the association was formed, and how it has been achieving those results which it set before itself to accomplish.

Mr. Sharwood is a practical grocer himself, of J. A. Sharwood & Co., Ltd., Eastcheap, London, E.C., and understands the general problems that confront the trade. The fact that he is an advocate of the examining of clerks as conducted by the Institute of Certificated Grocers, after their methods have been put to the test is a guarantee of their practicability. Readers of The Grocer understand how the examinations are held, but it is interesting to learn how the English grocers laid the foundation of their association. Mr. Sharwood is of the opinion that the Canadian trade could easily adopt this idea and is confident that within a few years beneficial results would be observed in a larger number of capable clerks and a more general degree of efficiency.

How to Begin.

As an illustration of the plan, suppose it were to be tried in Quebec. Some one would have to take the initiative, as in all matters. Manufacturers' assistance would be enlisted and a certain number of prizes would be offered to those who show the highest efficiency. In the various towns and cities the grocers would have to select an examining committee composed of proprietors who by experience and otherwise are regarded as capable. The clerks in each town desiring to try for the prizes would have to present thmeselves before the local committee.

Those who passed this primary examination, for such it would be, received the honor of being Associates of the Institute. There is another examination—this a little more difficult than the first. The successful clerk becomes a member, and finally tries the last and principal examination. To those who stand the highest in the results prizes are offered, and in England the first prize is $500, presented by a large cocoa firm. The clerk thus completing his examination becomes a Fellow of the Association, and in a general sense he should be a thoroughly capable grocer..

Members Appointed.

The initial membership would likely have to consist of experienced grocers who would be willing to interest themselves in the association work and especially the pioneering for naturally it is the difficult part.

Mr. Sharwood states that the Institute of Certificated Grocers is governed by a president, vice-president, hon. treasurer, three trustees, and a council of forty-five members, elected at the annual general meeting.

He says that if any Canadian grocers took up this question the Institute in the Old Country would gladly render and assistance in their power.

Objects of the Association.

The Institute of Certificated Grocers has the following aims:—

(a) To band together all bona fide members of the grocery, provision and allied trades for the fostering of the reputation, usefulness and efficiency of those trades.

(b) To recognize the established position and long service of able and honorable members of the trade—the distinguishing letters of the Institute membership, together with its certificate being a guarantee to the general public that the member of the Institute is fully worthy of its confidence.

(c) To further the practical and technical education of the young men in the trade in conjunction, where possible, with apprenticeship; to hold examinations and grant certificates and prizes; and thus generally to increase the interest of the assistants in their work and their esteem of the trade, while promoting their usefulness and ability.

Its Value to Clerks.

"Do you not believe that a clerk who has become a Fellow, passing all the examinations, possesses something of real value," Mr. Sharwood asked, "granting that he has the personality and his certificate shows that he has the experience? Grocers have expressed their approval of his ability. This is surely an asset to a young clerk."

If it will arouse their interest in the business, and awaken them to an appreciation of what they have to learn the gain will not only be to the clerk but also to the proprietor. The Institute furthers the establishment of practical and technical classes for the study of the details of the trade in preparation for its examinations.

The Institute Appreciated.

Sir William Anson, Bart, M.P., president of the Institute, said at the annual dinner of the Oxford Grocers' Association: "I feel it a great honor to belong to a body which had for its main object the insistence on the development of the education of those connected with the grocery trade on lines which were practically necessary if persons were to be successful in trade. He believed they were expending their influence over the United Kingdom and that the classes which were provided were becoming more numerous and largely attended, and if they could really interest the young men in the scientific aspect of their profession, they would make them not merely successful tradesmen, but would give them that interest in their work which they would not otherwise possess." (February, 1911.)

Cyril M. Love, F.G.I., of Gregory, Love & Co., Ltd., Reading, said he thought they might describe the Institute as the "University of the Grocery Trade." He hoped the time would come when no man would be allowed to open a shop as a grocer unless he was a member of the Institute.

These and other commendations which might be cited testify to the regard in which the Institute and its work is held throughout the United Kingdom.

Lesson 3--Course in Card Writing

The Third of Series of Twenty Complete Lessons Constituting the Edwards Short-cut Course—Plate Three Shows the Single and Double Stroke Block Capitals—One of the Best Alphabets for Pronounced Headlines.

By J. C. Edwards. (Copyright applied for).

The three cuts showing the right way to hold the brush while lettering, while drawing a line and the equipment necessary will appear in almost every lesson of this course for the purpose of impressing on the mind of the student the importance of holding the brush correctly always. Watch your grip on the brush and do not get the fingers cramped, otherwise your lettering will be stiff and cramped as hand-writing often is.

Always see that the paint is not too thick and sticky and have it work nicely from the brush.

The alphabet illustrated is a very important one for strong headlines and can be used where the single brush



The Necessary Equipment.

stroke, if made heavy, would take up too much room and would have a tendency to be too black, and not readable. The single and double stroke block can be made normal, extended or condensed.

The normal letters take a space about square, the extended letter is longer than it is deep, and the condensed is narrow and more words can be put in a line than by using either of the former letters.

The letters used in this plate are more of the condensed style; every move is illustrated, showing the strokes in their proper order, with arrows indicating the direction the brush was moved in executing each stroke.

How Letters are Made.

The letter A was made in four moves, No. 1 is the first stroke of the first lesson. No. 2 is the second, but No. 3 widens stroke 2, making it double width, and No. 4 finishes the letter, as in the lesson on brush stroke block.

Letter B consists of seven moves or strokes. No. 1 is the same stroke as No. 1 in plate 1; No. 2 widens or makes it a double stroke; Nos. 3 and 4 are also the same as in B of the brush block, but No. 5 adds the double stroke to the curve.

The C is finished in four strokes, the first three being exactly the same as those of the single stroke block with the fourth to give the double stroke on the curve.

D, P and R are along the same lines as the B. The strokes are plainly indicated and will be easily understood if a close study of the plate is made.

Letters E and F are very simple and precisely the same, except that the F has one less stroke and stroke 5 in E is the fourth in F.

The strokes 1 and 2 in letter G repeat the first two in C; stroke 3 is the duplicate of 4 in C; the 4th and 5th in G finish the letter.

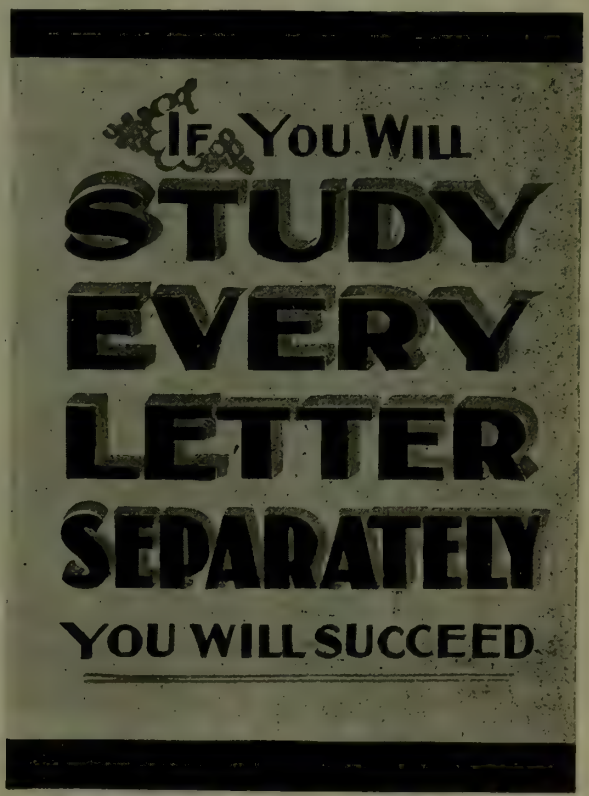
H and I are very simply made and easily understood.

J, L and T are easy, while K, M, N, V, W, X, Y and Z are the reverse to the letter A, necessitating the practice of the inverted angle, but will be mastered by practice.

Always keep the card directly in front of you to avoid leaning letters.

The Difficult Letters.

The O and Q are quite difficult letters to make in this style of letter, but the instructions are explicit enough if the writer is careful to keep the letters from taking on a laying-over appearance. The small or single stroke should be at the top and bottom, the cyma or spur which is added to the O to make the Q is made in two strokes only, as indicated by the arrows and numbers.



Card showing effective application of the single and double-stroke black capitals.

S is, without a doubt, the most difficult of all letters and should be practised a great deal to get it perfect. Stroke one in the S may be made so that the second stroke will come either at the top or at the bottom. In fact, it is often necessary to add half a stroke above and one-half below to

Continued on Page 31.



See also illustrations in first two articles on show card writing.

B.C. Merchants Meet in Convention

Many Important Problems Discussed—Dead-Beats, Price-Cutters, Liability of The Wife in Contracting Debts, Fake Advertising, Collection of Accounts and Other Matters in the Limelight—Relations Among Retailer, Wholesaler and Manufacturer.

Special Correspondence.

Vancouver, B.C., Sept. 7.—The fourth annual convention of the B.C. Retail Merchants' Association, held here on August 28 and 29, brought together many representatives of the trade both of this province and neighboring cities, and matters of mutual interest were taken up. Among the visitors were officers of associations from Seattle, Victoria, New Westminster, Kelowna and Lethbridge, indicating the co-operation of many cities of the west in association work.

It is hoped that in a short time the whole of the western part of Canada will work together for the protection of the retail merchant, and being affiliated with the associations in the cities south of the border the territory will be fairly well organized. This has been made more possible in the Vancouver Retail Grocers' Association and the B.C. Hardware Dealers' Association having a common secretary in R. D. Dinning.

Prominent Men Present.

When the convention opened on the afternoon of the 28th there were present beside local members: T. S. Futcher, secretary of the Victoria Retail Grocers' Association; J. J. Higgins, secretary of the Washington Retailers' Association; B. L. Cope, secretary of the Lethbridge, Alta., Business Men's Association; C. B. Deans, of New Westminster; G. M. Thrift, of Hazelmere, and George S. McKenzie, of Kelowna. The president, F. W. Welsh, occupied the chair.

It was a coincidence that the acting mayor of the city, who delivered the address of welcome, should have been Ald. James Ramsay, biscuit and candy manufacturer, who has been identified with the grocery trade for years. It is seldom that an association at its annual convention has one of its own people to welcome the members from the highest civic position.

In extending to the visitors the freedom of the city, Ald. Ramsay believed the idea of getting together was a good one, and should be endorsed by every one in the trade. Co-operation meant the stamping out of unfair and detrimental competition, which after all did more harm than good to the community. The organization did good work also in bettering conditions both for tradesmen and consumers. He believed the time was not far off when the grocery clerk, to attain the highest efficiency, would have to serve an apprenticeship, just like any one learning a trade, and when this came to pass it would mean a great deal in raising the standard.

The president replied on behalf of the association.

Better Conditions Wanted.

The address of welcome of the Vancouver Retail Grocers' Association was extended by T. F. McDowell, vice-president, and a Vancouver grocer in the absence of the president, Thomas Duke. He pointed out the progress that was being made, so much so that now this association was one of the best and strongest on the Pacific coast. It had been an uphill fight, but results were now showing. He said the principal aim was better conditions instead of better prices.

Response was made by B. L. Cope, of Lethbridge, the only representative present from Western Alberta. He said the work being done was excellent and although their association at Lethbridge was new it had 58 members. He had come out to get ideas and assure the organization on the coast of the co-operation of the association in Lethbridge.

To Make the Wife Responsible.

After the roll call, the president reviewed the work accomplished during the year. This included the enlarging of the scope of the organization to take in all retail dealers, and the forming of new associations at Nelson, Cranbrook, Revelstoke, Kamloops and Nanaimo. He declared that "dead-beat" lists of all the nearby provinces should be maintained and kept up as admirably as they have been in the past; that the peddlers should be restrained from cutting too deeply into the trade of the retailers, and that legislation should be sought which would make the wife jointly responsible with her husband for the family debts, so that the head of the family could not dodge the just obligations incurred for the maintenance of the family. He suggested the establishment of associations in the large business centres of the Dominion.

Combating the Dead-Beat.

R. D. Dinning, secretary for the mainland, in offering his report, characterized the roving dead-beat as the greatest menace to the retailer. The remedy he thought, was in closer union. City and country merchants should stand together, as their interests were identical and the danger a common one. Some plan should be devised strong enough to compel the irresponsible, incompetent and dishonest to tread the paths of rectitude and of safety, and to be wisely enough conceived to be self-supporting.

Other reports were read from the treasurer and secretary for Vancouver Island, T. S. Futcher.

That the dead-beat is the cause of the loss of more money to the retailer than any other feature of trade was shown in the discussion eagerly participated in when the president suggested the appointment of a committee to look into the securing more information as to the maintaining of a dead-beat list of the Western provinces of Canada. Many of the members related personal experiences and all were agreed that this trouble should be stamped out. The committee appointed consisted of W. H. Walsh and T. F. McDowell, of Vancouver, and G. S. McKenzie, of Kelowna.

Thomas Duke and J. A. Henderson, of Vancouver, and A. C. Tait, of Victoria, were appointed a committee to suggest a method of raising funds so that the organization would not depend entirely on the goodwill of the grocers' association.

For the purpose of promoting legislation along lines tending to better protect the retailer against the dead-beat, a legislative committee was appointed, composed of T. F. McDowell, R. D. Dinning and T. S. Futcher.

For Extending Organization.

Another committee, comprising G. S. McKenzie, Thomas Duke and T. S. Futcher, was appointed to make suggestions for extending the organization throughout the province, the meeting being of the opinion that this work should be carried on as much as possible.

C. B. Deans told how the work was progressing in New Westminster. The dead-beat was not so much trouble there, as the floating population was not so large.

In the interval between the afternoon and evening meeting, an automobile ride around Stanley Park was enjoyed, five machine loads making the trip.

Manufacturer and Wholesaler.

"The Relation of the Manufacturer, the Wholesaler and the Retailer" was the subject of a paper given by J. D. P. Malkin, of W. H. Malkin & Co. He showed how these three branches of trade had to be well organized and in perfect running order before even the smallest manufacturer could carry on business successfully. To get the full benefit of the combination the three branches should be worked separately, even if all are controlled by the same organization. But all should work in harmony, that feature being at all times essential. Each branch of the trade should be conducted as well as possible by the man engaged therein and for mutual benefit he should work as close as possible with not only other members in his same line of business but with the members of the other two branches.

Opposition to Fake Advertising.

Mr. Cope told of the work against fake advertising that was being done in Western Alberta, and also the steps being taken to protect merchants against dead-beats and beggars. He said it was a good plan to watch the habits of those who were slow in payment, and a little quiet observation of this kind would often suggest to a dealer when to draw a tighter line on a customer's credit before he became too deeply involved.

Developing Salesmanship.

Mr. McTaggart read a paper on "How Can We Increase the Efficiency of Our Salespeople?" He discussed ways and means of building up trade and keeping it, of getting good men, training them right and keeping them. He declared the whims of customers should be as carefully observed as the more decided opinions, for often these mere whims, if properly considered, will make lasting customers of their possessors. Employes should be regarded as gentlemen and encouraged to have an interest in the business. He believed in the old saying, "Honesty is the best policy," and cautioned the dealer to observe it. It used to be "Let the buyer beware," but now it was "Let the seller beware."

The Price-Cutter is Scored.

Mr. Higgins, of Seattle, concluded the evening session with a paper on "Our Common Enemy," referring to the price-cutter. He instanced the havoc wrought by the man that undertook to always try to get the best of his competitor, and he held that man responsible for all of the short weights and adulterations of foods that are practiced. To provide "bargains" he had to do so at a profit to himself, and to maintain his own record he had constantly to adulterate or short-weight, else he could not keep on. The price cutter was also responsible for the higher cost of living, since he forced the manufacturer and producer to cut in every way possible to compete with him. On an improvised blackboard he showed the retail grocers how they were losing money on the sale of staple articles of food, such as bacon, ham, flour and sugar, and his conclusions gave some of his audience a surprise.

Reports of committees were made at the Tuesday morning session, when officers were also elected and general business wound up. The committee appointed to suggest a way of raising funds for extension work recommended that the members of the different associations be asked to contribute $2 each. It was thought this would be enough for the year, and in the future less money would be required for this purpose. The report was adopted.

Some Legislation Wanted.

The committee on legislation reported as follows: "Your committee on legislation to whom was referred the question of joint liability of husband and wife for household necessities used by either recommends that a petition be prepared setting out the various points requiring amended legislation and be sent to the various affiliated associations for their support and asking the local members of the provincial parliament to support the same when brought before the house at the next session. With regard to peddlers' licenses, the various municipalities have each their own set of licenses, but we recommend that a petition be prepared setting forth the unfairness of the present conditions affecting the various business enterprises carried on, and asking them to be amended in accordance with the present standards of the business men of the city."



Some of the workers who made the Victoria, B. C., picnic at Goldstream a Success.

The committee on extension suggested that Mr. Dinning circularize the merchants of Victoria and Vancouver as to forming an association of the merchants of Chilliwack and New Westminster.

Regarding the handling of dead-beats, the committee reported: "Your committee recommends the adoption of the plan used by the Vancouver Retail Grocers' Association and would advise the sending out of the forms used to all the other associations in British Columbia. We also heartily approve the action of the above association in establishing a collection agency and would recommend all merchants in British Columbia to send accounts to the agency for collection."

These reports were all adopted.

Mr. McDowell discussed the subject, "What is the best way to collect accounts from the customers who are well-to-do but slow pay and still retain their patronage." He pointed out that if all the merchants applied the same policy of handling their customers with a firm, but polite hand, many of the difficulties of the well-to-do but slow-pays would soon disappear. He gave much good advice on the ways and means of keeping accounts and records of promises made.

The New Officers.

Officers were elected as follows: President, F. W. Welsh, Vancouver; vice-president, H. C. Martin, Vancouver; treasurer, L. L. McTaggart, Vancouver; secretary for the mainland, R. D. Dinning; secretary for Vancouver Island, Thos. S. Futcher, Victoria; directors, George S. McKenzie, Kelowna; W. C. Stearman, Vancouver; A. C. Hampton, Vancouver; G. M. Thrift, Hazelmere; W. H. Walsh, Vancouver; A. C. Tait, Victoria and T. F. McDowell, Vancouver.

Vancouver was selected as the next meeting place, the time to be exhibition week, 1912.

LESSON THREE IN CARD WRITING

(Continued from page 27.)

bring the whole finished stroke in the centre of the letter.

The other two strokes are the same as the second C stroke and the second J stroke.

U is really two reverse J's with the heavy stroke always on the left side as shown.

The small letters preceding the strokes of the various letters are shown, shaded with the upper right hand shading. It is done with grey paint, mixed as described in the lesson No. 1, with a single stroke of the brush and always at the same angle. The accompanying card shows this alphabet in card form with the lettering spaced properly and shaded with a striking illumination in the form of heavy black lines at top and bottom of the card, and a little scroll effect around the first word.

NOTE.—Use a flat brush—a red sable in albata, size 7, as this is a very useful size. Draw the brush flat by dipping in the paint and rubbing back and forward on a piece of cardboard until the edge is chisel-shape. Hold the brush as indicated in cuts shown. Use letterine in black.

For further information re outfit, etc., write to the author, J. C. Edwards, care of MacLean Publishing Co., Toronto, or The Canadian Grocer.

HINTS FOR GROCERS.

Having a new line to offer your customers once in a while, impress on them that you are up to date.

Don't hold suspicions against a clerk without taking the pains to verify them.

The time to go after business is when business conditions are bright.

The man who is too busy to change the advertisement in the local paper is too busy to be a merchant.

Make every effort to secure as many new customers as possible, but do not neglect the old ones.

The time to push an article is when the selling season first opens. Do not wait until the people's appetite for it has been appeased.

To be a successful merchant, a man must be able not only to sell goods but manage the business. Salesmanship is, however, a big asset.

Taking pains in teaching the junior man how to wrap parcels well and weigh correctly, is energy well expended.

TRADE NOTES.

G. M. Gemmill, Almonte, Ont., has opened a grocery store in the Forgie block.

E. E. Linnell, grocer, East London, Ont., has sold his business to D. H Mennill.

J. F. Smith & Sons, Napanee, Ont., have sold to W. H. Milling. The former are leaving in the near future for the West, where they will enter business again.

T. H. Janes, grocer, London, Ont., has sold his business on the Wortley Road, South London, to G. McKay & Son, of Chicago. Mr. Janes, it is understood, is taking an interest in the I. X. L. Spice & Coffee Co.

SOME FIGURES ON CALCULATING PROFIT

Fort William Dealer Gives Interesting Figures for Perusal—Says Turnover May Increase or Decrease, But Cost of Doing Business Will Remain Same.

By Wm. A. Moore, Fort William, Ont.

I have been greatly interested in the different opinions and comments that have been published in The Canadian Grocer in regard to percentage made by retailers on certain prices set above cost.

In many issues has the question been asked that if goods cost a certain amount, how much must be added to make a certain per cent. profit, but I notice some of the writers have never stated whether the per cent. was to be regarded on the cost or selling price. For instance, if an article cost $4 it would have to be sold at an advance of 25 per cent. in order to make 20 per cent. on selling price, on which price I consider is the only safe way to figure.

It seems that a great deal of discussion rises as to whether the percentage should be figured on the cost or on the selling price. A certain ratio exists between the two prices, and it is immaterial which one is used, but in order to get the cost of doing business we must know what profit is made on the selling price. For instance, a merchant may do a $5,000 business one month, and say it costs him $500 to do it; next month he may do a $7,000 business and the cost would be the same, while the next he might do $4,000, and still the expenses would be the same, for it is not likely his staff will change as his turnover rises and falls.

On $5,000 business with expenses $500 it cost him 10 per cent. to do it; on $7,000 business with expenses $500 it cost him 7 1-7 per cent. to do it; on $4,000 business with expenses $500 it cost him 12½ per cent. to do it.

If the above statement is figured at 25 per cent. on cost or 20 per cent. of the selling price, then

$5,000 business with expenses $500 gives a net profit of 10 per cent.; $7,000 business with expenses $500 gives a net profit of 12 6-7 per cent.; $4,000 business with expenses $500 gives a net profit of 7½ per cent.

This, of course, will work out at any per cent., but it is inevitable that the per cent. is to be figured on the turnover, for the cost of doing business can never be ascertained until the business has actually been done.

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SUGAR CONTINUES TO SOAR.

Following last Thursday's advance in sugar, another 10 cents was added to quotations on Tuesday, thus repeating the previous week's movement. This makes a total advance of $1.05 since June 30th.

The reasons for the advance are mainly the same as have been set down before. A new phase has however entered into the market of late. Up to now, speculation has apparently been due to fairly well confirmed shortage in European beets which come in from October to December. The amount of this shortage has been growing larger and the sugar market accordingly advancing, until now the shortage in Austria and Germany is estimated at 1,450,000 tons. Now comes unconfirmed rumors that the Cuban crop of cane which comes in in January will not be the bumper crop expected, on account of lack of rain. If this is true it will no doubt work for a still stronger tendency.

With abnormal conditions such as now ruling there is always the danger of extreme views. While conditions in Europe are indeed getting worse instead of better, still the cane crop in Cuba has to be reckoned with, but it will be a while yet before anything definite regarding it is ascertained. At the moment, the market is firm with no apparent weakness in sight as yet.

WESTERN CROP SITUATION.

Frost has at last arrived in damaging severity in the West, and the strain under which many farmers of the West have been living for the past few weeks has at least been broken for a few. Cool weather, combined with heavy showers, prevailed over many parts of the West last week, and as high as 8 degrees of frost were registered in several localities. The exact damage has not been estimated, and in fact will not be known till the grain is threshed. Manitoba at present appears to be the hardest hit.

In the three provinces, however, there is a large area of late grain. All early wheat has escaped the damage from rust and frost, and has been safely reaped. Late fields are by no means out of danger yet. Many escaped last week, and if the hot weather which has been prevailing for the last two days will only continue instead of being broken by cool days and rain storms, which are seriously delaying harvesting operations, fair yields will yet be obtained.

In spite of all the adversities however it is recognized that a large crop will be harvested in Western Canada. While the predictions of phenomenal yields made in July might not be fulfilled, it is agreed by all that a large increase will be noticed.

ANOTHER ADVANCE IN RICE.

Another advance in Rangoon rice is recorded this week, thus making a 25-cent rise within a comparatively short time.

This advance has been due to the extremely short crops in India owing to the want of rain in many districts and as the shortage became more apparent, primary markets have been advancing with a consequent rise here.

The new crop Java is also understood to be a small one, and at the present time Java is reported to be buying Rangoon rice in large quantities, a fact which has doubtless helped to strengthen the market. The shortage in these two lines will naturally have a tendency to strengthen rice prices in general.

COMMISSION ON TRADE AND COMMERCE.

There has been considerable discussion on a "Commission for Trade and Commerce" since The Canadian Grocer first took up that question. The dissolution of Parliament and the imminence of a general election, have, however, rendered impossible an early consideration of the matter by the authorities at Ottawa.

Beyond a shadow of a doubt the Dominion Wholesale Grocers' Guild will endorse such a commission as the Ontario section already has done. Wholesalers realize the advisability of having some responsible body pass on trade matters in which they may happen to be concerned. The position to be taken by the manufacturers remains unknown, but it is probable that some of these men will see good points in being able to lay their distribution plans, ratio of profits, and so on, before some such permanent organization for approval, before new lines are placed on the market.

But the trade section vitally interested is that of the retailers. Were such a group of men, as outlined in a previous article in this paper, appointed by the federal government and given the necessary authority, dealers would be placed in similar relations to them as is the public to the Board of Railway Commissioners for Canada. For that reason it would undoubtedly be a good thing for grocers throughout the country to set forth their opinion on the appointment. No great reform can be accomplished without the pressure of professional and popular opinion being exerted on its behalf. The columns of The Grocer are open for the airing of the views of its readers, and, as they will be the most important of those to pass opinions, it is urged upon them to do so without delay.

HOW A CUSTOMER WAS LOST.

In a certain Canadian village, the stores close on Wednesday afternoon during the summer months. One Wednesday last year a farmer drove into town just as the stores were being closed. He went to the grocer from

whom he generally bought his supplies and found he had just locked up. He asked if he could get some goods and the merchant who had already been disturbed from his mid-day meal a couple of times, curtly replied that the store closed at 12.30 and nothing could be purchased afterwards. This being the only store at which he dealt regularly the farmer had to go home without his groceries. The result was, he withdrew his trade from this store that had refused to accommodate him.

It is indeed somewhat trying on the merchant to be disturbed several times during a holiday but he can not well afford to be discourteous to good customers on whom he depends for his trade. And when he does accommodate them in this manner, it is just as well to do it pleasantly instead of in a grouchy manner.

The merchant must try to hold his trade, even if it does put him to a little discomfort.

BE FULLY AND WELL INSURED.

The real business man is the one who always has an eye on the future and, as far as lies in his power, prepares for any obstacles or possible loss that may affect his business.

The large losses by fire that are annually being met should furnish food for thought on the advisability of being well insured.

The folly of conducting a business without having the stock fully insured is being plainly demonstrated every week. A merchant not only owes it to himself but to his creditors also that his stock be well insured. He should give sufficient protection to the men from whom he purchases his goods, against possible ravages by fire. A man's business, credit, prospects and ambitions may be wiped out in the twinkling of an eye unless he is fully protected in this regard.

When a merchant insures he should put on enough so that loss in case of fire will be covered as fully as possible. He should also make certain that the companies with which he does business are reliable, and that when he takes out a policy he is really insured.

PENNY WISE AND POUND FOOLISH.

A merchant had a splendid window display. He closed his store at seven in the evening. He turned out his window lights. He said he did it to save money. Did he save money? Possibly between four and five hundred people, all probable customers, passed his store between seven and nine o'clock. How many would have stopped to look at an unusual window display?

The window could not fail to impress a large number if the lights had been on. Sales, the next day or the days following would have undoubtedly followed. Then, again, did he save money? No, he certainly did not. He lost.

Just another case of a merchant being "penny wise and pound foolish." This same spirit of false economy has a hold on many merchants of to-day. They cannot see far enough ahead to realize when an expenditure is in the end going to be to their advantage. They can see only immediately ahead, with the result that they save the cent and lose the dollar. This particular instance is only one of many in which by spending a little money, more money can be made.

CUSTOMER LEFT WITHOUT BUYING.

"It is certainly disgusting," said a woman to the writer the other day, "the manner in which some of the food we eat is handled in the store. I was just down to that store on the corner and I simply wouldn't think of buying anything there, the store is so dirty. The goods look all right, but the appearance of the store is enough to drive a person away. The counter, the scales, the floor, in fact, the whole store is repulsive. They had the cooked ham lying on the dirty counter, one corner of the cheese was on a sticky fly pad, while the bread, which I went to buy, was piled on the back counter with several bunches of half decayed vegetables at the side and a big swarm of flies hovering about. I simply walked out without buying."

The rules of cleanliness were certainly not obeyed in the store described above. This may seem a particularly bad case but there are many other stores in both the small town and the cities equally as bad. The particular features of uncleanliness may be different in some instances, but appearances in many cases as judged by the consumer are just as bad.

The dealer should ask himself, "How does my store compare with a model of cleanliness?" "Is its appearance such as would attract customers or has it as in this case some features of uncleanliness which is liable to drive customers away?"

In the modern grocery, it is not only needful, but necessary that cleanliness be maintained in every particular if the store wishes customers to continue to trade.

EDITORIAL NOTES.

Get away from the idea that the methods used years ago cannot be improved upon.

Don't be afraid to criticise an employe when he really needs it. But be sure he is in fault before you do.

Keep your credit accounts within a reasonable limit. It is one of the essentials of a solid business.

Visit the other stores occasionally and see how other merchants conduct their business.

If you doubt that cheerfulness is a valuable asset in the store, recall some of your own shopping experiences.

Let the cheap help do the cheap work. Do not have a high-priced salesman delivering goods when he might be making sales.

Give clerks all praise due them. If they make a good window display or a good sale, show them you are pleased.

If your sales so far this year have not come up to expectations, now is the time to determine to make up for it during the remaining months of 1911.

Some employes seem to expect a steady increase in salary without any corresponding increase in the quantity or quality of the service they give for it.

A grocer in Ontario who is still advertising groceries for Dominion Day in his ad. space will likely declare that advertising does not pay. Undoubtedly when conducted in that manner it does not.

Seldom does the grocery clerk have such an opportunity of increasing his efficiency as is presented by the card-writing course now running in The Grocer. The clerk who has the ability to write cards or price tickets is of mucs more value than the one who has not. Clerks should take the matter up with enthusiasm, while merchants should encourage their clerks to take advantage of this opportunity to acquire a valuable accomplishment.

Rice and Sugar Have Advanced Again

The Last Advance Puts Sugar $1.05 Above the Price on June 30th—Rice is 10c Higher Due to the Reduced Crops, the Result of Drought in India—Opening Prices on Salmon to the Retailer are Named—Considerably Higher Than Last Year—Molasses in Sympathy With Sugar is Firmly Held—Business Conditions Continue Good.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

Rice—An advance of 10c.

Sugar—Now $5.65 in bags.

Canned Salmon—New prices quoted.

Spot Tomatoes—$1.40-$1.45 now quoted.

Montreal, Sept. 7.—Labor Day found few if any of the retail and wholesale grocers closed. The staff of clerks may not have been complete in every case, but there was still a majority at work in the houses that were open. People must eat and they must have eatables and it is probably upon this principle that the purveyors of groceries donned the accustomed apron just the same as other days in the week. A prominent grocer remarked that there was a lamentable scarcity of good clerks.

The various houses report business highly satisfactory. Even collections are giving no trouble, in fact they seem to be coming forward as regularly as the bills are received. Everything points to a splendid business during the fall. There is apparently nothing on the horizon to cast a shadow over the grocery business during the near future, and the more distant looks safe.

Sugar.—The advance in sugar at the time of going to press last week was followed by a further 10c rise on Tuesday night, bringing granulated in bags up to $5.65.

The market remains firm and despite the apparent fact that the European beet crop has suffered, there is a feeling that speculative action has been partially responsible for the continued upward movement. Reports state that in Germany and Austria there was a loss to beet sugar of 1,300,000, while in Cuba 300,000 tons are given as the estimated shortage. Naturally this strengthened the position of buyers. There is a feeling that sugar should hold firmly for some weeks to come, while others are inclined to think that the limit has been reached. Locally, sugar is firm and is in good demand.

Granulated, bags	5 65
" 20-lb. bags	5 70
" Imperial	5 50
" Beaver	5 55
Paris lump, boxes, 100 lbs	6 35
" " " 50 lbs	6 45
" " " 25 lbs	6 75
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 35
" " 100 lb. boxes	6 45
" " 50 lb. "	6 55
" " 25 lb. "	6 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 10
" " 50-lb. boxes	6 00
" " 25-lb. boxes	6 50
Powdered, bbls	5 90
" 50-lb. boxes	6 10
Phoenix	5 65
Bright coffee	5 40
No. 3 yellow	5 40
No. 2 "	5 40
No. 1 " bags	5 25

Bbls. granulated and yellow may be had at 5c. above bag prices.

Molasses.—The Cuban molasses producers are possibly tearing their hair over the profits that passed them by but which they were unable to provide for. Naturally in January last they did not imagine that sugar was going to soar to a near record price. If they had possessed only a suspicion of such an occurrence they would have made sugar not molasses from their cane. Then there might have been a double profit to them. Instead of molasses being cheap, it would have been dear and the sugar which they would have held would have sold now at a handsome price. But such is the game. Molasses remain uneventful, the higher grades retaining their firmness.

Molasses, to arrive, car loads	0 28 0 29
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 28 0 31
" " " barrels	0 31 0 34
" " " half-barrels	0 33 0 36
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits—The dried fruit market shows no material change. Jobbers report news to the effect that recent rains in Greece have been responsible for an advance of one shilling in the price of curants valencia raisins, also show a slightly higher price. The market is generally firm. There is a feeling in some quarters that the currant crop has been overestimated.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 17½ 0 18
Currants, fine filiatras, per lb., not cleaned	0 07
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 7½
Dates, Hallewee, loose	0 04½ 0 05
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14

Prunes—

30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—

Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07 0 07½
" select, per lb	0 08 0 08½
" 4-crown layers, per lb	0 08 0 09

Nuts—A firm feeling prevails in the nut market, but demand is still only casual. Brazils and filberts are steady, walnuts and almonds are unchanged.

In shell—

Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13½
" Barcelona, per lb	0 10
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 17 0 18
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½

Shelled—

Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 35 0 37
Brokens	0 30 0 32

The following are a few prices for future delivery:

Filberts, Sicily, per lb ..... .10½
Almonds, Tarragona ..... .14½
Walnuts, Grenobles ..... .16-.16½
Almonds, shelled, 4 crown ..... .32

Teas.—There is little or no news at hand. Prices are steady in practically all lines and firmness prevails.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The coffee market shows quite a firmness among first holders and previous strength seems to be well supported.

Mocha	0 22	0 30	Santos	0 19	0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21	0 25
Mexican	0 22	0 30			

Rice.—Another advance in the price or rice is announced this week, making a total of twenty-five cents in but a short time. Rangoon rice is principally affected as in India recent drouth has hurt the crops. Naturally there will be a sympathetic effect on other varieties of

rice if this movement is more pronounced. It it believed that the market is likely to show something of the tendency of sugar and to advance still further. This, however, is but conjecture based on the strength of the situation.

Rice, grade B, bags, 250 pounds	3 15
" " " 100 "	3 15
" " " 50 "	3 15
" " pockets 25 pounds	3 25
" " ½ pockets, 12½ pounds	3 40
" grade c.c., 250 pounds	3 05
" " 100 "	3 05
" " 50 "	3 05
" " pockets, 25 pounds	3 15
" " ½ pockets, 12½ pounds	3 20
Velvet head Carolina rice, per lb	0 09½ 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 07½
Seed	0 06½ 0 08

Canned Goods.

TORONTO—Prices on new pack salmon to the retailer are named, and, as expected are high and considerably in advance of last year. Sockeyes in 1-lb. talls are $2.45 dozen, 1-lb. flats $2.50, and ½-lb. flats $1.55. In 5-case lots these are 2½ cents per dozen less. The prices of other lines of salmon are found in our list below. There can seemingly be no relief and steady prices are generally anticipated. The world's markets are bare of stocks, the pack this year has been small, and the result can only be a steady tendency. Sockeyes will have to go to the consumer at 25 cents per tin.

All lines of canned goods are firmly held and even now with the presence of fresh fruits and green vegetables in large supply, there is a brisk demand for many lines. There have been some new pack tomatoes on the market. Dealers are now wondering what the opening price on this line will be. It is one of the grocer's big sellers and he is accordingly greatly interested. There has been practically no change in conditions of the crop. As pointed out before much depends on the latter part of the season and the time that the frost puts an end to packing.

Prices on Canadian sardines and herrings are lower this year, the catch being quite favorable and in excess of last year considerably.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3'—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 31	5 32½
FRUITS		
2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants b'ack preserved	2 27½	2 30
Gal.—Currants, black standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES		
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 1 95
½-lb. flats, doz	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Lobsters, halves, per dozen	2 60 2 75
Other salmon prices are:		Lobsters, quarters, per dozen	1 60
Humpbacks, doz	1 35		
Pinks	1 35		
Northern River Sockeye			2 45
Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

Montreal.—Spot peas are quoted at from $1.25 to $1.35; tomatoes at from $1.40 to $1.45, and corn at $1.00. One jobber stated that some of this season's canned tomatoes had already been received in order to supply the spot demand and prices had in consequence shown a little easiness. However, the market is firm practically without exception. There is a steady demand for the vegetables, apparently no break in business resulting from the arrival of the farmers' fresh supplies, and the continued firmness of the market. Blueberries to arrive are quoted at $1.20, and it is expected that shipments received will be no more than from 30 to 40 per cent. of the orders. The new prices of salmon are quoted this week and will make interesting reading for the retailer. It also bears out the prophecy of a Toronto wholesaler who about this time last year remarked that salmon was bound to increase in value while its consumption continued to increase as it has done within the past few years. He did not quote figures but he did assert his assurance that salmon would reach higher figures than ever and recent announcements have borne out his predictions. Clover Leaf and Horseshoe salmon are now so near to retailing at 25 cents a tin that the difference, if there is any, is not worth consideration. And salmon is not going to become cheaper, in fact the prevailing opinion is that prices will gradually advance as the coming business year rolls by. One wholesaler remarked that he did not believe it was good for the trade that prices should be at the present level and his reasons were similar to those that have rather frequently appeared on this question. One advance will automatically occur on Dec. 1 next, when prices will go up 2½c per doz. It is stated that quotations for 5-case lots are 2½c per doz. less than the list price.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal—Beans golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's—Peas, sweet wrinkle, size No.2	....	1 25
2's—Peas, early June, size No. 3	....	1 50
2's—Peas, standard, size No. 4	....	1 35
Gal.—No. 4 standard	....	....
2's—Spinach, table	....	1 40
3's—Spinach, table	....	1 90
Gal—Spinach, table	....	5 50
Spot tomatoes	1 40	1 45
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 12½	8 55
Gal.—Cherries, red, not pitted	....	....
2's Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	2 00	2 02½
2's—Strawberries, preserved	2 02½	2 5
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 45
½-lb. flats, per dozen	....	1 55
1-lb. flats, per dozen	....	2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon— all talls—		
Red Sockeye, per case	....	9 00
Red Spring, per case	....	8 00
Cohoes, per case	....	7 00
Pinks, per case	....	5 00
Lobster—		
½-lb. flats, dozen, $2.75 $2.80; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

ONTARIO MARKETS.

POINTERS—

Sugar—Now at $5.75

Salmon—Prices on new pack.

Rice—Lower grades up 10c.

Tomatoes—New pack on market.

Toronto, Sept. 7.—Trade in general lines of groceries is of a steady character, with wholesalers apparently satisfied with the present movement. The lines in demand are changing somewhat from summer goods back to staple

lines. While there is as yet a certain trade for those lines in special demand during summer, it is naturally not quite so heavy. Customers are returning from their summer homes and this no doubt is the main reason.

Sugar has certainly got the habit, again repeating last week's performance. Following the advance on Thursday last, another rise of 10c was recorded on Tuesday. The consumption with the present plenitude of fall fruits is large. Kindred lines as well as those in which sugar is largely used show signs of strength in a number of cases, the result of the present high prices. One wholesaler pointed out that the consumption of sugar has increased enormously of late, not so much in the increase in the sale of the article itself through the grocer, but in the several lines of confectionery.

Sugar.—The strength in the immediate sugar market on which we laid stress last week was well warranted. Following the 10-cent advance on Thursday last, reported briefly in our last issue, another rise of 10 cents on Tuesday of this week brought Toronto quotations up to $5.75. The advance since the first reports of damage in Europe has certainly been remarkable, amounting in all to $1.05 since June 30th. Beet quotations are now 16s. 7½d., the highest since the European crop damage in 1904, when in the following January prices reached 16s. 3¾d. Of late, a new phase has entered into the market, in unconfirmed rumors that the Cuban cane crop which comes forward in January will not be the bumper crop at first expected, but on account of lack of rain will show a loss from estimates. If this is true, it will work for a still stronger tendency.

While the general opinion is that sugar will continue firm with an advancing tendency, the more conservative refiners think that the speculative stage is being reached and that there may be a reaction when something definite regarding either Europe or Cuba is known, if it is in any way favorable. When conditions are abnormal as in this case, there is always the danger of too extreme views being taken. The market at the moment is strong, however, with no weakness in sight as yet.

Extra granulated, bags	5 75
" " 20 lb. bags	5 85
Imperial granulated	5 55
Beaver granulated	5 55
Yellow, bags	5 35

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	6 15
" " 50-lb. boxes	6 35
" " 25-lb. boxes	6 45
Powdered, brls	5 95
" 50-lb. boxes	5 95
" 25-lb. boxes	6 35
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 65
" in 50-lb. "	6 75
" in 25-lb. "	6 95

Syrups and Molasses.—With the high sugar market the tendency is naturally towards strength in the kindred line, molasses. Trade just now is not particularly brisk. High sugar will also have a tendency to strengthen other lines such as compound maple syrup. Corn syrups are enjoying a favorable demand for the reason that an improved trade is anticipated as the weather becomes cooler.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, 1b.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls.	0 28
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—In new crop dried fruits currants and Valencia raisins are both strong. Raisins which earlier in the season were quoted at 23s. are now at 27s. The opening in Smyrna for new crop Sultanas has been extremely high. "The crop is small," asserted one wholesaler, "probably only 25,000 tons as compared with a normal crop of 45 to 50 thousand tons. Last year's crop was also small and there has been practically no carry over." The fig crop is reported to be the smallest in many years, and naturals are now selling at 3s. above prices a year ago.

In California, prunes are still steady but buying has slackened off. Apricots, which were at a prohibitive price, have eased off somewhat, and will no doubt have to go lower to induce free buying. Peaches are maintaining their position. While raisins are not firm at all there appears to be a lack of present orders.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50 " "	0 16½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 20 0 21
Fancy, " "	0 20 0 22
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs—	
Elemes, per lb.	
1½ inches	0 08 0 10
2 "	0 08½ 0 10½
2½ "	0 09½ 0 12
2½ "	0 11½ 0 12½
2½ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 13½
Dried apples	0 09 0 09½
Evaporated apples	0 16
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 09½ 0 09½
Dates—	
Hallowees—	
Full boxes	0 05½ 0 06
Sairs	0 05
Package dates, per 1 lb.	0 06½ 0 06½
Fards choicest	0 10 0 10½

Tea.—The general situation is one of continued steadiness. Ceylon and India markets are strong due to a brisk demand from all sections of the world. Demand locally continues good despite the advancing prices.

Coffee.—With coffee options showing marked strength, the general situation is naturally one of firmness. Trade locally continues favorable, although there is no particular briskness at the present time.

Rio, roasted	0 18	0 20	
Green Rio	0 15	0 16	
Santos, roasted	0 20	0 22	
Maricaibo, "	0 22	0 24	
Bogotas	0 24	0 25	
Mocha, roasted	0 25	0 28	
Java, roasted	0 27	0 33	
Mexican		0 25	
Gautemalo	0 22	0 24	
Jamaica	0 20	0 22	
Chicory		0 12	

Spices.—There is a big consumption of spices at the present time, for pickling is now in full swing. Indications are for continued strength in nearly all lines. Peppers both black and white are firm in the primary markets, as are also other lines to a greater or less extent.

	Bbls.	Pails or Boxes	Tins	¼ lb. pkgs. ds	¼ lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 90
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 50	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts—Steadiness prevails in all lines of nuts. Trade is not brisk at the present time. Some interest is being shown in new crop.

Almonds, Formigetta	0 15 0 16
" Tarragona	0 16 0 17
" shelled	0 35 0 38
Walnuts, Grenoble	0 17 0 19
" Bordeaux	0 14 0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils	0 18
Peanuts, roasted	0 11 0 13

Rice and Tapioca—The firmness in Rangoon rice was referred to last week. This week a further advance of 10 cents per cwt. was announced, bringing quotations at mills, Montreal, for Standard B to $3.15. The drought in India is responsible for this advance in price. The Java crop is also reported short, so that there is a steady tendency in all lines of rice.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 15
Rice, standard B	3 23

	Per lb.	Tapioca—	
Rangoon	0 03½ 0 03¾	Bullet, double goat	0 08
Patna	0 05½ 0 06	Medium pearl	0 06½ 0 07
Japan	0 04½ 0 06½	Flake	0 08
Java	0 06 0 07	Seed	0 06½ 0 07
Carolina	0 08 0 10		
Sago, medimm brown	0 05½ 0 06		

Beans.—Prices are firmly held with Canadian stock extremely scarce. There are a few lots of Rangoon but they apparently are being received none too well. No quotations on new crop have as yet been made. It will be a full month before any deliveries can be made. The crop will slightly exceed last year, but there will be a good demand on account of the large amount of construction work in Canada.

Prime beans, per bushel	2 35 2 45
Hand picked beans, per bushel	2 45 2 55

Evaporated Apples.—There are a few lots of new evaporated apples on the market and are going to the retailer around 11½ cents.

MANITOBA MARKETS.

POINTERS—

Sugar.—Advanced 20c.

Coffee.—Very firm.

Canned Tomatoes.—No offers.

Beans.—Unchanged.

Winnipeg, Sept. 7.—"Couldn't be any busier," was the reply given by one of the largest wholesale firms this morning, when asked as to the conditions of the grocery trade during the week. "We have hardly time to turn around to fill orders which are arriving for hurried shipment since harvesting has been in progress. Prospects for the fall did you say? Well I never saw them as good, and if the rush which we are having at the present time is any indication of the yield or harvest expected, there should be little trouble in the collection department this fall."

Such is the feeling of the wholesalers on present business and this can be heard from all sides. Advances in price make no difference. The farmers of the west want the lines and are willing to pay for them. Growing in one direction, and expanding in another with the development of the country, is at the present time the slogan of the grocery trade.

In the various lines sugar formed the feature of the week, advancing 10c on Thursday and again on Tuesday.

Canned goods are also moving freely. One house reported that they could obtain no quotations on tomatoes, in fact independent canners have, they claimed, withdrawn their quotations. Other lines are active.

Sugars.—Last Thursday's advance was followed by another 10c rise on Tuesday. Stocks are of good size, and some jobbers who were fairly heavily stocked are reaping the benefit at present. In spite of the advance a certain number of orders are being received steadily, although trade is not as brisk as it was some months ago. Present quotations are:

Montreal and B.C. granulated, in bbls	6 15
" " in sacks	7 00
" yellow, in bbls	5 75
" " in sacks	5 70
Icing sugar, in bbls	6 50
" " in boxes (25 lbs.)	6 75
Powdered sugar, in bbls	6 30
" " in boxes	6 30
" " in small quantities	7 05
Lump hard, in bbls	7 00
" " in ½-bbls	7 10
" " in 100-lb. cases	7 00

Syrup.—This line remains unchanged from last week and is expected to remain quiet till the fall and winter months.

Syrups—	
24 2-lb tins, per case	2 23
12 5-lb. tins, per case	2 85
6 10-lb. tins, per case	2 45
3 20-lb. tins, per case	2 47
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Coffee.—Firm and still firm is the tone of the coffee market. Trade is active and several retail merchants have stocked up heavily on the chance of an advance. Prices, however, remain unchanged as yet, and are quoted as follows:

Coffee, standard Rio.	0 15
Coffee, choice	0 15
Coffee, extra choice	0 17

Beans and Peas.—The prediction of an advance failed to be fulfilled during the week, but there is little change in the situation from last week. Stocks of beans in Ontario are recognized to be low, while the demand remains firm.

Beans, 3-lb. picker, per bushel	2 40
Hand picked, per bushel	2 50
Peas, split, 100 lbs	2 75

NEW BRUNSWICK MARKETS.

St. John, N. B., Sept. 7, 1911.—The sharp and continued advances in the sugar market have made themselves felt in molasses, which is also beginning to show marked increases in sympathy with sugar. Molasses this week advanced two cents a gallon, and further increases are looked for. Sugar, as had been expected, made further advances on Thursday last, and again on Tuesday. A rise of $1.45 in six months is the record in St. John, the price having been going up since February very steadily.

In the opinion of a reliable local grocer, the scarcity noticed in canned salmon will be heavily felt in St. John. He would not be in the least surprised, he said, to see before long half-pound cans of salmon on the market, because of the fact that the price of the pound size has increased beyond the reach of the average working man, and has really ceased to be commonly used by all classes. Even now, he said, salmon is coming into favor as a salad, rather than as a principal course at table in many homes, just as has been the case with lobsters.

Aside from the change in sugar, molasses and flour, there were few alterations in market prices, but with eggs and cheese the tendency is upwards. Both these staples went up in price during the past week. The following are the quotations:

Bacon	0 16	0 18
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb	0 21	0 22
Butter, creamery, lb	0 24	0 25
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 14½	0 15
Currants, l's, lb.	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 05	1 10
Corn, doz.	1 10	1 15
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 55	1 60
Clams	4 00	4 25
Cornmeal, gran.		4 75
Cornmeal, bags		1 60
" bbls		3 35
Eggs, hennery	0 29	0 32
Eggs, case		0 25
Fin. Haddies	4 40	4 50
Fish, cod, dry	6 00	6 10
Flour, Manitoba	6 25	6 35
" Ontario	5 45	5 55
Ham		0 16
Lard, compound lb	0 10½	0 11
Lard, pure, lb.	0 12½	0 12½
Lemons, Messina, per box	4 50	5 00
Molasses, fcy. Barbados, gl	0 32	0 33
Oatmeal, rolled		5 50
Oatmeal, std.		6 00
Pork, domestic mess	21 50	22 50
Pork, American clear	21 50	23 00
Potatoes, bbl.	2 25	2 40
Raisins, Cal., seeded	0 10½	0 11
Rice, lb	0 03½	0 03½
Salmon, case—		
Red spring	7 50	8 00
Cohoes	6 75	7 00
Sugar—		
Standard gran.	5 70	5 80
Austrian "	5 60	5 70
Bright yellow	5 50	5 60
No. 1 yellow	5 20	5 30
Paris lumps	6 50	6 75

A NOVELTY STORE IN MONTREAL.

Seventeen Ounces to the Pound and Thirteen to the Dozen, in Vogue.

Montreal, Sept. 7.—Seventeen ounces to the pound on all goods sold by weight, and thirteen article for the usual dozen are two features of a new grocery store opened on St. Catherine street. The name of the store is the "Seventeen Oz. 1 Lb. Grocers." In addition they give one cent with all bottle and can goods.

The store is bright and atractive from the show windows to the back door, and the goods displayed are of fine quality. Electric lights have not been spared in the windows nor within the store proper. On the opening day a large advertisement appeared in a leading paper introducing the store to the public. An orchestra was engaged for Wednesday, Thursday, Friday and Saturday afternoons and evenings. In their statement the new store says: "The 17 oz 1 lb. grocers give you 17 ounces to the pound on all goods sold by weight; 13 to the dozen on all goods sold by the dozen, such as eggs, oranges, ginger ale, etc.

"And on every bottle of canned goods or bottled goods one cent is pasted."

The new company has been using newspaper space freely since their opening and have certainly attracted considerable attention. They promise an automobile delivery service at once. E. C. Strugnell is the general manager and L. A. Gareau is the proprietor.

WIDENING OF BANANA HABITAT.

A fruit authority looks for the gradual widening of the habitat of the banana. The limits of its successful development have long been given as 30 degrees north and 31 degrees south of the equator, and within this wide zone it flourishes in plantations around the globe; and in the Old World, especially in Africa, many of its varieties grow wild.

There is no doubt that the history of banana cultivation will be much like that of many other edible fruits. Hardy varieties of apples are growing to-day in districts where 40 years ago, it was declared they would never endure the long winters.

Authorities in plant geography aver that as experience is gained and the cultivation of the banana widens, varieties of it will be developed that will withstand even considerable degrees of drought and frost and enlarge the area of cultivation to an important extent.

Manufacturers, Manufacturers' Agents, Brokers, Etc.

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W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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We also carry a full line of TEAS, SPICES, etc.

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VICTORIA, B.C.

The Condensed Ads. in this Paper will bring good results

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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COR. WHARF AND YATES STS. - VICTORIA
Branch at 149 Water Street, Vancouver.

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—Your business card on this page will keep
—your name and field of operations before
—Manufacturers, Importers and others
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It costs you little and means much to you if you are looking for agencies.

Write for particulars to

The Canadian Grocer

Montreal Toronto Winnipeg

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

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Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,

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and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season.

We solicit the opportunity to quote on your CURRANT needs at all times.

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THE LARGEST CURRANT HOUSE IN GREECE



FOR MORE PROFIT

Scores of people who had a cup of Red Rose Tea at the Toronto Exhibition would hardly believe that the price of the tea we served was only 40c. per pound. The most of them had been using 30c. tea and had no idea that 10c. per pound could make such a difference in quality.

Now 40c. Red Rose Tea gives you much more profit. Three-quarters at least of your customers would willingly pay the price if they only knew there was such a difference in quality.

Half a dozen words from you or your clerks when selling a package of 30c. tea would sell a trial package of 40c. instead. I know merchants who have done this. They have found it easy and profitable.

I hope the suggestion may prove profitable to you.

7 Front Street East, Toronto, Ont.
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} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

ROYAL SHIELD BRAND SALMON



We have only been able to secure about 50% of our requirements of this well-known brand of high grade Sockeye Salmon. Order early.

We are booking orders for October delivery at very low prices, from a very favorable contract made in June for 20,000 boxes California Prunes. Anticipate your wants for Foreign and Domestic Evaporated and Dried Fruits and place your order with

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We have a full stock of

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You will do well to stock up at once. Prices will be higher.

We have some exceptional values in

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Our quotations are considerably below present market prices.

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Bristol, Eng. - - Est. 1750

Cut Prices and Special Reductions

The Difference Between Them Shown—Why One Is Poor Business Policy and the Other Is Recommended — "Cut Prices" Leads to the Disorganization of Trade.

*By Henry Johnson, Jr.

One merchant asks: "Does it pay to have cut-price sales?" That depends on what you mean by "cut-price." If you mean the selling of advertised goods at less than the advertised, or established prices, I advise against it. If you mean the temporary reduction of prices on goods over which you have control, as a special inducement to the consumer to try those goods, then I advise you to do it.

Here are the reasons against cutting advertised brands:

1. This is unnecessary because a demand has already been established for such goods at regular prices which prices are known to consumers and there will be no suggestion of lower prices from consumers unless a cut is first made by a retailer.

2. The margin on advertised brands is seldom wide enough to justify any reduced price except in the possible reflex, and dubious, benefit to be derived through your ability to induce buyers to purchase other goods along with those offered at less than a profitable margin.

Benefit is Not Lasting.

3. Any such benefit must be transitory and temporary because your competitor can follow you at once, and thus what was intended to be a temporary cut becomes a permanent reduction, thus curtailing your profits without any compensatory advantages.

4. It is unfair to the maker of the goods who, often at great expense, has assisted you greatly in creating a consumer demand. You immediately put him into the anomalous position of stating that his goods sell at one figure whereas they actually sell at another; which is a demoralized condition which can result only in harm to both of you.

5. Likely enough you are one of those who bitterly complain about the total want of adequate margin on advertised goods; yet here you are becoming a prime mover in the creation of a condition which will tend to lengthen the list of well-known goods which you will have to handle with insufficient margin.

6. All of which tends to add one more to the circle of manufacturers who, after such experience with retailers, are inclined to feel, if not to actually say: "The retailer be damned; we have had to establish our goods without his help; he has been fool enough to give away the fair margin we allowed him; and now, by cracky, he can go hang, for he's simply **GOT TO HANDLE** our stock—and we get ours in any case." So, as far as these goods go, you, yourself, have reduced yourself to a slot machine which the maker loads up once in so often and the consumer unloads by simply pressing the button of demand. It should be remembered that the new article of to-day, which seems to present such a tempting opportunity to "get ahead" of your competitor, may readily become a staple. It will become a staple very quickly—and one to be sold without margin—if many dealers pursue the price-cutting tactics herein outlined.

Everybody Reaps Advantages.

7. This kind of advertising—so-called—is not advertising yourself. It is really advertising everybody who carries those brands; and the brands themselves are getting the benefit of your money without any return benefit accruing to you.

8. Chickens come home to roost. It pays to observe the **GOLDEN RULE**; or **perhaps better, the Confucian rule of "DO NOT** unto others that which ye would **NOT** that they do unto you." It pays to play fair; to keep faith with **EVERYBODY.**

* * *

By the temporary reduction of prices on goods which you control all this is reversed, for you turn every point to your advantage and you give nobody just cause to complain. Let us take up the same order of consideration.

1. You control those goods and therefore you can make your statements good. You describe one or two items from your fruit or fish department, or your own canned goods, if you carry them under your own name—say "No. 1 Sifted Early June Peas"—going into full details so your reader may know about, and therefore look for, their particular points of excellence; and you say: "Regularly 15c a can; 14c a can, $1.55 a dozen, **THIS WEEK.**" You can withdraw that quotation at the end of the week, selling at 15c and $1.65 per dozen thereafter—and nobody can make your statements look foolish by continuing your special low-price offering. Also this method serves to introduce not what anybody can sell, but what you only can sell, and is properly chargeable, therefore, to advertising, or the legitimate cost of creating a demand for your goods.

Profits are Fair.

2. The margin on such goods is wide enough to admit of your making temporary reductions and the benefit is direct, all centered in your business, and permanent.

3. Covered above.

4. This is unfair to nobody, since it is entirely your business, applies to your own goods, leans on nobody's advertising expense but your own and does not demoralize anything, since you have a recognized right to dispose of your own goods on any terms that suit you.

5. In no way does this method interfere with your getting regular, full-quoted prices on all advertised brands. In fact, you are strengthened in your ability to get full prices on such goods, as you have never led any of your customers to look for cut-prices in your store and, in many instanees, if the buyer objects to the payment of full prices for advertised goods, you can offer her your own not as a substitute, not as something "just as good," but as an improvement over the goods she may have asked for.

Not a Slot Machine.

6. This method will gain you the direct good will of all manufacturers and, as your way of doing business becomes so well known that you may be said to have established a business character—something which takes time—you will gain substantial benefits through occasional concessions, or favors, or being singled out for demonstrations, or by being named as special agent, or in other valuable considerations from manufacturers who know that you will not give away advantages granted you, nor talk about their concessions; all of which will result in your advantage. Finally, under this head, you will never be a **Slot Machine** for **ANYBODY!**

7. Every bit of this work is done exclusively and solely for the man who is spending the money—that is **YOU.**

8. There is no chance for a "comeback" from anybody. You are playing in your own back yard. You are doing as you would be done by. You are playing fair; keeping faith with everybody; and every evening you can feel that your are prepared to "look any man in the face and tell him"—precisely the station at which he gets off? And all this without ill-will or legitimate bad feeling anywhere.

* * *

Under the method which I recommend—and which I have scrupulously follow-

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

ed out for years—there is only one thing that your neighbors can say of you, and that is, that you are a smart man to be able to build where they could not find even the building materials. And believe me, it is much better to have **neighbors** who say that of you than **competitors** who feel towards you as competitors are mostly apt to feel; for the establishment of **neighborly** relations in your community leads to the interchange of helpful information; the furtherance of association work and benefits; the promotion of good feeling and that helpful harmony which makes profit for all through eliminating needless friction.

Does this look sound to you?

HINTS TO CLERKS.

The clerks of to-day are the business men of to-morrow.

It is well for the clerk to be ambitious, but he should learn to tell the difference between ambition and discontent.

The clerk who wishes to win success must travel the same road that those before him have trod. There is no short cut to success.

The clerk who makes his employer's business his is the one who will reach the top of the ladder first. Taking an interest in the business helps him to acquire knowledge that he otherwise would not get.

Do not be content to sell only those lines asked for. Make an effort to sell over and above actual demand.

There is so much to do in any grocery store that the clerk need never stand idle. There is always a counter to dust, a shelf to arrange or some other matter that needs attention.

When you have taken a customer's order, show her some new line that you think will interest her. Try to increase your sales.

Try to learn as much as possible about the goods you have for sale. It will help you a great deal in making sales.

Care in weighing is essential if you wish to be of value to your employer. Remember that every time the scale swings down by overweight, you are making yourself so much less valuable to your employer.

Ramsays, Ltd., Montreal, have removed from 29-31 Vitre St., Montreal, to their new premises at 330 Nicolet St., where all communications should be addressed.—Advt.

GROCER IN TROUBLE AGAIN.

"I want to complain of the flour you sent me the other day," said Mrs. Newlywed severely.

"What was the matter with it, madam?" asked the grocer.

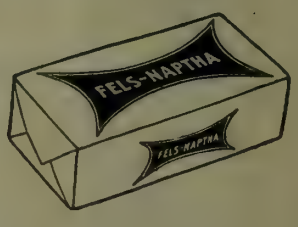
"It was tough. My husband simply wouldn't eat the biscuits I made with it."

Use the phone freely to solicit business. Make the instrument pay for itself.

Encourage the clerks to read the trade papers. There is much in every issue that will make them better employes.

There is not

only satisfaction but pleasure in selling goods that are well known to the public. In selling Fels-Naptha, there is also the satisfaction of knowing personally that the quality of the soap is everything that the makers claim.



Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

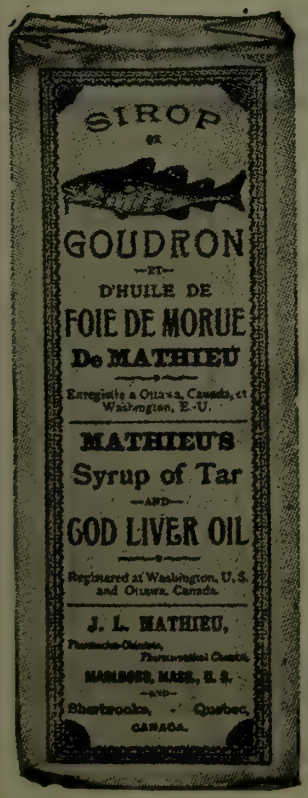
Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal

A Profitable Line to Handle!

There is a distinctive and delicate flavour about—

Order from your Wholesaler

CCC
Norwegian Canned Goods

"CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers.

Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

The profit selling "CONCORD" is a very "well-worth-while" one.

Don't forget the name "Concord" when ordering.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



The House of Quality

The House of Quality

SPECIAL PRICE

ON

Breakfast Bacon

(New Cure)

AND

Cottage Hams

Quality unexcelled. *Order to-day.*

GUNNS PORK & BEEF PACKERS TORONTO. ONT. LIMITED. CANADA

HAMS
Are Very Scarce

and probabilities are they will be higher

SO WILL LARD.

We have, however, a good stock of ROLLS, SHOULDERS, BREAKFAST BACON and BACKS and at reasonable prices.

F. W. Fearman Co. LIMITED

HAMILTON

Two Good Reliable Articles to Feature for the Hunting Season

The **REINDEER-JERSEY** Brand Evaporated Milk, Unsweetened.

REINDEER CONDENSED COFFEE, having the Coffee, Milk and Sugar combined, a cup of delicious Coffee is prepared by simply adding water.

The only manufacturers in North America of prepared Coffee which contains Milk and Sugar.



REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Decline in English Bacon Market

Live Hogs in Dominion are Lower in Sympathy — Prices Steady at Decline, However—Steadier Tendency in Lard—Butter is Generally Firmer—Good Export Demand—Cheese Market Still Continues High—English Market is Slightly Lower.

The English bacon market, as expected, has dropped back a certain extent. No doubt the high prices reached were caused by abnormal conditions induced by the strike. While on Aug. 24 quotations on the London market were 66 to 70 shillings, cables on Sept. 2 indicated 64 to 67 shillings. Live hog markets in Canada have accordingly been affected, and quotations are lower. The lower prices have curtailed the delivery of hogs, and prices at the moment are steady, but any further reduction in English bacon, which would not be a great surprise, will no doubt work for lower live hog quotations.

Trade in pork products continues quite favorable in volume, a good sized trade still being transacted in smoked and cooked meats, although a slackening can naturally be expected at this time. Lard has a steady tendency in anticipation of a better demand with the fall and cooler weather.

Butter is generally steady on most markets. There has been a good export demand while the home trade is good. On the other hand, production is not large, although a fair September yield with the present moisture is expected.

Cheese still continues high, with operators cautious. A decline of 1 shilling has occurred on the English market. One report from England says that the drought has caused a decrease of 20 per cent. in the production of cheese.

MONTREAL.

Provisions.—Nothing new is reported in the provision market. Prices of lard and hams are unchanged. Business is reported quite satisfactory.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3, 5 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 13½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 50 11 00

Butter.—There is no particular change in the butter market. Conditions are a little easier in the country, the temporary subsiding of Western orders being partially responsible. This state of the market is not expected to last long.

Creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs.—Eggs are rather scarce at present with the demand good. Prices are steady and firm at last week's quotations.

New laids	0 30
Selects	0 26
No. 1	0 22

Cheese.—The market remains steady, prices being unchanged. The export demand is good, and production remains appreciable.

Quebec, large	0 13
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—Lard is in an unsettled condition this week. While some firms are quoting it at ¼c advance, others maintain the present quotations. The tendency is, however, towards strength, a better demand being anticipated with the cooler weather. Smoked meats and cooked hams are enjoying a fair trade as yet. Live hogs, with a weakening of the English bacon market, declined 30 cents at the beginning of the week, bringing quotations at country points down to $7.40 per cwt.

Smoked meats—	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 16½ 0 17
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10½ 0 11
" tubs "	0 10½ 0 10½
" pails "	0 10½ 0 11
" compounds, per lb	0 09 0 09½
Live hogs, at country points	7 40
Live hogs, fed	7 70
Dressed hogs	10 25 10 75

Butter. — The steadiness in butter prices reported last week has resulted in another cent being added to quotations on most lines. The production of butter is no larger, while demand is good.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 24	0 25
Farmers' separator butter	0 23	0 23
Dairy prints, choice	0 22	0 24
No. 1 tubs or boxes	0 18	0 20
No. 2 tubs or boxes	0 15	0 17

Eggs.—Prices on eggs are generally firmer this week, with 21 to 22 cents the ruling quotation on fresh gathered. There is a splendid demand, with deliveries none too large.

Fresh gathered eggs	0 21 0 22
New laid eggs	0 23 0 24

Cheese.—Steadiness still prevails in cheese, with prices exteremely high. In early June 12 cents was asked for large, while now 14¼ is the quotation. English markets are fairly steady.

New cheese—		New twins	0 14½
Large	0 14½	Old Stiltons	0 15 0 16½
Old cheese	0 15 0 16		

Honey.—Supplies on the market are somewhat larger, but stocks are firmly held at quoted prices.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

Poultry.—Supplies of poultry on this market have been larger of late, with the result that prices this week are quoted lower. Considerable spring chickens and fowl are now coming forward.

Fowl, live	0 10 0 11	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

WINNIPEG.

Provisions.—There is little difference in the provision trade this week from last, except that lard had advanced 5c during the week. The demand for all lines has been exceptionally strong as harvest is at its height, and the presence of many thousands of harvesters in the west demands a considerable amount of cured and salt meats. The advance in lard was hardly expected, and figures out to about ½c per lb. The supply of cattle and hogs being received at the present time on the market, shows little difference from last week, but the price for carcasses shows a decline of ½c per lb. The rush of fall cattle and hogs to the market is not expected for another three weeks, when the rush of harvesting will to a certain extent be over and farmers will have time to market their stock. New prices will be noticed as follows:

Hams, large	0 16½	Tomato sausage per lb	0 10
Hams, medium	0 19½	Pork sausage	0 09
Breakfast bacon backs	0 20½	Beef sausage	0 08
Breakfast bacon bellies	0 19½	Lard, in tierces per lb	0 11½
Shoulders	0 14½	50-lb. tubs	5 75
Short rolls	0 16½	20-lb. pails	2 40
Long, clear sides per lb	0 12	10-lb. pails, cases	7 20
Boneless backs, per lb	0 15½	5-lb. pails, cases	7 30
Mess pork, bbl	24 00	3-lb. pails, cases	7 35
Mess pork, ½-bbl	13 50	Compound, 20-lb pails	2 10
		Steers, heifers, abattoir killed	0 08

Eggs.—The egg situation remains unchanged from last week, and the same price, namely, 21c and 22c per doz. for Manitoba fresh, cases returned, is prevailing. A scarcity still exists for guaranteed strictly fresh.

Butter.—Manitoba fresh made creamery made bricks are selling this week at 24c per lb., while boxes are quoted at 1c lower. Supplies of creamery butter from various sections of the province are being received in fairly large quantities, and Shoal Lake butter in prints is being offered by many of the large retail firms. Dairy butter remains unchanged from last week and shows little improvement. Prices quoted are: 17c per lb. for strictly No. 1; 12c to 14c for No. 2; 7c to 9c for No. 3.

Cheese.—Activity is the keynote of the cheese market at the present time, and prices have advanced ½c per lb. during the last week. The demand is good and jobbers are quoting Manitoba new cheese at 11½c this week. Shippers' prices remain unchanged.

GOVERNMENT SHOULD PAY SCALE INSPECTORS

Writer Maintains It Isn't Fair to Pay for Keeping Honest Scales—"Keep Everlastingly at It," He Advises—Doesn't Believe in Late Hours.

Editor Canadian Grocer.—There was a matter taken up in The Grocer some time ago, but which has apparently been allowed to drop dead, simply, I presume, from lack of support from those who should be the ones most deeply interested in it, viz:—the retail grocers.

The article I refer to was in regard to free scale inspection. Personally, I have no fault to find with the inspectors, as they are simply doing their duty, but what I do object to is for us retailers to keep our scales right and honest the year through, and then have a Government inspector step in and demand a good-sized fee from us for being honest and giving just weight, etc. Now by all means give us scale inspection, but I maintain the inspectors should be paid by the Government, as I maintain there is a lot of money spent by them more foolishly than the paying of scale inspectors would be. I should like to see this matter taken up in earnest by the retailers, as I see no reason why we should not stand to gain our point if we keep EVERLASTINGLY AT IT.

There is also another matter which I think is also a very important one, viz: that of keeping our stores open to all hours of the night, under the false impression that we are making money by doing so. I firmly believe that we would be just as well off at the end of the year if we would all close our doors at 7 p.m., instead of hanging out until 10 o'clock or after, as we do at present. We are simply spending about 15 hours to do what could be done in 10. What I think is needed is a little more friendship and co-operation along this line.

W. M. WOTTEN.

Peterborough, Sept. 6, '11.

Alimentary Pastes of the "Swallow" Brand

(Hirondelle)

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. TRY THEM, You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

CHIVERS'

Pickles & Malt Vinegar

ABSOLUTE PURITY
STRONG RECOMMENDATION
NEAT PACKING
FINE REPUTATION

No one has anything but praise for these goods. They deserve a trial. Let us send you our quotations.

S. CHIVERS CO., Limited

CARDIFF WALES

CANADA:

112 St. Francois Xavier St., Montreal

TRY A

Condensed Ad.

IN

Canadian Grocer

When writing advertisers kindly mention having seen the advertisement in this paper

50 Years of Success Behind Carpet Soap

is the unique distinction enjoyed by the manufacturers of

CHIVERS' Carpet Soap

The most simple and efficient carpet cleaner. Cleans the carpet thoroughly, removing all dust, ink and grease spots, eliminating all possibility of moths, making the carpet as sanitary as a polished floor.

Chivers' Soap is used in Royal households and valued by them. Hundreds of testimonials can be furnished on request. A good soap to introduce to your trade.

Write to Canadian Agents:

Harrison & Son

St. Nicholas Bldg.

MONTREAL, - Que.



The constant and rapid increase in the demand for Magic Baking Powder shows the public's appreciation of a medium priced baking powder that can be relied upon as being pure and wholesome.

MAGIC BAKING POWDER

Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,
TORONTO, ONT.

Winnipeg Montreal

The Chief Competitor

Of Prepared Foods is Home Cooking

¶ Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

¶ The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer or better.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

GASPE LOBSTERS

Quaker Brand

The Brand that guarantees Purity and the Highest of Quality.

What about your supplies? You want some of these choice goods.

WRITE FOR QUOTATIONS.

MATHEWSON'S SONS
MONTREAL.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

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Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn Montreal and Toronto

Hamblin & Brereton, Winnipeg and Vancouver, B.C.

L. T. Mewburne & Co., Ltd., Calgary

T. A. McNab & Co., St. John's, Newfoundland



Talks $ $ $

All the year 'round—summer and winter—heavy, continuous, attractive advertising creates steady demand for

Post Toasties

This means good, clean profit for Grocers, with no risk, because the sale of every package is guaranteed!

"The Memory Lingers"

for both Grocers and Customers

Canadian Postum Cereal Company, Limited, Windsor, Ont.

Marked Interest in Flour Prospects

Dealers Wondering What the Outlook for Fall Flour Prices is —Variety of Opinions on the Matter—Market at the Moment Shows More Strength—Better Demand for Cereals Anticipated—High Sugar Prices Strengthen Confectionery Prices.

There is a marked interest in the prospects for flour prices when something definite regarding this year's situation is ascertained. Not alone is this interest shown by the retail trade, but millers themselves all over the country are trying to discern in the distance the true situation. At the moment, the market is stronger or at least wheat quotations are higher. During the past week small deliveries of wheat, the war scare, unfavorable prospects in certain foreign countries, and somewhat reduced estimates for the Canadian crop, have all served in turn to keep wheat prices strong.

Opinions regarding the flour outlook are plentiful and extremely varied. One dealer expressed the opinion that when deliveries of new wheat begin to come forward that an easiness in prices will result. He pointed to the large Canadian wheat crop, in excess of any ever harvested in the Dominion. On the other hand, we have those who predict a higher market on account of the shortage in United States and Russia.

One conservative dealer summed up his opinion as follows: "Canada this year has a large yield of wheat, although estimates are being somewhat reduced of late. When deliveries begin with the good yield anticipated, I would not be at all surprised to see an easing off in prices. Still, Canada is not such an important factor in determining values as some believe. While the crop here has been large, elsewhere it has been somewhat disappointing, especially in United States, and the world's statistics indicate a smaller total than last year. For this reason I do not expect prices to fall off to any great extent."

With the arrival of the cooler weather a better demand for cereals will no doubt be in evidence.

Under the higher sugar market, confectionery prices are stronger with slight advances in a number of cases. Trade at the present is quite favorable.

MONTREAL.

Flour.—The market continues steady, with the demand showing a little improvement, although there has been no particular complaint from this quarter during the summer. With the returning colder weather, there is bound to be more bread consumed. Prices are unchanged.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Cereals.—Rolled oats are firm at the last advance. There is nothing otherwise to report this week. Reports show that orders are coming in quite freely.

Fine oatmeal, bags	2 69½
Standard oatmeal, bags	2 69½
Granulated oatmeal, bags	2 69½
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 45
Rolled oats, cotton bags, 90 lb	2 50
Rolled oats, barrels	5 15

TORONTO.

Flour.—There has been no change in flour prices in the past week. At the moment there is more strength to the market than for some time past, wheat quotations having been marked up considerably. Trade continues normal.

Manitoba Wheat.		
1st patent, in car lots		5 30
2nd patents, in car lots		4 80
Strong bakers, in car lots		4 60
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—There are no special features to record in the various lines of cereals. Rolled oats are steady at last week's advance, and a similar tone prevails in the other lines. Trade continues routine in character, but an improvement is anticipated with the cooler weather.

Rolled oats, small lots, 90-lb. sacks	2 45
Rolled oats, 25 bags to car lots	2 35
Standard and granulated oatmeal, 98-lb. sacks	2 80
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	1 90
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

Flour.—There is no change in flour this week, although the nervousness of the wheat market, on account of the adverse climatic conditions for the harvesting of the crop would indicate that higher prices can be looked forward to. Large orders are still, however, being received from the east and west, and considerable export trade is being carried on. Prices quoted in barrels are as follows:

1st Patents	5 80	3rd Patents	4 90
2nd Patents	5 20	1st Clares	4 30

Cereals.—The demand for cereals and chopped feeds has fallen off somewhat owing to the season of the year. The wet weather has supplied the farmer with green feed, and although prices have not declined to any considerable extent, it is not expected that as strong a market will exist as that which prevailed last winter. Bran and shorts are quoted at $18 to $18.50, and $20 to $20.50 respectively. In chopped feeds, barley per ton in sacks is worth $25 per ton, oats $26, barley and oats mixed $25.50. Rolled oats in 80 lb. sacks is quoted at $2.



Cream Sodas— Satisfying, Delicious

Satisfying from the point of "QUALITY" and "P..ICE," Delicious because they are rich in flavor and crisp, being packed in air-proof boxes, which keeps the dampness out. When asked for

PERFECTION

Cream Sodas, don't suggest a substitute, because there can be no substitute as good when Perfection Sodas are once used.

We employ the latest methods in biscuit making and hire only the most expert operators.

STOCK A SAMPLE LOT.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY, VANCOUVER, B.C. ST. JOHN'S, NFLD.



—THE FLAVOR DE LUXE—

MAPLEINE

Original and Distinctive

Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

SELLS ON MERIT

Backed up by advertising

See Price List

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE, - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

NO FLAWS

in this Chain or Anchor, both have had the same care in manufacture as "The Flour of the Mark." **Anchor Brand**

Manfd. by
LEITCH BROS.
FLOUR MILLS
Oak Lake, Man.

LEITCH ANCHOR BRAND OAK LAKE

Sold by leading dealers in every lively town. 17

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

We Can Supply You With Small Fruits

YOU get good value when you buy your small fruits from us. We are prepared to handle them on consignment as we have an up-to-date Cold Storage Plant.

WRITE US FOR PARTICULARS

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

WE are large BUYERS and dealers in WOOL. Country merchants should get in touch with us early for prices—an opportunity for you to do some extra trade and make extra profits.

WRITE AT ONCE

HAVE YOU GOT ACQUAINTED WITH

St. Lawrence Flour?

If not, waste no time. It is the new flour made by experts in the most modern and best equipped mills of America.

FOUR BRANDS OF EQUAL PURITY

"REGAL,"
"NATIONAL,"
"LAURENTIA,"
"DAILY BREAD"

INQUIRIES SOLICITED

THE

St. Lawrence Flour Mills Company, Limited

1110 Notre Dame St. West
MONTREAL

"St. Lawrence Flour is as Pure and as White as the Lily"



Here It Is! What?

The line that will help you polish up your Bank account.

ROYAL POLISHES

are made in Canada, and in purchasing them you get full value for your money. You are not paying CUSTOMS DUTY.

Just as good for Gold as for Brass. Non-Injurious.

A Line of Sustained Profit.

ROYAL POLISHES COMPANY



MONTREAL

Grandmother Never Used Preservatives



and we all know the kind of Catsups she made. They never spoiled either, and talk about a relish—well we need not go into that—the mere mention of it makes one hungry. We do not claim that our product is a substitute for grandmother's, but we do claim that it is as pure and free from all preservatives and has the keeping quality that ensures your customers satisfaction. We also claim that it is the richest quality catsup on the market to-day.

Make room for a good supply this fall.

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.: J. GIBBS, Hamilton.

You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

Canadian Fruits

Crawford Peaches

are now arriving in good shape, also

Plums, Pears, Grapes and Cantaloupes.

Tomatoes, Cucumbers, Apples, Egg Plant, etc.

Full Lines of

Oranges, Lemons and Bananas

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

The Very Finest are Packed Under

"St. Nicholas"

"Home Guard"

The Lemons of Quality

J. J. McCABE

AGENT

TORONTO, : : ONT.

Peaches Now a Feature of the Market

Special Prominence Being Given Them—Quality is Generally Good—Other Late Fruits in Good Demand Also—Oranges and Lemons are Quiet, But Prices Fairly Steady.

Peaches are now a prominent line on nearly every fruit market and a good trade is being transacted in them. While there is considerable demand for them for table use, the larger proportion now being purchased is for preserving purposes. The quality is generally good, with prices fairly reasonable. There is also an abundance of other late fruits, such as plums, pears and grapes, with a good trade in evidence.

The trade in oranges with the present plentitude of domestic fruits is still quiet, and prices are unchanged. While the quietness would naturally tend toward easiness, on the other hand the season in late Valencias, the only kind on the market, is drawing to a close. Some lots of new crop oranges should be on the market before the end of this month. The Florida crop, according to report, will be fairly large.

The demand for lemons with the cooler weather of late is none too brisk There should, however, be a fair movement during September, if the weather is any ways favorable, and in such a case, prices should rule steady. Much depends on the weather, however.

MONTREAL.

Green Fruits.—The demand for green fruits is brisk, and the various Canadian goods are moving freely. Apples are at present being asked for freely, and grapes, pears, peaches and plums are favorites. Lemons are only in fair demand, but the market is generally vigorous.

Apples, bbl	2 75	3 50
Bananas, bunch	1 50	1 75
Bananas, crated	2 00	2 25
Blueberries, Can. basket	0 75	1 00
Cantaloupes	2 50	3 00
Cocoanuts, bags	3 75	
Grape fruit, California, case		4 50
Grape fruit, Jamaica	4 50	5 00
Grapes, Canadian, basket	0 25	0 30
Lemons	4 50	5 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 50	5 00
Jamaicas, box		3 25
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 50	2 00
Peaches, Can. basket	0 50	1 00
Pears, Cal., crate	2 50	3 00
Pears, Can. bas.	0 40	0 60
Pineapples—.		
Floridas, case	4 50	5 00
Plums, California box	1 50	2 50
Plums, Can. bas.	0 35	0 75

Vegetables.—There is nothing new in regard to this market. The farmers are getting the heaviest share of the vegetable trade, and only a small portion is passing through the wholesalers' hands.

Carrots, doz		0 25
Cabbage, doz		0 75
Corn, per doz		0 20
Cucumbers, doz		0 60
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 45	0 50
Onions—		
Spanish, crate	3 00	3 50
Montreal potatoes, new, bag	1 50	1 75
Tomatoes, Canadian, box		0 60

TORONTO.

Green Fruits.—Abundant supplies of peaches, pears, plums and grapes continue to arrive on this market from the Niagara district. The quality on the whole is good, and a big business is being done in the several lines. There is a big range in the quality of peaches, and while the common grades can be secured at from 40 to 55 cents, early Crawfords and Elbertas range from 75c to $1.35 in leno-covered baskets. There has been a brisk sale for fruits of all kinds in Toronto during the Exhibition, with a certain demand from outside points also.

Tomatoes in 11-qt. baskets range from 30 to 40 cents, and are meeting with ready sale. Canadian sugar melons are also in good demand at unchanged prices. Lemons are not extra brisk, while oranges are quiet, but prices unchanged. Supplies of watermelons are about cleaned up.

Bananas	1 00	1 75
Lemons—		
Verdelli	4 50	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 25	4 50
Blueberries, bsk	1 00	1 50
Can. tomatoes, 11-qt. baskets	0 30	0 40
Rhubarb, doz	0 25	0 40
Canadian sugar melons, case	0 50	0 75
Canadian sugar melons, basket	0 35	0 50
Watermelons	0 35	0 50
Canadian plums, 11-qt. basket	0 40	0 75
Can. peaches,—		
Best grades	0 75	1 35
Common	0 40	0 55
Canadian pears, 11-qt. basket	0 40	0 60
Grapes	0 20	0 25

Vegetables.—Potatoes, with supplies continuing to increase, are easier this week at $1.65 per bag. Other lines show no particular change. Trade is fair in volume in vegetables, but a large percentage is not done through the commission man, sometimes through the grower and a certain amount direct from grower to consumer. The market is still bare of Spanish onions, but there are some shipments on the way, and should be here by the first of the week. Canadian onions are quoted at $1.65 per bushel.

Canadian beet, basket		0 25
Cabbage, Canadian, crate	2 00	2 25
Carrots, new, basket	0 40	0 50
Cucumbers, Canadian, bsk	0 15	0 25
Lettuce, Canadian, head	0 25	0 30
Green corn, doz	0 06	0 10
Egg plant, bsk	0 40	0 50
Celery, per doz. heads	0 40	0 50
Cauliflowers, dz		1 25
Green peppers, basket	0 40	0 50
Canadian beans, 11 qt. basket	0 25	0 35
Onions—		
American cooking, 100 lb. bag	2 75	3 00
Spanish	2 50	3 00
Canadian, bus		1 65
Potatoes, Canadian bag		1 65
New turnips, per 11-qt. basket	0 15	0 20

WINNIPEG.

Fresh Fruit.—There is little new in the fresh fruit market this week and the demand owing to the cooler weather has fallen off slightly. The blackberry season is almost past, and supplies being received in the city are not as good as those shipped in two and three weeks ago. Cantaloupes, chiefly from Ontario, are being used in large quantities, and are forming one of the chief lines at the present time. Hardy pears have arrived

on the market, and are quoted at $3.25 a crate.

Bananas, bunch	2 75	3 50
Valencia oranges		5 25
California lemons, crate		6 00
Cal. peaches, box	1 25	1 50
Cal. plums, box		2 25
Bartlett pears, crate		2 75
Cantaloupes, crate		5 00
American duchess, bbl		4 50
Wash. blackberries, crate		5 0
B. Hardy pears		3 25

Green Vegetables.—There is little change in the price of green vegetables.

Native mint, per doz		0 20
Native green onions, doz		0 20
Native parsley, per doz		0 20
Native lettuce, per doz		0 20
Native watercress, doz		0 30
Ontario tomatoes, per basket	0 60	0 75
Native head lettuce, doz		0 50
Native spinach, lb		0 04
New cabbage, per lb		0 01
American peppers, bask t.		6 60
Native green beans, per lb		0 03½
Native carrots, per lb		0 01½
Native beets, per lb		0 01
Native peas, per lb		0 04
Native radishes, per doz		0 20
Native turnips, per lb		0 01
Native celery, doz	0 40	0 75
Native cucumbers, doz		0 25
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01½
Sweet corn, per doz		0 20

Potatoes.—A further reduction has taken place in the price of potatoes owing to the larger supplies on the market, and prices quoted this week are 85c to 95c per bushel. Three weeks ago $1.50 was the prevailing price. Lower prices are still predicted.

CANADIAN HOME-GROWN

Peaches - Pears - Grapes

This coming week will be

Peach Week

We are the heaviest receivers on the Toronto market of High-Class Peaches—Handling the entire crops of some of the largest and best growers in the famous Queenston and Niagara Peach Sections.

Everything in Fruits and Vegetables at correct market prices. Send us your orders — Big Selection — Prompt Shipments.

WHITE & COMPANY, LIMITED

DEALERS IN FANCY FRUITS

TORONTO and HAMILTON

PLUMS

are now at their best. All the fancy varieties. Now is the time to buy.

Peaches Pears Tomatoes

We are receiving very fine stock.

Muskmelons, Rocky Fords, Peppers, Egg Plants, Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS OF CANADIAN FRUITS

HAMILTON, ONT.

THE TWO BANNER BRANDS

"GOLDEN ORANGE"

BRAND

LATE VALENCIA ORANGES

"BUSTER BROWN"

BRAND

NEW VERDILLI LEMONS

Only the very finest Oranges and Lemons grown are selected to be packed under these dependable Brands.

Send along your orders for anything in fruit.

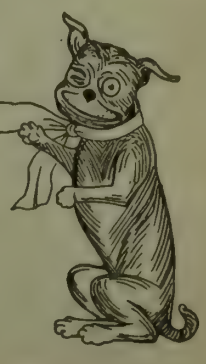
HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS



¶ Dealers who want to have their stock Class A and One-Hundred-Point in every particular order Buster Brown.

¶ Up-to-date grading and packing characterizes our Pack. Increase your Bundle of Dolodoccis by tipping your wholesale to send you Buster Brown, first; Buster Brown, last; Buster Brown, always.

W. B. STRINGER, Sales Agent, Toronto. FOLLINA BROS., Packers, Palermo.



Fish - Oysters



Improvement in Fish Trade Expected

With Cooler Weather and Larger Supplies Better Demand is Anticipated—Interest Being Shown in Oysters—Salt Cod Fish Has Declined in Nova Scotia and Newfoundland—Due to the Poor Demand From Foreign Markets.

There has as yet been no great marked improvement in general fish trade, but a better demand in the near future is anticipated. Prices show no particular change. Supplies are none too large in any of the lines. Interest is beginning to be shown in oysters.

A further decline of 50 cents per quintal on salt codfish has taken place in both Nova Scotia and Newfoundland, due to the continued light demand from foreign markets. Unless there comes an improvement in trade, further easiness in prices would not be a surprise.

QUEBEC.

Montreal.—The fish season is now open, and gradually as the weather becomes cooler, there will be a steady increase in the demand for fish and oysters. Orders show some improvement already, and the trade are looking forward to a good season. Haddock and cod are not as plentiful this week as they have been, owing to the appearance of dogfish in the fishing grounds.

B. C. salmon are scarce and higher. Brook trout on the other hand are beginning to come in a little more freely. Halibut are coming along regularly from the West. The trade is now offered Labrador salt herring in barrels and half barrels. They have just arrived this week.

FRESH

Bluefish, per lb.	0 12	Halibut, express per lb.	0 10
Dressed perch, per lb	0 16	Salmon, B.C., lb	0 18
Dressed bull-heads, per lb.	0 10	Salmon, Gaspe..	0 18 0 20
Eels, fresh, each	0 25	Shad, buck, each	0 30
Flounders, per lb	0 08	Shad, roe, each.	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04½ 0 05	Sea bass, per lb.	0 10
Herring, each..	0 03	Trout, brook	0 25
Steak cod head-less, per lb.	0 05½ 0 06	Lake trout, lb..	0 11 0 12
		Pike, per lb.	0 08
		Pickerel or dore	0 14
		Whitefish, lb...	0 11 0 12

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb.	0 09	Gaspe salmon	0 18
Pike round lb	0 05	per lb.	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 07	Qualla salmon.. No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Pike	0 05	Whitefish, large, lb.	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	8, 10, 11
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

Labrador sea trout, bbls.	12 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, half bl.	8 50
No. 1 mackerel, pail.	2 00	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel ½ bbls.	8 00	Salt eels, per lb.	0 07
Scotia herring, No. 2, bbl.		Sea trout, ½ brl.	6 50
Lake trout, half bbl.	6 00	Sea trout, bbls.	12 00
Choice mackerel, half pail	2 00	Scotch herring.	6 00
Salmon, B.C., red, bbl.	14 00	Scotch herring, keg..	1 00
Salmon, B.C., pink, bl.	12 00	Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 11
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 23
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	

ONTARIO.

Toronto.—There has been no marked improvement in the demand for fish as yet, but with cooler weather, an increase is anticipated. Prices show no change from a week ago. Interest is beginning to be shown in oysters. A dispatch from New York in regard to oysters says that the stock is large in size, fat and of fine flavor and color and that prices in that market would be higher than in previous years, as there is only a limited supply of oysters to be had.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white..	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	White fish, winter caught	0 08
Pike	0 05	Yellow pickerel	0 08½
Pink sea salmon	0 08 0 09	Mullets	0 04
Round red salmon	0 09	Bluefish	0 12

NOVA SCOTIA.

Halifax.—Owing to the continued light demand in the foreign markets, the fish trade at the present time is not active. Prices are easier in the local market and also in Newfoundland, another decline of fifty cents per quintal on salt codfish being recorded during the past week. The first big shipment of dry fish for some time went forward this week, one vessel sailing from Halifax for Pernambuco with a cargo valued at nearly $40,000. Unless the foreign demand increases, it is expected that prices will go still lower. With no markets in sight for the fish, the outlook is not favorable for the dealers. Small cargoes of dry fish from shore ports are now coming along, several having arrived here this week.

Fish are reported scarce along the Western shore of Nova Scotia. Some large schools of mackerel were sighted during the week, but the weather was so unfavorable that none of them were taken. Some small catches of haddock have been made. Several large stops of herring have been made, several of the local fishermen getting as many as 2,000 fish at a setting. These fish are selling on the local market at seven cents per dozen.

LIKED MARITIME ISSUE.

New Brunswick Dealers Express Appreciation—Date of Fruit Fair Decided.

St. John, N.B., Sept. 7.—(Special)—Local dealers, many of whom are members of the St. John Board of Trade, heartily praised the Maritime issue of The Canadian Grocer, giving so much attention to the Maritime Provinces, and the Maritime Board. Although the local body is not affiliated with the larger one, yet the local merchants appreciated the attention paid to this territory and were not slow in saying so.

The dates for the fruit exhibition to be held in St. John under the auspices of the N.B. Department of Agriculture have been set and the time chosen is from October 30 to November 2.

FARRINGTON PHILOSOPHY.

If you believe in different degrees of honesty, it is a pretty safe bet you are not particular which one you adopt for yourself.

The man who spends much time looking for an easy way to Success won't have to go any farther than the looking glass to find a failure.

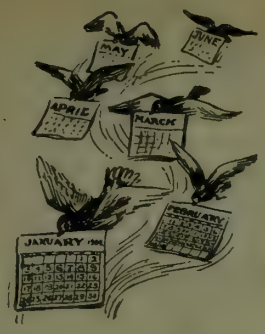
Among the things never yet found are the philosopher's stone, perpetual motion and the man who can't be spared.

Advertising should sell goods of course. But it should not stop with that. It should constantly and consistently build up reputation for the store.

Don't forget that your newspaper advertisement is intended for the eyes of all classes of people and should be simple enough for anyone to understand.

THE SALMON RUN.

The salmon catch runs in cycles of four years, a "fat" year, followed by three "lean" years. The last fat year was in 1909, and the next one will be in 1913. This year as well as next year are "lean."



Time Is Flying

and you have not yet answered our last question. Do you remember it? We'll repeat it, "Are you going to stock fish and make profits, or are you going to overlook real good selling lines?" If the former, get in touch with us. If the latter, well—you would do no harm in writing us, as we can soon show you where your decision is foolish.

"Canada" Brand Pure Boneless Cod Fish

Great Goods *Clean and Wholesome*

Canada Tablets - -	**20 1-lb. Tablets**
Canada Crate - - -	**12 2-lb. Boxes**
Canada Strip - -	**30-lb. boxes, whole pieces**
Cod Bits - - -	**25-lb. Boxes, Bulk**
and SKINLESS FISH	
Mariner Brand - - -	**25-lb. Boxes, Bulk**

We can offer for immediate shipment by car load

New Fat July Salt Herring

These are really elegant stock and will prove quick sellers. Packed in barrels and half-barrels.

New "Ocean" Brand Kippers

Our many lines are always of the highest quality, but the appearance of these large *Kippers* is really remarkable. Worth handling.

The Halifax Cold Storage Co. - Halifax, N.S.

47 WILLIAM ST., MONTREAL - - - - Selling Branch

Dealer Opposes Order-taking Method

Thinks Merchants Should Remain in Their Store, and Criticizes C. H. Crysdale's Advice on This Question—Adds Expense to the Operation of the Business, He Says—Compares it to Cutting Prices.

By M. Moyer.

I read the article in a recent issue of The Grocer, written by C. H. Crysdale, on "Order Taking," and saw that he looks upon the custom with considerable favor as an up-to-date method of doing business.

I would like to say to all merchants that they should not allow themselves to be carried away by every fad that is introduced, which adds expense to the business and lowers the standard of merchandising instead of elevating it. In some towns it has become a positive nuisance, and merchandising has lost all its dignity, and has become a species of peddling with a craze to get to customers first.

Thinks It Extra Expense.

Why should the grocers add this extra expense to the business, which is not demanded nor wanted by the people? More than half the people would much rather not be bothered at their houses. This is admitted by Mr. Crysdale when he says that it is a "delicate phase of the business, and requires diplomacy and tact. The order taker must know when to call on the woman, that the time is opportune, so as not to bother her."

For that reason he recommends that either the proprietor should go out himself, or else send his best clerk. It is also true if one starts it the others will soon follow; after all, if they all stayed in their stores, they would do just as much business. It works exactly the same as if one merchant starts to cut prices and the others follow him. None of them will make anything, and, on the whole, will sell no more.

Have the grocers not expense enough? Is it not enough when they deliver the goods, which not many years ago was not done? If they keep on like this, some one may start to do the cooking, and to go one better, another will wash the dishes. There is no telling where this will end, as long as some can lead the others, and whose influence should be strong enough to lead the people to refuse to support unbusinesslike methods.

Should the Proprietor Take Orders?

Mr. Crysdale points out the importance of a good man to take the orders, and even goes so far as to say that the proprietor himself should do it. Suppose he does half his business by the "order taking" method, what about the customers who call at the store? Is it not of the greatest importance that the proprietor is there to show his appreciation of their trade? How long will customers call at the store if they never see the proprietor? Are they not losing more from this source than they are gaining by stampeding the town for orders, and neglecting their stores?

If the people were consulted, fully 75 per cent. would rather go out and buy what they want than to be bothered, very often when they required no goods. If the merchants in towns throughout the country would decide between themselves to agree upon fair and economic methods instead of hustling to get ahead of each other in reaching a customer at his own home, they would command more respect, give the public better service, and make store-keeping what it ought to be.

* * *

Editorial Note.—The Grocer would be pleased to hear from other merchants with their opinions on this question.



Showing Container Sealed and Ready to be Placed in "Coast Sealed" Carrier

YOUR STOCK MUST BE FRESH

if you desire a big, brisk and entirely profitable oyster trade. And you will get nothing ***but*** fresh, well-grown stock if you buy

"Coast-Sealed" Oysters

This cut shows the "Coast-Sealed" Carrier. Note the sealed container. It is packed at the coast with fat, full-flavored oysters, all of which are four years old, an age at which oysters attain their prime, and then it is ***SEALED.*** It remains sealed until it arrives at your store. Inside you will find nothing but OYSTERS — ***just pure, fresh, fat, juicy OYSTERS*** with the delectable sea tang absolutely unimpaired.

Note how your customers come back for more.

WRITE US FOR PRICES AND PARTICULARS

Connecticut Oyster Company

Canadian Branch:

88 Colborne Street, Toronto

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta; Shallcross, Macau-lay Co., Vancouver and Victoria, B.C.



Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Some vinegar (speaking of "malt" in all cases) I bought a few years ago was bought for "50 per cent. over proof" and tested 14 per cent. by the hydrometer.

The last two years I bought from another firm what was represented to be the same vinegar, and is invoiced at 50 per cent., but tests only 10 by the hydrometer. Barrel marked "Double strength."

As this latter costs practically the same as the former, have I not been "soaked," and giving my customers the worst of the deal?

Kindly tell me the difference between XXX, proof, 50 per cent. over proof, and "vinegar extract."

"VINEGAR."

Kalso, B.C.

Editorial Note. — The hydrometer method of testing the strength of vinegar is apparently not reliable and is not used by vinegar manufacturers. A Government tester, similar to those used by Government officials, and which tests the vinegar by grains, is the method now in practice. "I would say," said one vinegar dealer, "that the hydrometer method of estimating strengths is very unreliable and is rarely, if ever, used now, the normal soda solution adopted by the Canadian Government being the only test recognized by chemists."

"Proof" vinegar is the standard adopted by the Canadian Government for the purpose of levying customs and inland revenue duties, and all vinegars are spoken of as being "over-proof" or "under-proof" as they are stronger or weaker than the standard.

There is no Government regulation regarding the brands known as XXX and XX, although manufacturers in Ontario have adopted a strength which is fairly uniform and that strength for XXX is known as 25 under-proof. That is, three gallons of "proof" vinegar and one gallon of water would make four gallons of XXX vinegar. There is, however, no Government standard for these brands, and their strength will depend entirely on the reputation and honesty of the manufacturers. Samples of vinegar marked XXX have been tested and found more than 50 under-proof. A vinegar of a strength of 50 over-proof could be diluted with an equal amount of water and the result would be a XXX vinegar of the strength adopted by Ontario manufacturers, hence it could be correctly marked as "double strength" if the contents really were 50 over-proof.

"Proof-vinegar," the standard, tests 118 grains, while 50 over-proof accordingly tests 50 per cent. more, namely, 177 grains. Then, XXX, according to Ontario manufacturers, would test 25 per cent. under-proof, or 88 grains, and while there is no standard for XX, reliable dealers generally make it test 70 grains.

What is Vinegar Extract?

All dealers are not acquainted with "vinegar extract." One dealer says it is a term usually used for acetic acid, which is about 14 times as strong as proof vinegar, that is 80 per cent. acetic acid. "There is no product," said another manufacturer, "which can be legally called 'vinegar extract' and that which is sometimes sold under that name is a more or less concentrated acetic acid, and it is illegal to sell either the acid itself or a dilution of it under the name of 'vinegar.'"

A suggestion has been made by the chief analyst of the Inland Revenue Department, Ottawa, that any vinegar over 50 over-proof should be called 'vinegar extract' or 'concentrated vinegar,' but it has not yet been adopted.

If there are any dealers who wish to have a test of any vinegar made, if they will communicate with The Canadian Grocer, information will be given of how they may have it tested free of charge.

FOR YOUR ADVERTISING.

These pickles are appetite tempters. One of those delicious relishes which everyone enjoys—and of which no one ever tires.

Raspberry Vinegar — refreshing and thirst quenching. Easily prepared—simply add ice water and it is ready to serve.

Rice—Extra large grains—flinty—cooks beautifully—has a rich flavor.

Breakfast Food—Ready to serve—no cooking. Light and palatable.

Sardines — How nice for luncheon? Genuine sardines in pure olive oil.

Grape Juice—A pure and healthful beverage and recommended as a health tonic.

Lemon Extract is strictly pure and it has the flavor.

Stuffed Olives—Another pleasing relish—full of flavor and appetising.

COFFEE CARD PHRASES.

The color, aroma and flavor of our coffee will appeal to you.

The taste lingers and gratifies even after the cup is empty.

Most delicate to taste and smell.

There's strength, and strength means true coffee economy.

You don't know how good a cup of coffee can be, till you try ours.

The full flavor of sun-ripened, sanitarily roasted coffee.

Good to the last drop.

CAN MADE OF PAPER.

O. H. Nowak, Chicago, Ill., has perfected a paper can which he thinks will take the place of tin containers for canned goods. He believes that his invention will prevent ptomaine poisoning caused by the carelessness of the public in not properly caring for tinned edibles.

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco

Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.



YOU ARE HEADQUARTERS

At least you should be, for the leading lines of Tobacco. You do not need to exert yourself much to build up your trade. Show the housewife that you can supply her husband's needs as well as her own.

MAPLE SUGAR
Chewing Tobacco

is a really high-class line and always proves a fast seller, allowing you a reasonable profit.

Take our advice:
Give It a Trial.

Rock City Tobacco Co.

QUEBEC - - WINNIPEG

7-20-4 CIGAR

THE tobacco proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

AGENTS WANTED, with good connection throughout Ontario, for the sale of well-known, highly matured Scotch whiskies. Terms liberal. Apply D. A. RHIND & CO., Limited, Leith, Scotland.

POSITION WANTED.

TEA—Expert buyer and blender, 16 years' experience, open to treat with Canadian house view to buying agency London market. Box 72, CANADIAN GROCER, 88 Fleet Street, London, England.

PARTNER WANTED.

FOR JUNIOR PARTNER—Young man, Protestant, with about $2,000 to extend established departmental store business, in growing suburb of Montreal. Good chance to eventually own business. Address "Partner" CANADIAN GROCER, Montreal.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
¼ "	6-oz	Per case
1 "	12 "	$5 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



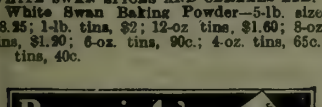
ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 ds	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 8-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 8-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 ds	0 45	No. 14, 8-oz., 3 ds	1 75
No. 10, 12-oz., 4ds	2 10	No. 15, 4-oz., 4 ds.	1 10
No. 10, 12-oz., 3 ds	1 20	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 3 ds	1 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.60.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	3 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

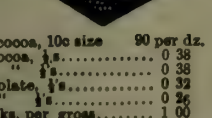
EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.



Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-6, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 23c. lb.; Vanilla sweet chocolate, ¼-lb cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 75	1 45
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	3 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, " "			0 31
" " ½ lb. tins, " "			0 32
Anchor Brand, 2 lb. tins " "			0 31
" " 1 lb. tins " "			0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins, "			0 18
Grand Prix, 1 and 2 lb. tins. "			0 30
Demi-Tasse, 1 and 2 lb. tins, "			0 30
Flower Pot, 1 lb. pots, "			0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases 72s	0 95	dozen
Medium, cases dozen	1 90	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz. 8 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 35
Medium blocks, dozen	1 20



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 50
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $30)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SHINE ?

The dealer who is going to shine in his customer's opinion is the one who is handling

BLACK KNIGHT
STOVE POLISH



Black Knight has 'made good' with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.
Order from Your Jobber.

The F. F. Dalley Co., Ltd.
Hamilton, Ont. - - Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	20,833,820.96

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
6 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matta Golden Russett—

Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

3 Squares, in neat carton ..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz. 0 85
100 lb. Kegs ..lb. 0 05½
300 lb. Barrels " 0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz. 0 85
1 doz. in carton, 12 in wood box " 0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
20-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

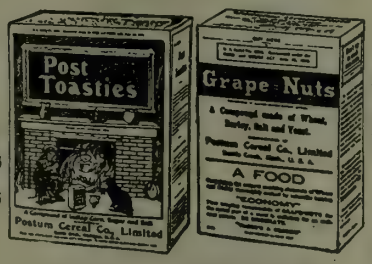
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's 4 50
Gusto, 36's 2 85

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz. $2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz.. 2 50

Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins.. 1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar 0 75
F.D., ¼-lb. tins..	0 85	" ½-lb. " 0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces ..	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½



Lye (Concentrated).



GILLETT'S PERFUMED LYE

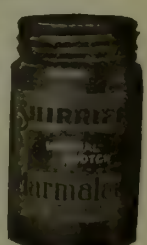
Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIBBIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

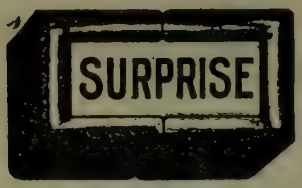
Fine.

4 lbs. box "Special" ..... per box	0 [illegible]
8 lbs. " " ..... "	0 44
5 lbs. " "Standard" ..... "	0 27½
10 lbs. " " ..... "	0 55
60 lbs. cases or 75 lbs. bbls. ..... per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" ..... per box	0 30
10 lbs. " " ..... "	0 [illegible]
25 lbs. cases (loose) ..... per lb.	0 06
25 lbs. cases, 1 lb. packages ..... "	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Si ver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 48 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ⅛-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

No. 1,	cases 60 1-lb. packages	1 case	$2 85
		5 "	2 75
No. 2,	" 120 ½-lb. "	1 case	2 85
		5 "	2 75
No. 3,	" 30 1-lb. "	1 case	2 85
	" 60 ½-lb. "	5 "	2 75

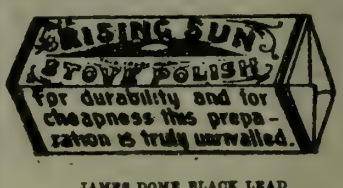
No. 5 Magic soda—cases 100—10-oz. pkgs. 2 90

1 case	2 90
5 cases	2 80

Stove Polish

Per gross

Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 35½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—		Per case
2 lb tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

2 lb. tins 2 doz. in case		$3 50
5 " 1 " "		4 00
10 " ½ " "		3 95
20 " ¼ " "		3 90

(5. 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28⅞
360-lb. barrels	0 28

Gum



Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per dozen

Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to lb.	38
Old Fox, 12s	44
Fay Roll Bars, 7½s	56
Fay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	60
Regal Cube Cut, 9s	70



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 38	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 36
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent pkgs.	
Gillett's Cream Yeast, 3 doz. in box.	

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES and BROOMS

FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the **Keystone Brand**, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

PURE RELIABLE



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

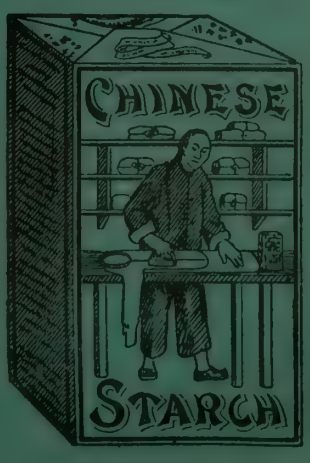
KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS

MONTREAL

Everything in SALT

Verret, Stewart & Co., Limited

SALT SELLERS

MONTREAL

High Grade



TELFER'S OATMEAL CRACKERS

You can rely on the selling qualities of these crackers. They sell readily from reputation with your better trade and when sold give perfect satisfaction.

Our biscuits always open up fresh and crisp, which go a long way with most people. They have the rich nutty flavour which has been the aim of biscuit makers for years and is seldom obtained.

We make all kinds of dainty and high grade biscuits.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.

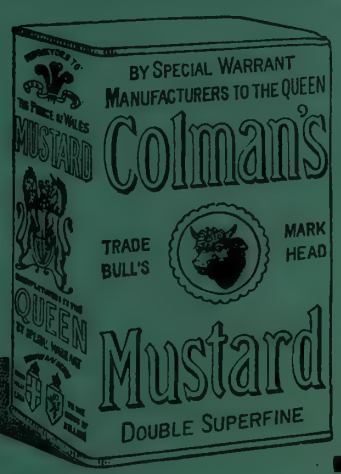
CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 15, 1911 No. 37





Toronto Office:
30 Church St.

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

One of Your Customers has an Invalid in the Family

We do not know which customer it is—but you know. You might just suggest sometime that the wholesomeness of

Benson's Prepared Corn

and the ease with which it is assimilated makes it much more desirable than flour in dishes prepared for the convalescent.

Benson's Prepared Corn is also good for the very old and very young.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price, for they are their own "Silent Salesmen." All you have to do is to display them—think of the saving of energy you make when you stock with goods of spotless reputation! Three "Silent Salesmen" are printed below.

Codou's Macaroni

Genuine French

Made in a Model Factory absolutely new and up to date. Made only from the finest Taganrog Russian Wheat, the only Wheat from which the finest quality of macaroni can be made. Nothing better can be produced.

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Griffin & Skelley's Dried Fruits

Seedless Raisins and Prunes. Dried Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been buying other Brands.

Selected with the greatest care and shipped in original boxes right from the Vineyards and Orchards on the Pacific Coast.

Look for the "Griffin" trade mark before you buy.

You know what you get when you buy these.
All warranted by the shippers.

ARTHUR P. TIPPET & CO., Agents

MONTREAL TORONTO

WHAT'S IN A NAME?

EVERYTHING when it means PORK AND BEANS

¶ CLARK'S has a meaning of its own.

¶ CLARK'S conveys to your customers an assurance of perfection.

CLARK'S

create a longing for Pork and Beans and when people have Pork and Bean hunger they get CLARK'S.

¶ CLARK'S BEANS are selected, screened and hand-picked.

¶ CLARK'S PORK is the best Canadian Fed.

CLARK'S

sauces are made with the greatest care, from the finest of selected materials.

CLARK'S PORK AND BEANS with Plain Sauce, Chili Sauce, and Tomato Sauce, are absolutely perfect and their popularity is proved by the tremendous demand.

All These Truths are Embodied in a Name. Notice It.



WM. CLARK, Montreal

MANUFACTURER OF HIGH-GRADE FOOD SPECIALTIES





SANITARY CANS

FOR

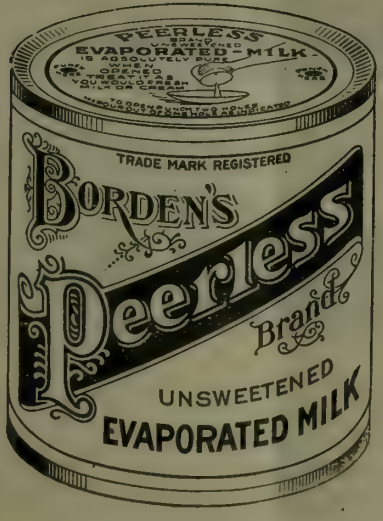
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857
Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

Please do not suppose that

"Granola Digestive" Biscuits

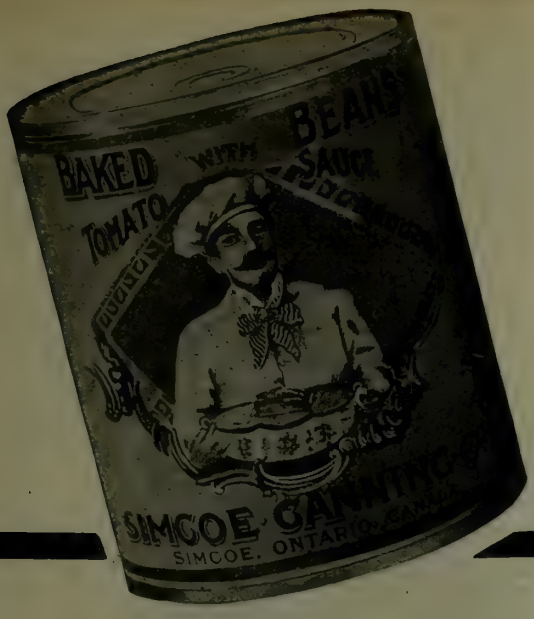
are only suitable for invalids and children. They are delightful biscuits for afternoon tea —with butter or cheese at lunch—or when taken as a light snack by themselves.

The fact that they are so much more easily assimilated than any others is in great measure due to the large quantity of rich, fresh milk used in their manufacture, combined with a certain proportion of specially prepared malt.

Macfarlane Lang & Co's

Biscuit Manufacturers,

Glasgow and London.



Reciprocity and Baked Beans

Will White Beans Go Lower or Higher?
WHAT'S YOUR IDEA?

White Beans are now selling at $2.40 per bushel. They should cost $1.50 per bushel on the basis of present prices for Baked Beans.

In the meantime, get out your pencil and figure

"SIMCOE"
Baked Beans

are a mighty good buy at present prices, reciprocity or no reciprocity.

Have you seen the new style package?—"Simcoe" 3's Family size—a larger tin at a lower price. A nourishing meal for an entire family for 10 cents.

Dominion Canners, Limited
Hamilton **Canada**



"I paid that already!"
"Sorry, madam, but we have no record of it!"
"I don't care, I paid it"
"Well——?"

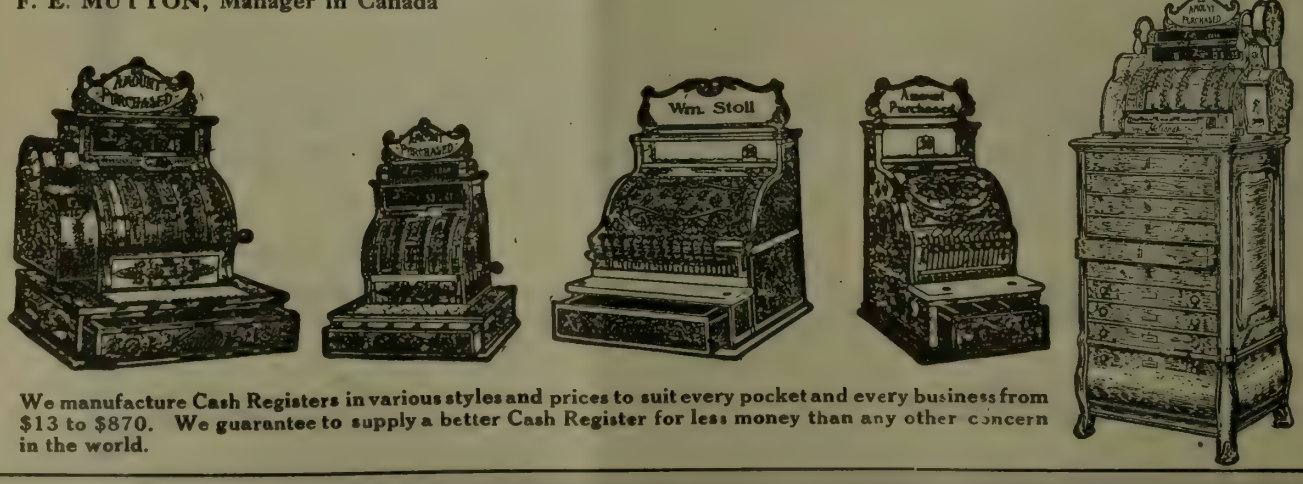
What's to be done? Will the customer pay again? Or will the merchant cancel the charge, satisfied he's a loser? Or will they both profit by the lesson and insist that a receipt be given with every transaction? Successful merchants put a receipt in every parcel. National Cash Registers provide the quickest and safest method of issuing receipts. Remember that!

FOR FREE BOOKLET AND PRICE LIST WRITE

THE NATIONAL CASH REGISTER CO.

Head Office for Canada and Canadian Factory, TORONTO

F. E. MUTTON, Manager in Canada



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from $13 to $870. We guarantee to supply a better Cash Register for less money than any other concern in the world.



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

PURE CONFECTIONERY

Our perfect plant and long experience enable us to manufacture Boiled Goods, Lozenges, Gelatine Goods, Caramels, Fondants, Toffie, Turkish Delight, etc., of the **highest quality.**





Ask for a Price List of our Sole Canadian Distributors

THE MANUFACTURERS' AGENCY CO.

MONTREAL	J. W. WINDSOR	22 St. John St.
ST. JOHN, N.B.	S. CECIL IRVINE	48 Princess St.
HALIFAX, N.S.	C. E. CREIGHTON	Bedford Chambers
BOSTON, U.S.A.	GEN. SALES OFFICE	24 Milk St.

E. & T. Pink, London, Eng.



STOP

LETTING GOOD MONEY SLIP

THROUGH YOUR FINGERS!



Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of $1.00 each week slip by without being charged that means a loss of $52.00 for the year.

If you let $1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell $260,00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time and lose slips (representing money) get accounts mixed, bring forward wrong past accounts and possibly to cap the climax lose all your accounts in a fire, you may not be able to estimate your loss,—but why bother then—it's too late.

CUT IT OUT—NOW!!

BUY A 1911 MODEL KEITH ACCOUNT SYSTEM.

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.
It will absolutely prevent disputes—ask us why.
It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.
It will protect your accounts against fire.
The price is right—the terms are reasonable—write now for full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, . . and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont

McCORMICK'S JERSEY CREAM SODA BISCUITS



Quality Incomparable
A Wholesome Food
A Most Nourishing and Economical Food
Rival Bread for Economy

At Your Grocers 31

For Large Families — Try a Tin or Cardboard Package Sizes, 25c. to 35c.

For Small Families — Try our Fancy Sodas Packages, 5c. and 10c.

Reproduction of 4-col. Newspaper Advertisement

Satisfy your Customers—give them an article of quality and the consumption will increase. Get them to use McCormick's Jersey Cream Sodas once and watch the result.

Already thousands of new customers have been made and this influence will be felt for all time, as these biscuits are unquestionably superior to the ordinary kinds people have been in the habit of buying.

Take advantage of our advertising and keep a full stock always. Order from nearest shipping point.

McCORMICK'S Warehouses, MONTREAL. OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY.
Factory: LONDON, CANADA.



Millar's Jams

Where Purity is the First Demand Millar's Jams Excel

The keynote of the immense success and popularity of this brand of Jams is the notable purity of its manufacture. Every ingredient which goes into it is of the "first water;" every utensil or article used in its production is the essence of cleanliness, and the strictest supervision is kept over it during the process from the picking of the ripe fruit until it is packed. **ORDER A SAMPLE LOT** of Millar's Jams. They will bring you trade.

Millar's Jams are real Irish make, and are noted throughout Great Britain and Ireland. They are very popular in Canada where introduced.

Supplies may be had from the following:—Warren Bros. & Co., Ltd., Toronto. A. M. Smith & Co., London. W. G. Craig & Co., Ltd., Kingston. The F. J. Castle Co., Ltd., Ottawa. Lumsden Bros, Hamilton. Laporte, Martin & Co., Ltd. Montreal. Howe, McIntyre & Co., Montreal. Bergeron, Whissell & Co., Montreal. Forbes Bros., Montreal. Watt & Godon, Montreal.

SNOWDON & EBBITT

MONTREAL, QUE.

WHOLESALE AGENTS FOR CANADA

There is One Reason Only

Why you are not interested in a COLES.

You don't need an Electric Mill.



But when you do---- remember the

COLES

and we can't emphasize this too strongly.

Our line of hand and electric mills is sure to include a mill for your needs. and at a reasonable price.

COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Sterling BRAND



LEADS WHEN QUALITY COUNTS

Competition in food products is so keen these days and the demand for pure food so insistent that only the firm that produces the purest goods will get the trade.

Your customers will appreciate your recommendation of Sterling Brand pickles, sauces, etc. Stock up to-day.

THE T. A. LYTLE CO.

Limited

Sterling Road - Toronto

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE - - - - - - ONT.

Reciprocity?—Why not?

Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

There's no alum in it.

THE RIGHT THING!

SHOWS A GOOD PROFIT



TAKE NO SUBSTITUTE

are packed under official inspection in guaranteed pure Olive Oil.

IF YOU WANT A RELIABLE QUALITY—SURE TO PLEASE YOUR CUSTOMERS, ORDER AT ONCE FROM YOUR WHOLESALER

"Eskimo" Brand Sardines

OR WRITE FOR PARTICULARS TO:

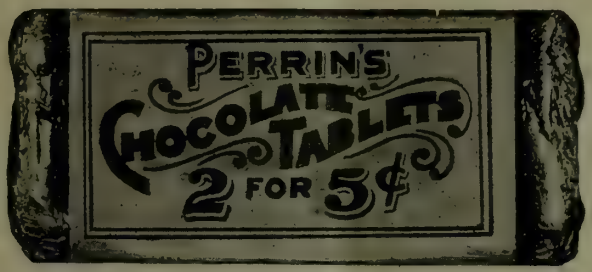
MONTREAL, J. W. Windsor
QUEBEC, Albert Dunn
HALIFAX, A. B. Mitchell
ST. JOHN N.B., W. S. Clawson & Co.
TORONTO, A. E. Richards & Co.
HAMILTON, A. E. Richards & Co.
LONDON, ONT., Geo. H. Gillespie
WINNIPEG, W. H. Escott Co.
CALGARY, H. Donkin & Co.
EDMONTON, Dominion Brokerage Co.
VANCOUVER, H. Donkin & Co.



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA

CENTURY SALT



SALT THAT'S ALL SALT

Salt that's pure is our slogan. Every grain of Century Salt you buy is absolutely pure and not only pure but is all salt.

There are absolutely no adulterants used in its manufacture. You cannot afford to substitute when your customers ask for Century. Keep your stock up for Fall.

THE DOMINION SALT Co LIMITED

SARNIA, ONT.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons

Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

A REMARKABLE OFFER

25 1-lb. boxes for $2.10

"Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

WALKER PATENTED BINS

THE **"WALKER BIN"** SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

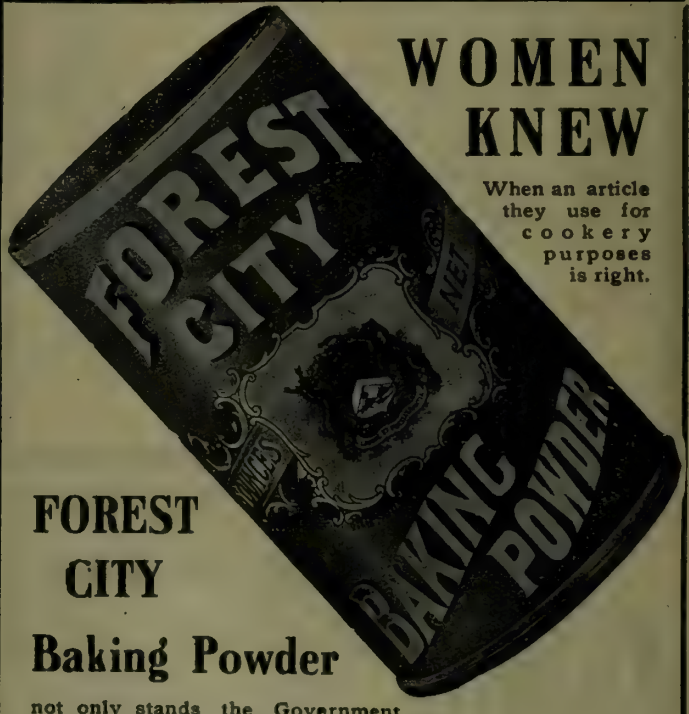
A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



WOMEN KNEW

When an article they use for cookery purposes is right.

FOREST CITY Baking Powder

not only stands the Government test for purity, but it stands the Kitchen test in every household in Canada.

That's not a bad recommend for a baking powder. Can you afford to let your opposition sell it and you not?

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Canada First



Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Ko-Ko-But The Perfect Cooking Butter

WHAT IT DOES

KO-KO-BUT makes cooking better, cleaner, more digestible, more nutritious, and more wholesome.
For Frying, KO-KO-BUT is excellent. It cooks the food to a nicety and does not spatter in the pan.
Cakes—bakings of all kinds made with KO-KO-BUT keep fresh longer.
KO-KO-BUT does not make the baking soggy, nor ooze out.
KO-KO-BUT does not evaporate, it keeps fresh longer than any animal product, and never turns rancid.
KO-KO-BUT saves money—less KO-KO-BUT used than butter or any other shortening.
REMEMBER KO-KO-BUT is 100 per cent. pure, there is no water, no waste. 1 lb. goes as far as 1½ lbs. butter or other shortening. (Butter contains as high as 20 per cent. water—KO-KO-BUT none.) This is KO-KO-BUT economy. Cooking is cleaner and altogether better. This is KO-KO-BUT satisfaction.

Send us a list of names and addresses of your customers and we will mail each of them a useful book of KO-KO-BUT recipes. If you place a trial order with us we will notify each one on list that you are stocking same.

Dominion Cocoanut Butters, Limited

MONTREAL, QUEBEC



DO YOU NOTICE

this pleasant look, Mr. Grocer? She has evidently prepared a meal for her family and is pleased with the way things have turned out.

"L'ETOILE" BRAND

MACARONI VERMICELLI SPAGHETTI

always give satisfaction. No housewife can tell you that the quality is inferior, nor can she say that the imported goods are any better.

We Can Honestly Guarantee

our manufactures. Why then sell imported goods at a higher price and why lay out more money on them?

The Customs Duty

will stay in your cash box if you use L'Etoile.

WRITE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

Get Ready For  **Big Fall Trade**

GLOBE

"GLOBE" MACARONI

should find a prominent place on your shelves, and you should instruct your clerks to talk **Macaroni** and **Vermicelli** to your customers. Some of the latter must know what tasty dishes can be prepared from high-class **Macaroni**, and any sales of "**Globe**" made are bound to produce repeats.

PURITY AND QUALITY
REASONABLE PRICES GOOD PROFITS

Send us a Trial Order

D. SPINELLI & CO.

REGISTERED

MONTREAL - QUEBEC

JAPAN TEAS

are entirely free from the art of the chemist. They are absolutely Pure, Wholesome and Delicious.

JOBBERS take note that we are receiving shipments per every "Empress" steamer.

ASK OUR AGENTS FOR SAMPLES

FURUYA & NISHIMURA

NEW YORK CHICAGO MONTREAL JAPAN

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS
"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%. and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure
Sold from Ocean to Ocean
ON MERIT

SELL GINGERBREAD BRAND MOLASSES!
It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA



"DUNOYA" SARDINES

OLDEST ESTABLISHED BRAND ON THE MARKET

Possess an alluring daintiness, delicacy and delicious flavor, making them a temptation and delight.

A particularly profitable line for you to handle.

RETAILING AT 10c. A TIN

Very popular among every class of trade, and allowing you a good profit on every sale.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO
(J. A. Henderson)

PROGRESS means keeping abreast of the times.
The demand to-day for original package goods is growing.

St. Lawrence Granulated

CAN NOW BE HAD IN

25 Pound Cotton Bags

Packed in a Jute Bag, each containing 4/25s. This is a new package worth trying and when known to the consumer becomes a good seller. Order some to-day.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

You'll Never Lose Money On McLean's "White Moss"



Cocoanut of Quality

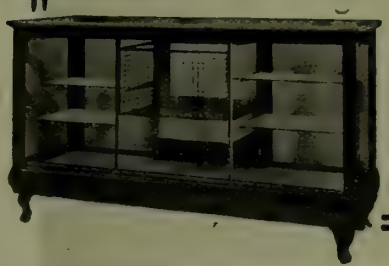
Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

Canadian Cocoanut Co., Sole Makers, **Montreal**

Silent Salesman Refrigerator
One of the Famous Arctic Line

Very attractive and specially adapted for the grocer. Made with plate glass front and double selected glass sides, white tile floor and white opal top. Shelving is of plate glass and case in birch or oak as desired. A handsome, effective fixture. Perfect circulation of cold, dry air.

Representatives in West: Ryan Bros., 147 Bannatyne Avenue, Winnipeg, Man., Donnelly, Watson & Brown, Calgary, Alta.



Write for Catalogue and Details
John Hillock & Co.
Limited
Toronto, Ontario

HERB BEER

Is best made from MASON'S EXTRACT OF HERBS. One tablespoonful of this Extract makes a gallon of DELICIOUS BOTANIC BEER.

Has been used for over thirty years with the greatest success.
Send for Booklet, "Hints on Brewing."

NEWBALL & MASON
NOTTINGHAM, ENGLAND.

GOOD! IT'S MASON'S

Tea Lead

(*Best Incorrodible*)

"Pride of the Island"

Manufactured by BRAND
ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T GORDON, MONTREAL

THE TEST OF TIME

has both proved the value and reliability of

JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

FIVE CENTS

W. G. A. LAMBE & CO., Canadian Agents, TORONTO



A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock always carried and readily sold at a fair profit and to the entire satisfaction of the consumer Write for particulars to

W. P. Downey
MONTREAL

MOP-STICKS

OF DURABILITY
are the "TARBOX BRAND"

No. 8 Plain Cloth Holder.
No. 10 Combination Brush

Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information

Don't forget to mention this paper

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I C STEWART, Halifax



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

SAUERKRAUT

Now is the time to plan for fall and winter trade. Are you going to handle your share of Sauerkraut?

Write for particulars to

A. F. MACLAGAN
409 St. Nicholas Building - Montreal
Telephone Main 1663

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

WINDSOR SALT

CAR LOTS OR LESS Prompt shipments.
Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

Pickling Spices

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

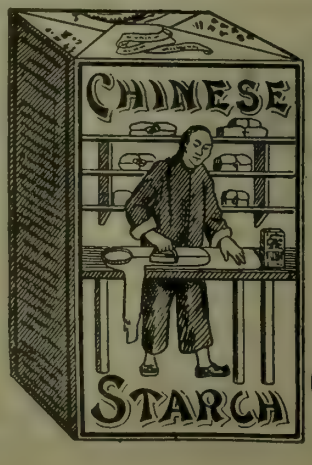
Prince of Wales Brand

the brand that always gives your customer, as well as yourself, entire satisfaction.

Mint
Thyme
Sage
Savory
Marjoram

All herbs in ¼-lb. open face Cartons.

S. H. Ewing & Sons
MONTREAL, Branch TORONTO



CHINESE STARCH

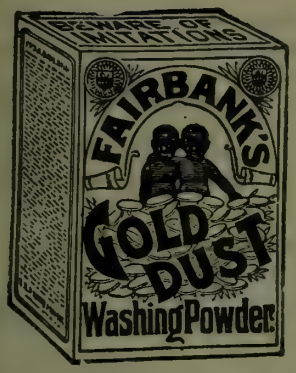
HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS
MONTREAL

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT
Lind Brokerage Co.
73 Front St. East - - TORONTO

When writing advertisers kindly mention having seen the advertisement in this paper.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca.

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE MASS
Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co.
St. John, N.B.

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Settle your customers' Coffee problem by recommending Chase & Sanborn's brands, and you will make yourself popular—a popularity you can reckon in dollars and cents. Chase & Sanborn's High-Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN

MONTREAL

22 Men Average $24.50 a Week

This is the record of twenty-two circulation representatives of the MacLean Publishing Company for one week.

Do you realize that the most competent business man of to-day is the one who has had experience in selling, who has attained the qualities of a salesman?

No work affords such possibilities for this training as does circulation work.

The MacLean Publishing Co. have a number of attractive positions open for men to represent their thirteen publications. The work could be handled during spare hours.

The record stated above of 22 of our representatives, illustrates the possibilities. You have an equal chance.

Write for particulars to

MacLEAN PUBLISHING CO.

149 University Ave. Toronto



ABOUT
110
TO THE LB.





ABOUT
110
TO THE LB.

PERRIN'S
OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



'CAMP' pays Buyer and Seller alike!

No better Coffee Essence can be bought—or sold—since no better c n be made.

'CAMP' pleases your customers—ALWAYS 'CAMP' shows you a good profit. You do the 'summing up'—th n ask your Wholesale House about supplies.

R. Paterson & Sons, Coffee S, ecialists, Glasgow

CAMP
COFFEE



Dirt Must Give Way To Wonderful Soap

It can't withstand the attack of this wonderful cleansing medium. **Wonderful Soap** gets to the bottom and frees the dirt, then removes it without leaving the finest fabric injured or discolored in the slightest degree. Please your customers and profit yourself by selling this satisfactory soap.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

WESTON'S

FANCY MARSHMALLOW BISCUITS

ARE ABSOLUTELY UNEQUALLED FOR QUALITY AND APPEARANCE

Our process of manufacture and the high-grade material used enables us to give our trade the best article on the market to-day.

WRITE FOR PRICES AND SAMPLES

George Weston, Limited

TORONTO

WE HAVE A SNAP IN MOLASSES

"MAPLE LEAF" Brand Molasses in 2-lb. tins

QUALITY GUARANTEED CASES, 2 DOZ., - 90c. PER DOZ.

FREIGHT ALLOWANCE ON 5-CASE LOTS.

"QUEEN MAUD" Smoked Norwegian Sardines

THE FINEST FISH IN THE FINEST QUALITY OF OLIVE OIL.

A POPULAR LINE FOR 2 FOR 25c. NOTHING BETTER.

PICKLES - - - - - In 5-Gallon Pails

MIXED—SOUR and SWEET and CHOW. GET OUR PRICES.

EBY-BLAIN, LIMITED

Wholesale Grocers. TORONTO

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A Merchant's Remarkable Statement

His Loss and Gain Account Presented for Criticism—Net Profit of 11¼ Per Cent. on Sales and Cost of Doing Business is 6.63 Per Cent.—Hugh Blain's Rule for Computing Margins Commended.

*By Henry Johnson, Jr.

Here is a statement which looks almost too good to be true. In fact, I should like to have more details, as it seems to me that something must have been left out. At any rate, it sheds a lot of light on the simplicity of the problems of the dealer in the country town as compared with those the solution of which vexes the city grocer.

September 1, 1911.

Store Management Editor,
Canadian Grocer;—

Dear Sir:—We herewith enclose statement of our Loss & Gain account for your criticism.

Telephone charges,	$ 57.70	
Rent, 1 Year,	150.00	
Expense,	1,896.00	$2,104.03
Profit on Mdse.,	5,575.80	
Discount,	121.60	5,697.40
Net Profit		3,591.37
		($3,593.37)
Sales for 1 Year,	$31,865.00	
Inventory of Stock,	6,200.00	
Less Depreciation	500.00	
Net Stock on hand,	5,700.00	

Our gross Profit on Sales, 17½% (17.88 % plus)

Our net profit on Sales, 11¼%.

Everyone working in the store is under a salary; namely, a manager and one clerk; and another clerk for about four months.

This is a little country town of about 100 people; but our trade is all with the farmers. Competition is keen. We charge all freight direct to merchandise. Our discount account is really larger than what appears, possibly near $200, but many bills are not entered on books, but as soon as checked are paid for less discount, and merchandise charged with the actual amount of the check. Do you think that the gross profit shows up large enough? We intend to get a fair price on all our goods, but cannot see where we could get a larger margin. We handle a general merchandise line, such as groceries, shoes, dry goods, also flour and feed.

You can answer through your paper, keeping name confidential. If any other information necessary, will be promptly given.

Yours very truly,
C.M.S.

Expenses seem low.

There are slight errors in the figures, or maybe the writer has cut certain fractions to make "round numbers." The net profit item figures $3,593.37—$2 more than he shows; and the gross profit figures out to a percentage of a little over 17.88, instead of 17½%, as he has it. But the almost incredible item in his expense of just about 6.63%. That is almost 5% less than I have ever seen or heard of; as is also the net profit of 11¼%, 6% more than the average good grocer makes net. Making all due allowance for the conditions which may prevail in shoes and dry goods, I yet cannot understand how such a business can be handled by two people regularly and only three at rush times.

A Merchant to be Admired.

In any case, he seems to have mastered all local problems; the keen competition he mentions would seem to have no terrors for him. And it might be said right here that profit, like riches, is relative, not arbitrary; and the man who can clean up 11¼% net profit on a gross percentage of 17⅞, is strictly all right. He is better off than the man, supposing such a man can be found—for I have not yet found him—who might make a net of 11¼% on a gross of 22%, or any higher percentage, for he certainly has less worry, less help to bother with, less details to watch. Think of being relieved of the delivery problem alone! That one feature is worth 1% on any man's net profit, just to be rid of the vexation and care of it.

As to whether the gross profit is large enough, I say "let well alone" for surely you are to-day entrenched safely beyond the reach of the most active competition and you are realizing a net profit such as very few merchants anywhere, in any line of merchandising, are able to earn.

Wants Fuller Information.

Now, if my correspondent will send me his balance sheets, showing all the details and just how he has arrived at all these figures, I shall go into all questions further. I want to know just how that item of "Expense" is made up. I want to have the total investment; amount put into fixtures and other equipment—give full details of this item; what stock on hand was at previous inventory; whether there are any book accounts, and how much previous inventory and this one.

It is right to charge freight and any other cost of getting supplies into your store, to merchandise account, as part of the cost of goods, since your cost must lay the goods into the store. It is right to discount your bills and credit these discounts to a special account. Merchandise must be charged with full face of the invoice and the credit against that charge must be divided between Discount and Cash, to balance. Now, if I can have the further information I ask for, I shall be able to go into fuller details.

Rule for Computing Margins on the Selling End.

I am deeply indebted to Hugh Blain, wholesale grocer, Toronto, who, in The Canadian Grocer for August 11, reviews one of my talks on the correct figuring of profits. This is not only because he approves of my method—for he does that—but because he gives us the Rule which I did not give for the excellent reason that I did not know it! But now let us add it to our meagre collection of basic principles, for future guidance and that we may further scientize this business of ours. Here it is; cut it out and file it for daily use until you have assimilated it so that you use it with unconscious mechanical precision:

The Rule.

Subtract the percentage required from 100; multiply the cost by 100; divide the result by the sum obtained from the first subtraction. **Example:** To make 25% margin on the selling price of an article which costs $3.75. Subtract 25 from 100 and you have 75; multiply $3.75 by 100; divide by 75; result, $5. To prove this: 25% of $5 is $1.25; subtract $1,25 from $5 and you have $3.75—your cost.

For all ordinary purposes you can use ¼, ½, 1-3, etc. To make 20% on the selling price, divide cost by 4, giving you ¼ of the cost; add result to cost and you have a gross margin of 20%. **Example:** Cost 12c; divide by 4 and you have 3c; add 3 to 12 and you have 15c, which gives you a gross margin of 20%.

(Continued on page 56.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

Begin Fall Housecleaning Campaign Now

It is Business Suicide to Wait for Demand—Extra Efforts Will be Well Repaid as There is a Splendid Business Passing —Articles That Will Sell Well—Methods for Making Sales.

Grocers should now be preparing for the fall housecleaning season. The trade throughout the country have the opportunity of annexing some of this business during the next six weeks while the housewife is putting her house in order before winter sets in.

There are numerous reasons for this repetition of the spring campaign and the fundamental cause is the fact that the average woman is never satisfied unless she is moving things about the house, and of course a regular top-to-bottom campaign affords a great opportunity.

The Demand Exists.

There is no doubt of the fall demand for articles used in housecleaning. Dealers are already beginning to receive orders that indicate the opening of the season. People are returning from the summer resorts. Their houses have been closed during the past few months and require attention. Those who have remained in the city know that the dust of many weeks has filtered through unseen openings to settle on furniture, carpets and hangings. This must be removed during the fall for the winter siege will soon be upon us.

The Thing That Will Sell.

There should be a good demand for brooms. Women want only new brooms for their best carpets and the average house will need a new one.

Carpet beaters, dust collectors used on the floor before sweeping, cleansing powders and preparations for polishing brass, silver, window panes, furniture, powders used in cleaning floors and ceilings, washboards, scrubbing brushes, ammonia powder and liquid, etc., all these articles will be asked for, and the grocer who unites with the demand should attract more than the normal share of trade to his store.

The Best Means.

The methods of securing this fall trade while it lasts are known to the most grocers. Window displays, interior displays, newspaper advertising, and the usual combinations of the outside and inside salesmen while they are performing their regular work of selling staples.

Suggest to the housewife in your advertising, window displays and personal conversation that housecleaning should be attended to before the cool weather sets in. It is remarkable what little effort is necessary at most times to influence the mind of the woman. If you even call her attention to the fact that housecleaning is general she will nine times out of ten realize that she ought to be doing something as well as others to brighten up the home. And so she should.



Suggestion for Arranging a Fall Housecleaning Window. A Good Window Display is Bound to Sell Goods Which Otherwise Would Not be Asked for.

A window card such as "Fall Housecleaning Season Is On," will go a long way to make sales, particularly if the dealer follows up the matter with a neat, attractive window display, and in his personal talks after serving customers with what they ask for.

To Wait is Business Suicide.

A good business is undoubtedly passing. To wait for it is business suicide. To simply supply demand will never make a merchant rich. He must create demand himself, and this he undoubtedly can do with some extra efforts.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TENSE SITUATION IN SUGAR.

Since our last issue, sugar quotations have again been increased, this time by 20 cents, which places it higher than it has been in 22 years.

It also makes a total upward movement of $1.25 since Europe first commenced to send out unfavorable reports regarding the beet crop.

The situation is tense, the market at the moment strong and further upward movements in price would not be a surprise. They may not come, but on the other hand they may. Just what the outcome is going to be would be welcome information by all connected with the grocery trade. While there is nothing in sight at the moment to break the market, there are what conservative dealers regard as dangerous spots. Conditions are abnormal and if any weak spots become apparent, speculators would probably attempt to take their profits.

Russia has a large surplus of sugar which in case of necessity can be exported to convention countries by a vote of the Brussel Commission, and should prices advance to extreme limits and be warranted by actual shortage, it is natural to expect the Brussels Convention will relieve the situation.

With the definite shortage in Europe unknown, although considerable, the American beet and Louisiana cane crops about to come forward, the possibility of Russia affording relief, the uncertainty of the Cuban crop which comes in in January and the approach of the post-preserving season, the future of the sugar market is certainly problematic.

About all that can be said is that the market is abnormal, in control of speculators, and at the moment no apparent weakness at hand.

RICE UP 50c IN A MONTH.

Twenty-five cents per cwt. has been added to rice quotations this week, making a total upward movement of 50 cents within a month—an unusual occurrence.

Conditions responsible for the rise are unusual also. In India a period of great drought has brought about an almost complete failure of the crop and reports say there is not enough rice in India this year to supply the home demand. Crops in other rice-producing countries are also short, floods having caused damage in Korea and China.

As these adverse reports continued to come forward increasing the estimated shortage, prices began to move upward, bringing about a total rise of 50 cents. Under the apparent shortage the market, even at the advance, is strong.

WESTERN CROP SITUATION.

Cold weather accompanied by frequent showers continued to interrupt the successful harvest of the Canadian West, but in spite of this drawback, great progress is being made. Several shipments of new wheat have been received, the first cargo leaving Port Arthur at the head of the Lakes last week. The majority of wheat received so far has been graded from No. 1 to No. 3 Northern, No. 2 comprising the largest quantity. It is expected that the majority of the early wheat will be graded fairly well, but the later wheat is expected to fall down to lower grades.

Cutting is by no means over in some of the late districts, and as frost has prevailed in many sections a lot of this grain has been caught.

Winnipeg papers of good standing are advertising the cutting and threshing of every bushel of grain as it is stated that there is likely to be a serious shortage of crops in other wheat-growing countries of the world and consequently high prices are expected to prevail.

STUDY EXHIBITION EXHIBITS.

In this issue will be observed the photographic reproductions of many foodstuffs and store equipment articles and others closely allied to the grocery trade, exhibited this year at the great Canadian National Exhibition.

Dealers are advised to study these carefully. They provide an opportunity for the merchant who was not in a position to attend the Exposition of seeing a portion of the exhibits in which he is interested; they illustrate what manufacturers are doing to interest the public in goods the retailer sells; they provide subjects for window dressing; but, of greater importance, they give to the salesman the chief talking points for increasing the sales of the articles exhibited.

This latter phase is the most important because the dealer who understands his goods thoroughly, who knows they are of a quality he can safely recommend, can undoubtedly create demand for them on his own account—and if a dealer cannot create demand himself he is not long for this world as a retailer. His success in these days of competition is directly proportionate to the quantity of goods he sells over and above the actual demand, providing, of course, he does not give them away.

Study the exhibits. They mean money to you.

ROLLED OATS ADVANCE ANOTHER 30c.

This week a further advance in rolled oats of 30 cents per barrel is recorded making a total upward movement of 50 cents per barrel in the past three weeks.

This advance has been brought about by the higher prices for the raw material attributed to the world's condition in this cereal, while the big shortage in this year's crop of oats in the United States is no doubt having considerable influence on prices. Then, again, the fall demand for cereals is beginning to make itself felt, while the export demand for oats is good.

Western Canada will produce a much larger amount of oats this year than last, around 223 million bushels being the estimated yield. With the big shortage in the

United States and the demand from other foreign countries, it is a question just how much this enormous yield will affect prices.

However, just now the market is firm, with an improvement in demand being felt.

VALUABLE COURSE IN CARD WRITING.

Many dealers and clerks are taking advantage of our course in Show-Card Writing, written by a member of our staff, J. C. Edwards. This course consists of 20 complete lessons, three of which have been given in past issues, and they cost the subscriber nothing.

The Canadian Grocer has always contended that showcards are necessary in the grocery store and there are few now in the trade who believe otherwise.

Mr. Edwards is giving a superior course on this subject. Begin now and follow up carefully. If, however, you have not the opportunity just at present be sure to save all copies of The Grocer containing the lessons so they may be followed up at any time.

EXCELLENT CANNED CORN.

A report has just been issued by the Dominion Analyst on 146 samples of canned corn inspected, all of which were found to be in excellent condition of preservation. There was a great uniformity in the weight as well as the contents of the cans, which naturally leads to the inference that the work of preparing canned corn is carefully and systematically conducted.

The actual weight of the contents varied from 20 to 22 ounces. In many samples acid sulphite of lime, doubtless added for bleaching effect, was found while a non-sugar sweetener (usually sacharin) was noted in many samples.

In his report, the chief analyst says that the question of the use of sulphurous acid (the acid present in sulphites) in foods is a very important one. In the last five years, a great deal of investigation has been carried on; and a good deal of legislation has resulted. Much of this has been proved to be hasty, in the sense of having been undertaken without full knowledge of the matters treated, and has had to be amended or has remained inoperative.

That sulphurous acid is a poison, is perfectly well ascertained; but that it acts deleteriously on the human system in the minute quantity present in corn, has not been demonstrated. Much of the sulphite introduced as a bleaching agent is oxidized to sulphate, and thus rendered harmless. Free sulphurous acid is further got rid of in the process of cooking the corn, and it is certain that only very minute traces can remain in the article as served at the table. While he did not think we are in possession of incontrovertible evidence to justify legislative interference in the matter of the employment of sulphites in food, he believed the question to be of such consequence as to demand further, and careful investigation; and in the meantime recommend that, in all cases where acid sulphites, or sulphurous acid has been used in the preparation of food products, a declaration of such fact should appear on the label.

The question of the employment of saccharin (or a similar article) to give sweetness to the product, is another moot point. In this case also, he was unable to regard the evidence in the matter as conclusively proving danger to the health of the consumer. Germany has forbidden the use of saccharin, but this is evidently a matter of fiscal policy, rather than a declaration of the dangerous character of the article. The United States has declared against the use of saccharin in foods, basing its action upon the report of a Board of Consulting Scientific Experts. This decision was to have come into force on July 1, 1911; but an inhibiting decree was issued on May 23, postponing the operation of the decision against saccharin, until July 1, 1912.

The Chief Analyst considered it desirable that manufacturers employing saccharin in food products should be required to announce the presence of the article; since while the evidence available is not such as to justify the condemnation of saccharin, there exists among physicians and other qualified judges, a conviction that, in some cases, it is capable of doing harm.

CONDENSED MILK GOES UP.

As intimated by The Grocer two weeks ago, most firms have advanced prices on condensed milk. Higher prices for the ingredients used in its manufacture, especially sugar, is the cause of the advance.

Condensing companies have entered into an agreement designed to eliminate price-cutting among wholesale houses on this line. In the future, every case of milk is to be sold at the price listed.

Manufacturers state that the consumption of canned milk shows a steady increase.

HOW TO VIEW YOUR STORE.

It is policy for the merchant to frequently take a look at his store from the standpoint of an ordinary buyer to ascertain, if possible, in just what regard its appearance could be improved. Being in and around it all the time, he has become accustomed to its defects and does not see its inferior qualities as a stranger or a customer would. He should try if possible to shake the familiarity off and view it as he would another store on which he was asked to pass judgment.

Stand at the front of your store and ask yourself if you were a buyer would you be attracted or repelled by its appearance.

Note if the windows are trimmed in such a manner that you, a customer, would stop to look and remain to buy. Step just inside and cast your eye around. Is the interior attractive? Are the goods shown up to the best advantage or is there any manner in which they might be re-arranged so as to be presented to the buyer in a better way?

It is indeed well for the merchant to view his store thus at intervals. He will most likely find many improvements that are necessary which could be easily made.

EDITORIAL NOTES.

Lack of ambition is responsible for more failures than lack of opportunity.

* * *

When you employ a new clerk tell him at once what his duties and responsibilities are, and leave nothing to be guessed at. It is easier and pleasanter to prevent errors than it is to correct them.

* * *

The Grocer again wishes to remind its readers of the importance of our page on "Wide-Awake-Methods in Retailing." For good, practical items for this page we shall pay any dealer or clerk liberally. Many are already taking advantage of this offer. Let us hear from you.

Wide Awake Methods of Retail Grocers

How a St. John Merchant Handles Confectionery — An Unusual Ad. Used by Saskatchewan Grocer—The Value of a Good Memory to the Merchant—Good London Vinegar and Pickling Spice Display.

How He Handles Confectionery.

St. John, N. B., Sept. 14.—"I have tried to be quite methodical in my confectionery department since I installed that new silent salesman, and I have found that it pays me well to do so, because while for a long time I regarded candy as a rather dead sideline, I now look upon it as an established feature of my trade, and a regular fixture in stock."

This was the statement made this week by a local grocer who has given some study to practical methods of doing business, and who has established a name for his store and himself through the stock of candy which he carries and the way he features it. In addition to having a silent salesman to keep his better class of goods in, he has two glass shelves above the case suspended from the ceiling, on which he places his attractive lines of boxed candies and chocolates. Besides this, in order to withstand the losses incurred by customers 'nibbling' or picking at his goods, sampling them, as it were, he has placed a slanting glass sheet along the upper front edge of the showcase, sloping backward, and meting at the top with another glass strip not so wide. In speaking of this he said: "Some people might be inclined to stamp a man as being of a mean disposition because he took such precautions against persons sampling his goods, but it is no little amount that is lost in this way by customers while waiting for their orders testing the different lines of candies on your counter. It is not much in a day, but let me tell you it amounts up in a week."

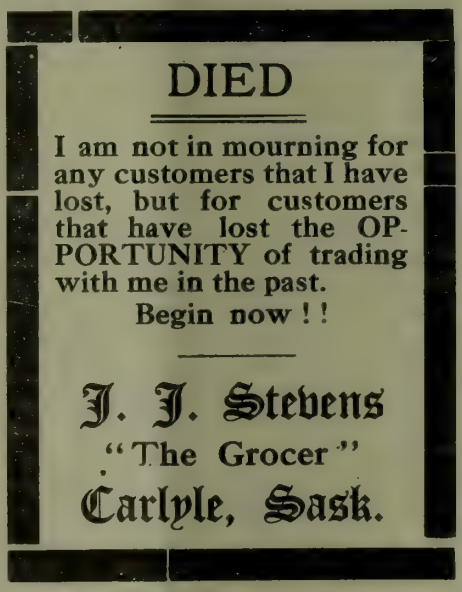
Value of a Good Memory.

Perth, Ont., Sept. 14.—"A good memory is something to be desired by a man in business," says a local grocer, "and those who do not possess one should try to cultivate this important addition to a man's ability. Besides the many ways in which it is useful in keeping tab on prices, orders and business generally, a good memory for faces and names is of great value. How much better it is to be able to recognize a customer at once and call her by name, as the customer is naturally flattered by the fact that you remember her.

"Then there is another way in which a good memory is of value, and that is in remembering the class of goods that a customer uses. For instance, when one sends you an order, it is desirable that you know the kind and price of tea she uses or the brand of soap she likes, etc. In this way a merchant will escape many mistakes and a great deal of trouble with customers from this same cause."

Unusual Ad. on Envelopes.

Carlyle, Sask., Sept. 14.—J. J. Stevens of this town uses an advertisement on his envelopes that is certainly unusual. He mourns for those customers who have lost the opportunity of trading with him in the past. The advertisement he uses is produced below:



An Automobile Delivery in London.

London, Ont., Sept. 14.—(Special).—Cohoon & Patterson are the first grocers here to invest in an automobile delivery. They use it for taking meat orders and delivering hurry-up or long distance orders, and find it works splendidly. It covers a lot of ground in a remarkably short time.

It is a two-seated runabout with a box on behind which is removable, making it convenient to use for a pleasure car for evenings or Sundays. The driver who looked after the horses now runs the car.

Deliveryman as a Factor in Service.

Fort William, Ont., Sept. 14.—The store's responsibility does not end when the clerk has taken the order. There is another portion of the store's service that needs to be perfect. "The deliveryman," says a local grocer, "is an important factor in giving perfect service to the customers. We had an instance of this a short time ago. A new customer came in and gave an order. The taking and wrapping up of the order was well done by the clerk in charge. It would seem that the customer should be well pleased, and we were anxious to get her as a regular patron. However, we had neglected to consider the delivery end. The customer did not receive the goods at the time she wished. They had been delivered, but by some mistake to the wrong house. The result was that we made a bad start in our effort to secure this customer's trade simply because we had not reckoned on the important part that delivering takes in the service, good or bad, rendered by the store."

A Vinegar Display.

London, Ont., Sept. 7.—A seasonable display, and one suited to a small or medium sized window, is that which W. G. Elliott, manager of the T. A. Rowat grocery store at 250 Dundas street, has selling vinegar for him. Almost all the varieties of vinegar for sale in the store are represented by generous samples in large glass display jars such as druggists use. Two grades of cider vinegar, differing greatly in color, are shown, with XX and XXX White Wine, malt vinegar, special pickling and all the rest of them, each one priced and named on a neat card. Space about the feet of the glass receptacles is used for samples of bulk and package spices.

The display cost nothing but the work of cleaning up the glasses, and Mr. Elliott's time in arranging the window. Even the vinegar is just as drawn from the barrels, and its perfect clearness is a tribute to its quality.

"It is increasing our vinegar sales," is Mr. Elliott's opinion. "It appeals to people who always buy the best; of articles at two prices they take the higher-priced every time."

WHAT THE SALESMAN SHOULD KNOW.

That meat or butter should not be placed on the scales without paper.

That the lids on canisters should be closed down tightly each time after use.

That a scoop should never be left in a bin or drawer.

That in answering a phone call, he should mention the firm's name instead of saying "Hello."

That a bag should not be opened by putting the hand inside, but by a quick jerk.

That instead of enquiring "Anything else?" he should say "What next, please?"



A new view of the Canadian National Exhibition grounds, taken especially for The Canadian Grocer. Lake Ontario is seen above the crowds.

Big Exposition Again Surpasses Itself

Canadian National Nearly Reached a Million in Attendance—Many Additions Contemplated for Next Year—Manufacturers Want More Space — National Scope of Exhibition Again Well Illustrated—Many Attractive Foodstuff Displays.

Staff Correspondence.

Toronto, Sept. 14.—With an increase of more than 87,000 over last year, and a total attendance of 926,500, the Canadian National Exhibition of 1911 has passed into history. These figures would have been greatly exceeded, had the weather been on its best behavior during the two weeks the exhibition was open. Next year there is every prospect of a larger attendance, and with satisfactory atmospheric conditions, the exposition of 1912 will more than reach the million mark—the heart's desire of the directors for so many years.

The Canadian National Exhibition is known all over the world; it is probably the greatest annual exhibition held anywhere.

Paved Streets Appreciated.

Many improvements have been made since 1910, among the most important of which were paved streets—a great convenience to the thousands who attended, and more particularly to those who were present on the two or three rainy days experienced. One of the important additions to the exhibition grounds' scenery was the Gooderham Fountain, standing among the Manufacturers', the Administration and the Horticultural Buildings. This was admired by all eyes. A large new building was also erected, known as the Manufacturers' Annex and the Women's Building. Of course, everyone knows that the location of the grounds is ideal, being pleasantly situated on one of the most beautiful sections of the northern shore of Lake Ontario.

Its National Scope.

Probably the greatest feature in connection with the Canadian National Exhibition is its national scope. This was particularly evidenced in the Manufacturers' and Industrial Buildings, where goods sold all over Canada were exhibited; and in the Horticultural and Railway Buildings where products from the farm and garden from every province of the Dominion were shown. British Columbia was there in miniature with its splendid display of fruit; Alberta, Saskatchewan and Manitoba, with their wheat and other grains; Ontario and Quebec, with the products of their farms gardens and mines, and the provinces down-by-the-Sea also sent their exhibits and people to complete the national importance of this great annual event. Public spirited citizens have good reason to be proud of the splendid culmination of the exhibition.

For next year, many improvements are already talked of. Manufacturers want more room and they will likely get it. With the expansion of the Exhibition more restaurants are needed; there should be more attention given to aquatic sports, and there will no doubt be more permanent pavements. A new police station, a new fire hall, and a building for provincial exhibits are being talked of, but probably the greatest change will be found in a new eastern entrance, with electric cars running into the grounds. The directors are working with a view to improving everything needed, and there is every reason to anticipate a great future for this exposition.

Products of West Indies.

The British West Indies were again represented, as usual, with two exhibits. One of these showed the products from the Islands, including St. Vincent, Jamaica, Antigua, etc., in charge of Mr. Pickford, of Pickford & Black, Halifax, N.S., and another, in charge of the British West India League, showed the products of the Bermudas. These exhibits

were admired by thousands, and will do much to bring the West Indies into closer touch with the Dominion of Canada.

In the pages following will be noticed the exhibits of a number of important Canadian, British and United States manufacturers. These were arranged with great care and forethought, and should be given every possible attention by the retail grocer. In them he will find many points to assist him in arranging window displays, and in explaining the importance and quality of the goods to his customers. The retail dealer is a salesman who can create a demand himself, and the higher the point attained in salesmanship, the greater will be the profits from his business.

THE COWAN CO.

When the "Canadian Grocer" man was "doing" the Ex. he ran into a crowd in the Manufacturers' Building that threatened to crush out his young life—albeit in a friendly way. You who were there will remember the crowd—a happy smiling crowd, jostling each other this way and that to get the good things, the people were getting up in front.

Now the "Canadian Grocer" man had certain plans for the future, and other things that had to be attended to (we believe he had tickets for the grandstand). In any case he did not care to be snuffed out even in a friendly way, and then the stuff smelled good to him.

So he stayed.

While working his way up to the counter, he used his eyes and this thinker to this effect:—

Here was a Canadian cocoa and chocolate company—The Cowan Company—making new customers for grocers all over Canada. People were there getting a taste—a delicious taste—of pure cocoa. Some had never tasted a good cup of cocoa before—some used to drink it and had half forgotten how delicious it was. Some had the idea that it was just a cold weather drink and found it refreshing on the warmest days.

Back home they are going to buy some of Cowan's Cocoa.

The whole thing was in line with the Cowan advertising policy. The cards displayed in the booth were the very cards and hangers used in the stores of



CANADIAN NATIONAL EXHIBITION —The Cowan Co.'s exhibit.

grocers all over Canada; the idea being to connect up the Exhibition advertising with that done in the stores where the goods are sold. And right here, we would advise you to have some of those cards hanging around. They will remind your customers of the delicious cup of cocoa served at the Ex. and will make sales for you.

In thousands of homes souvenirs of the Cowan exhibit are rejoicing the hearts of the younger generation. Cut-out animals bearing the Cowan advertisements were distributed in enormous quantities. The small Maple Bud stick-pin, which looks like a "sure enough" maple bud, was very much sought after, and we believe it will result in larger sales of that already strong seller—Maple Buds.

A good many people learned for the first time of the completeness of the Cowan line of Chocolate products. The exhibit served to connect up in a forceful manner, all their chocolate products. The company realizes that there are people buying Maple Buds who should use Cowan's Cocoa and that the same applies to the whole list of choice chocolate confections and icing powders. The high standard of all the Cowan products is calculated to make a permanent customer of every one who tries them.

For those who are not familiar with our Canadian manufacturers, we may say that the Cowan Company are the oldest and largest cocoa and chocolate manufacturers in Canada. Their ever-extending business is due to the high quality of their products—a quality maintained by the use of only the best cocoa beans and the most modern chocolate machinery.

The exhibit was in charge of Mr. C. Dimmock, to whose good judgment in effective stock arrangement its success was largely due.

SYMINGTON'S SOUPS.

One of the new exhibits at the National Exhibition this year which deeply interested the crowds of visitors was that of Symington's Soups in the Manufacturers' Building.

Symington's Soups are put up in concentrated form in nine different varieties. A package makes a full quart of delicious soup and the cost is only ten cents. Another point which especially appeals to the housewife and which is a strong talking point for the dealer is the fact that they are so easily prepared.

Grocers are beginning to realize that Symington's Soups are a good line for them to handle because they show a large margin of profit and invariably bring repeat business. Another point that will find favor with the grocer is that the goods are packed in tin lined cases, thus guaranteeing delivery to the dealer in the same condition as they leave the factory. Their packages are very attractive both in regard to color, design and size of package and these are all points which count in boosting its sale.

Messrs. W. Symington & Co., are an exceedingly progressive firm, and give special attention to all the points which go to make their lines a phenomenal success wherever they are introduced. The company are extensive advertisers, more especially in specific advertising, thus assuring to the dealers who will co-operate with them, a large sale. The firm are at all times ready to give special assistance in advertising to any merchant who will make a special feature of Symington's Soups.

At the National Exhibition this year their attractive booth was visited by large numbers. The manager stated that they had served 4,300 dishes of Symington's Soup to visitors, a surprisingly big percentage of whom left orders. They were impressed with the quality, the feature of the soups which brings return trade to the grocer.

Now is the time for every progressive grocer to start selling Symington's Soups. The season for soups is just starting. Whether you intend handling Symington's Soups or not, mail a post card to the agents, Frederick E. Robson & Co., 25 Front St. East, Toronto, and they will send you a 10c package free. You will be delighted with it—and so would your customers.



CANADIAN NATIONAL EXHIBITION—The Symington Soup Display.

Always in the Lead



Our booth at the Exhibition led in point of attendance and interest to the **926,000** people who attended the Fair.

WHY? Because our brands always lead in high uniform quality.

The trade in **St. Charles Evaporated Milk** is ever increasing. Are you getting your proportion of this increased business?

SEALSHIPT OYSTERS.

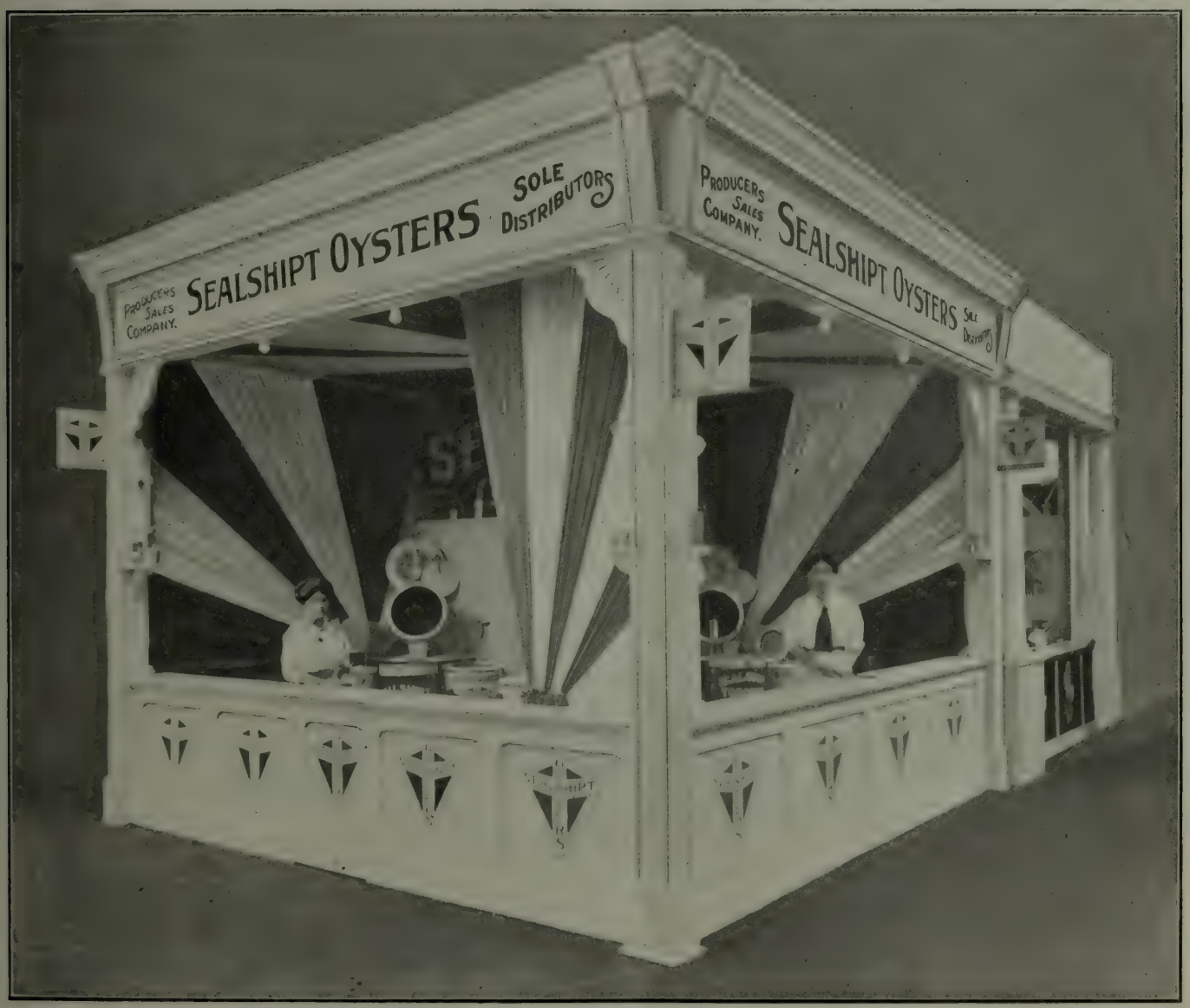
Months that have the letter "R" in their names, are, believers in signs will say, the proper months in which to eat oysters. But there are many oyster lovers who are anxious to eat this delicate food at other times, if they can get the right brand. This was clearly shown in the manufacturers' building, where was the display of the Sealshipt Oyster System.

patent sealing refrigerators, was given by those in charge.

But in a moment or two little could be said of this wonderful system which guarantees the oyster reaching the consumer absolutely unadulterated. Little could be said of the thirty thousand acres of producing Blue Point Oysters which have recently come into the possession of the Sealshipt System. That nearly the entire production and sale of

shipt System guarantees the oyster's absolute purity. That educational work must be done by the dealer who handles the goods.

He should know something of the system which supplies affiliated packers with "sealshiptors" under conditions which compel them to follow the methods of the company which insure absolute cleanliness and freedom from adulteration or addition of water. He



CANADIAN NATIONAL EXHIBITION—Exhibit of Sealshipt Oyster System.

From early morning until late at night men and women of all ages eagerly gathered here, and consumed with relish the oyster cocktails which were dispensed. To many the Sealshipt Oyster was an old friend, to some a new acquaintance, but one which will be cultivated.

There were oysters everywhere in the exhibit, and to the many who asked some explanation of the way in which this delicacy is secured, and shipped in

Blue Point Oysters will be handled by the Sealshipt System could not be explained, nor could it be stated that the system controls the output of all the beds from Narragansett clear down to Chesapeake bay—one of the finest oyster beds in the world.

But least of all could the demonstration give the passing crowd more than an idea of the way in which the Seal-

should know that the company has gone so far as to have the water in which its beds lie analyzed regularly, to prove its purity. He should know of the cleanliness of the packing plants, where the materials of a corrosive character are used.

The plants of the Sealshipt System are models of sanitary efficiency, and the many dealers who handle this line should bring the fact home to their customers.

GORMAN, ECKERT & CO.

Ten years ago the olive was practically unknown in Canada. To-day it is used in well nigh every place from coast to coast. But that people may still more come to realize its value, as a delicacy and a preventative medicine, Gorman, Eckert & Company devoted all their space in the manufacturers' building to display olives of various kinds, and olive oil.

Nothing could have been more tasty than that exhibit. On the walls hung pictures—pictures showing the olive as it grows about Seville in Spain, pictures showing men picking the crop and other men bottling and extracting the oil. On the floor stood three tall pyramids—olives, nothing but olives and olive oil. Then on the counter were more olives, and more bottles of the fine oil. The display fairly made one hungry.

It is the olive oil to which the company wished especially to draw attention. The Gorman, Eckert concern was the Canadian pioneer with the olive, and it now purposes to make olive oil as popular, and as increasingly popular, as it has made the original product. To do this the "Club House" brand has been placed upon the market, and was prominently displayed in the fair exhibit.

In the "Club House" brand of olives Gorman, Eckert use only the best selected Spanish product. As the people come to realize this the sales of the company become larger and larger. The same careful selection is made of the olives to be used for oil and from the time the fruit is gathered until it is finally ready for use under the "Club House" label, the utmost watchfulness and care is exercised that it shall retain its virgin purity and natural delicacy of flavor. Only first pressure oil is used in the "Club House" brand, and there lies the great difference between the products of Gorman, Eckert & Co., and many other brands, which are often second or third pressure, and are, in many cases, cheapened with other inferior oils which leave a greasy and unpalatable taste and give many a consumer a distaste for oil.

Not so the "Club House" brand. Being made from the first pressure it is light, natural, pure and tasty. It is of such oil that doctors speak when they urge its use as nature's great assistant in warding off disease, and as an invaluable article of diet during convalescence.

R. G. Bowie, who was in charge of the exhibit, and his assistants, were kept busy answering questions about olives. The ladies were especially interested in the display, and they eagerly took the little booklet called "Olive facts." This, as well as giving a brief history of the olive, and a summary of its food and medicinal values, contained a number of recipes, salads, tomato toast, stuffed eggs and other delicacies being described. In every case it was shown that olives or olive oil should be employed to ensure the finest flavor.



CANADIAN NATIONAL EXHIBITION—Olive exhibit of Gorman, Eckert & Co.

SALADA TEA.

The "SALADA" Tea Co.'s booth in the Manufacturers' Building proved to be one of the most attractive in the Exhibition. Designed and decorated in Eastern fashion, it presented a unique and unusual appearance, the Oriental effect being enhanced by imagines of the God Buddha and the Goddess Shiva which produced an effect which did not fail to arrest the attention of the passerby. In the centre of the booth a herd of fourteen ebony elephants ranging from a height of two inches to two feet, accurately showed the growth in the sales of "SALADA" Tea from 1892 to 1911.

It is questionable whether the record of "SALADA" Tea has ever been surpassed in any business. Founded in 1892 the company commenced business in Toronto, and in spite of strong opposition established itself firmly in the public confidence. By maintaining the splendid quality of the tea and by good management and salesmanship, it now does a business of twenty-five million packets per year.

The company offers "SALADA" Tea to the public in sealed lead packets



CANADIAN NATIONAL EXHIBITION—Salada Tea exhibit.

only, thus assuring perfect freshness and freedom from dirt and dust or any other contamination.

The tea itself is grown in Ceylon and is cultivated with the greatest care and is not handled by human hands from the time it is plucked from the plant until it reaches the teapot. From Ceylon it is shipped in bulk to the company's packing plants in Toronto and Montreal where it is blended by tea experts and packed by machinery in the well-known lead packets bearing the "SALADA" name. It is then shipped all over Canada and the U.S., ultimately reaching thousands of families who are devotees of the "cup that cheers."

There were few visitors to the Exhibition who did not admire the "SALADA" display and many grocers were made welcome by the firm's representatives in charge.

TIGER HAND CLEANER EXHIBIT.

Needless to say no exhibit on the ground drew a larger crowd than did Tiger, the new domesticated hand cleaner. Fifty thousand samples were carried away by visitors to the Fair, from all parts of the Dominion.

In observing closely the merits of Tiger, as shown by a demonstrator, at the booth, men and women of all callings in life, went away simply astonished at what Tiger will do as a hand cleaner, when put to a severe test. Tiger is different to all other cleaners, from the fact that it is free from grit, and can be used with the same ease as the choicest toilet soap. It is this fact, coupled with its high standard of cleaning qualities, that makes Tiger most popular with the ladies, for removing fruit and kitchen stains, as well as drivers of autos., motor boats, mechanics, printers, painters, farmers, and in fact everybody engaged in daily toil. Tiger being a vegetable product, is perfectly harmless to the most delicate skin.

Tiger is made by a practical chemist of long experience, and while it was only put on the market at the beginning of this year, it is now being sold by the principal jobbers and retailers from coast to coast.

During Exhibition week orders were received for two carloads. One carload to go to the Lower Provinces, and the other to Winnipeg, for distribution in Manitoba, Saskatchewan and Alberta. Also a shipment for British Columbia, a hundred gross for Montreal, and other large orders for points in Ontario. Tiger being a thoroughly domesticated article with merit, and largely advertised, is fast gaining the popularity it deserves.

Tiger is also being demonstrated at London, Ottawa, Quebec, St. John, and Halifax Exhibitions. Tiger can be purchased from the jobbers or through the following brokers :—

M. E. Wherry, 501 Eastern Townships Bank Bldg., Montreal, Que., agent for Montreal and Lower Provioces.

H. D. Marshall, 197 Sparks St., Ottawa, agent for Ottawa and Hull.

P. A. O. Sonkey, 26 Empire Bldg., Vancouver, B.C.

Walter Jackson, Mfg. Agent, Winnipeg, Man., agent for Manitoba, Saskatchewan, and Alberta, or The Tiger Mfg. Co., Walkerville, Ont.



CANADIAN NATIONAL EXHIBITION—Where Tiger Hand Cleaner was shown

WAGSTAFFE LIMITED.

Window dressers paused long before the exhibit of Wagstaffe, Limited, Hamilton, Ontario, and well they might, for this was undoubtedly one of the most attractive and tasteful displays in the Manufacturers' Building. The effect was secured with the company's output of jellies, jams and preserves. Nothing more was needed.

Other large glasses showed the high-grade fruit before being sent to the preserving room. There was the raw material and the finished product. It was a beautiful exhibit and attracted grocers as well as fruit lovers, and lovers of an artistic display.

Grocers who have a high class trade have to handle Wagstaffe's goods now. The people are demanding them. So at the Fair many dealers booked their orders for their fall supply.

at all are employed, only the best fruits and sugars.

While the company's exhibit could not show all the care taken in manufacture, the fine arrangement of the raw fruits and the finished product clearly suggested this. If dealers handling this line could arrange some such display in their stores they would get even greater results than in the past. Many people in every district want preserved fruits upon which they can absolutely rely. All



CANADIAN NATIONAL EXHIBITION—The attractive exhibit of Wagstaffe Limited.

Some time had been spent preparing that exhibit. The front of the booth was arranged like a display case in a high class grocery store; and there, behind the glass, were the jams, the preserves, the jellies, the ginger and the marmalade—big bottles and small bottles. There were huge glasses filled with preserved pears. It would seem almost sacrilage to eat those pears, they looked so artistic, yet it would be a great treat.

Purity is the company's motto. To attain this every care is taken. In the first place only the best fruits are used, the best cherries, the best peaches, pears and oranges. And from the time the fruit is once picked, until it reaches the consumer, it does not touch a human hand. All the work is done by sterilized and sanitary machinery.

But the company safeguards the purchasers of its goods in still another way. A chemist is employed who tests all the fruit secured, and only that which he adjudges fit is used in making the jams and preserves. No compounds

that is needed for a grocer to secure their custom is for him to show that he handles high class Wagstaffe goods.

Among the preserves were shown samples of prepared mincemeat—mince meat full of promises of the coming Thanksgiving season. Anticipating the demand there will be for this many grocers calling at the exhibit gave large orders. The mince meat can be supplied in any quantities, but so much difficulty has been experienced this year in securing the proper quality of fruit that only those who place their order early will be able to be supplied with some lines.

HOLBROOKS LIMITED.

Fresh in the mind of every visitor to the Exhibition this year is the very striking and novel exhibit of Holbrooks Limited, in the Manufacturers' Building. This was one of the most unique exhibits which has yet appeared at our Toronto Exhibition for the purpose of displaying fancy groceries and did full justice to the splendid array of high grade products manufactured by this progressive and enterprising English house.

The appearance of the booth, which was built to represent an old English house, was in good keeping with the age of the firm which appeared above the front entrance (business founded 1798) and the names of the various cities where they have distributing branches, London, Eng., Toronto, Montreal, Chicago, Cape Town, Sydney, etc., gave one some idea of the world-wide distribution of their products.

Their leading line, Holbrooks Worcestershire Sauce, which is so extensively advertised and distributed in this country, was of course the main feature of their exhibit and reminded one of the slogan which they have adopted, "Imported Absolutely ! !" which has recently become the feature of all their advertising. This reminds us also that it was only a few weeks ago that Holbrooks Limited were commanded to supply their famous product to the English House of Lords and House of Commons, a signal honor coveted by all manufacturers and gained by few.

Among the other lines which were prominently displayed was their Punch Sauce, which is a delicious thick sweet sauce made from the finest spices and fruits and perfectly blended into a delicious relish.

Holbrooks Pickles, of course, also had a prominent place and were much admired. Pure Malt Vinegar, for which they claim to have the largest trade in the Dominion of Canada, Pure Olive Oil, Custard Powders, and the famous "Hol-



CANADIAN NATIONAL EXHIBITION—Holbrooks Limited attractive display.

brook Brand" of sardines, which have been attracting so much favorable attention from the trade during the past year, were also prominently shown. We could keep on enumerating their various lines for Holbrooks Limited since they have been located in this country have not failed to keep abreast with the times and are continually putting new lines on the market.

CAVERHILL'S BARLEY FLAKES.

One of the new exhibits at the National Exhibition this year was that of Caverhill's Malted Barley Flakes, a new cereal that is bound to win its way to popularity, because it possessed those qualities that appeal to customers' palates.

For years, those engaged in the cereal business have been endeavoring to place barley upon the market in a palatable form, but it was for Mr. Caverhill to perfect a process of manufacture for this food. Barley stands high as a food because it contains a very high percentage of nutritive and tonic elements. This is the reason that millers were trying to give it to the public in a palatable form, and also the reason that will help, along with its splendid flavor, in making it "the food of the twentieth century."

Barley has long been used by the chemist in producing the many malt extracts that are so universally used for strengthening delicate people, while scores of the tonics in daily use have some portion of barley in their composition. Barley is characterized by its richness in mineral matter and stands at the head of the list of all other grains in this respect. These are all strong talking points in its favor that the grocer may make use of in pushing its sale.

Their booth in the Manufacturers' Building was particularly attractive and the excellent manner in which this line was demonstrated should be productive of good results. Tables were provided at which crowds of visitors were served daily with "Caverhill's Malted Barley Flakes." On the tables were samples of the raw materials, while heads of barley decorated the booth, thus all was in keeping with the line demonstrated.

Another feature of Barley Flakes which will assist in its sale is the easiness with which it can be cooked, ten minutes only being required. It is a pure cereal, no chemicals or sweetening agents being used; only the choicest barley, scientifically treated, enters into it.

Caverhill's Barley Flakes are put up in a very attractive package, which adds materially to their sale. It retails at 10 cents per package, and is also put up in six pound sacks which retail at 35 cents and in 15 pound sacks which retail at 75 cents.

The grocer would do well to stock this line, because it has so many points in its favor that its sale will no doubt increase immensely. That it is a nutritive food is a fact beyond all doubt. That it possesses a delicate and pleasing flavor, all those who have tried it will testify. It is put up in an attractive package, and shows the grocer a **good** margin of profit. These are all points which should cause the grocer to stock it.

Caverhill's Malted Barley Flakes may be secured from the wholesaler or from the manufacturers, The Brackman-Ker Milling Co., Calgary, Alta. The Toronto agents are Messrs. Frederick E. Robson & Co., 25 Front Street East.



CANADIAN NATIONAL EXHIBITION—Exhibit of Caverhill's Barley Flakes.

IMPERIAL PRODUCTS.
"NOTHING BETTER."

These are the words which adorn the booth of the McLaren Imperial Cheese Co., Ltd., in the Manufacturers' Building at the Toronto Exhibition.

Experts say it pays to advertise. We agree with them, if the goods are of the same high standard as "IMPERIAL PRODUCTS." If not, it is money wasted, as the public are not to be misled with inferior goods, even if they are extensively advertised.

"IMPERIAL CHEESE" does not require advertising. It is known the world over, and as thousands remarked on sampling it "Oh, we always use Imperial Cheese;" this is sufficient guarantee as to its quality, but many remarked that they were not aware that the MacLaren Imperial Cheese Co. put up Canada Cream Cheese in Packets, Imperial Dessert Jelly, Imperial Peanut Butter, Imperial Prepared Mustard, and are also large packers of all kinds of olives.

The above comprise "IMPERIAL PRODUCTS," which the MacLaren Imperial Cheese Co. intend to become as popular as Imperial Cheese, and that is why they believe in advertising "IMPERIAL PRODUCTS" in every street-car in the Dominion, thereby creating a demand for these goods through the grocer. Even if only a portion of those who sampled "IMPERIAL PRODUCTS" act on the



CANADIAN NATIONAL EXHIBITION.—Exhibit of the Imperial Products.

recipes which our lady demonstrators suggested to them, there should certainly be a great demand for MacLaren's Canada Cream Cheese, Imperial Peanut Butter, Imperial Dessert Jelly, Imperial Prepared Mustard and Imperial Olives from the retailers. And this we already feel assured of, on account of the number of orders taken by our demonstrators through the grocers for all parts of the Dominion and the U.S.A., which goes to show that the public require "IMPERIAL PRODUCTS."

If you are not handling them, ask our travelers to show them to you. It will pay you to stock goods with the same reputation as "IMPERIAL CHEESE."

MAPLE TREE PRODUCERS' ASSOCIATION.

An exhibit in the Industrial Building that aroused a great deal of interest, most especially of the grocers and merchants, was that of the Maple Tree Producers' Association, 58 Wellington St., Montreal, Que., a firm that has long stood as leaders of quality and purity in maple syrup and sugar.

The exhibit in itself was particularly attractive. Besides a neat display of the maple syrup, a painted background of a maple woods, showing the sap being gathered, was well in keeping with the line shown. This realistic scene appealed at once to the visitor and they were soon acquainted with "Pride of Canada" syrup, the product of this firm.

The fact that this company's work for over ten years, under the determined efforts of J. H. Grimm, president, has been the means of generally improving the quality of maple syrup and sugar in the producing districts has served to secure the confidence of both the jobbing and retail trade. This confidence has worked for a tremendous trade in their products during past years, for being absolutely pure and fully guaranteed, the grocer can confidently recommend them to his customers.

This year, with a shortage of general canned goods, there will be an even larger demand for maple syrup. The dealer, if he wishes for a continuance of trade in this line, must give his customers pure syrup and this he can be sure of when he buys it from the Maple Tree Producers' Association.

Maple syrup is something a dealer can use in making an attractive window display. If he follows the design shown in the accompanying illustration he can undoubtedly make many sales. The name "Pure Maple Syrup" goes a long way in selling this article, but when "Pride of Canada" is on the label it is much easier.

This brand comes from the Quebec forests—the finest in Canada—and bears a reputation of the highest character.

J. H. Grimm, who is president of this company, also occupies the same position in the Grimm Manufacturing Co., and to him much credit is due in the work of securing absolutely pure maple syrup and sugar.



CANADIAN NATIONAL EXHIBITION—Maple syrup exhibit of the Maple Tree Producers' Association.

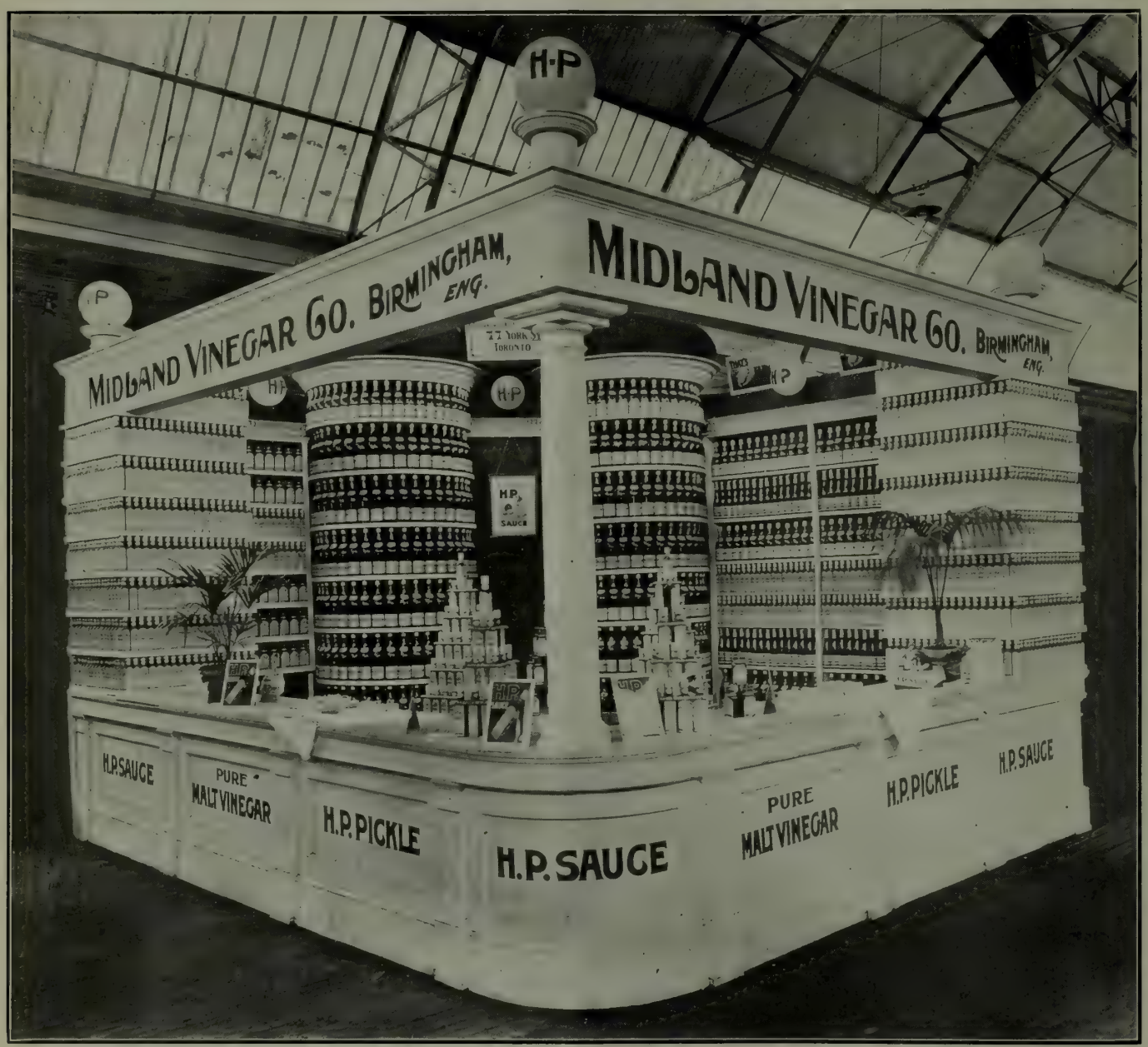
H. P. SAUCE.

The Midland Vinegar Co., was again to the front at the Canadian National Exhibition, with their well-known products, H. P. Malt Vinegar, the celebrated H. P. Sauce, the latter taking premier place with the public, and H. P. Pickles.

The popularity and ever increasing demand attained by this product must be gratifying indeed to the manufacturers and agents. H.P. is quite a household word in Canada, and it is amusing to hear the various titles given to it by the public in their endeavor to solve the meaning of the two letters. This celebrated sauce is used continually on the dining tables of both the Canadian and British Houses of Parliament. Hence the title H.P. But it is not the name that has brought this sauce into favor with the consuming public. It is appetizing flavor, secured by proper blending, that has made it an article that once tasted is always used. It is a high-class sauce, possessing great digestive properties and the grocer can readily recommend it to his customers.

Comment is needless regarding the purity and mature age of the Midland Pure Malt Vinegar when you know that it is used in the manufacture of both the sauce and pickle. Purity and strength are two of the properties of this vinegar that should especially appeal to the grocer who sells it, as well as the customers who use it. This company are the largest brewers of English Malt Vinegar in the world. Over two million gallons of their vinegar is kept stored in Birmingham, and not a gallon leaves the factory until it is twelve months old. This insures a uniform quality, and adds a mellowness that is an essential of the best vinegar. One proof of the superiority of this vinegar is the fact that this company holds the contract for the British Admiralty, the allotting of which was based on analysis as to quality.

The H. P. Pickle, as all who have used it can testify, is a delicious and delightful appetizer. It is prepared from



CANADIAN NATIONAL EXHIBITION—Fine exhibit of H. P. Sauce and Midland Vinegar.

the choicest ingredients, blended in perfect manner with the celebrated H. P. Sauce.

The booth of the Midland Vinegar Co. at the Exhibition was a particularly attractive one, the three lines being shown up to good advantage. The different lines were demonstrated in an excellent manner, which should result in greatly increased demand for these lines throughout the Dominion. Thousands of visitors to the booth were served with the pickle and sauce, and all were most favorably impressed. Close on 30,000 sample bottles of H.P. sauce were distributed from the booth.

W. G. Patrick & Co., 77 York St., Toronto, are the Canadian agents of the Midland Vinegar Co. The exhibit at the Exhibition was in charge of Mr. Murray.

MENARD COMMERCIAL MOTOR CARS.

Service is one of the main features which determines a merchant's patronage with delivery the most important part. Merchants are more and more beginning to realize the many points in favor of automobile delivery because it brings them more business and because it is cheaper than any other method.



CANADIAN NATIONAL EXHIBITION—Auto Deliveries, shown by Menard Commercial Motor Car Co.

No matter whether for table use or pickling purposes the grocer can recommend this company's malt vinegar. In pickling, the purity of the vinegar is a prime essential, hence the desirability of stocking this line. H.P. Sauce has proven its merits to the grocery trade as a valuable article to carry, while H. P. Pickles have those qualities that quickly bring them into popularity.

At the National Exhibition was shown the celebrated Menard delivery car, manufactured at Windsor, Ont., and the interest being taken in this method of delivery was plainly evidenced by the crowds of merchants in all lines of business who made enquiries regarding it. More especially was this so because the Menard car has secured the reputation of being the best and most easily maintained commercial car that can be obtained.

This car shown with two different bodies in the accompanying photograph has been designed to meet the demand for a quiet running car of great reliability, reasonable speed, a large reserve of power and a frame of strength and size capable of carrying a load of considerable bulk and up to 1200 pounds weight. It is built with a small hard tire, removing the possibility of skidding and it has been proven that it can travel on roads over which the wider tire cars find it impossible to go.

One reason that has kept many merchants from investing in a delivery car is the cost of maintaining tires. In the Menard car this problem has been solved, for the expenses of tires is reduced to a nominal sum. It develops over 25 horse power, more than ample for all requirements and is of the four cylinder design. The floor level of the car is low in order to facilitate loading and unloading. These are all points which will impress

upon the merchant the superiority of this car above all others.

The dimensions of the covered delivery car is 68 inches long inside behind seat, 41½ wide and 52 high. The open car is 68 inches long from back of seat by 41 wide. This gives plenty of room for to care for any merchant's delivery. Special bodies to meet special requirements can be secured. The open car is sold at $1,300 and the closed one at $1,350, and points regarding the Menard car that merchants should at once write to the Menard Motor Car Co., Windsor, Ont., about it. Agents for this car are wanted in every town.

BORDEN'S CONDENSED MILK.

One of the problems with which the housewife has had to contend for many years is the purity of the family milk supply. However, many have solved the problem by using Borden's Condensed Milk, the standard of purity, and the superiority of which is recognized throughout the length and breadth of the land by both grocer and consumer.

Borden's Eagle Brand Condensed Milk, the leader of quality has no equal for purity, richness and flavor. If there is a dealer any place in the Dominion who is not selling this brand of condensed milk, he is certainly losing a great deal of custom that would otherwise be his. The warnings that have been issued against the indiscriminate use of dairy milk has served to turn the attention of the public to the canned article and the public was not long in finding out the every point upon which it could be one that towered above all others in judged. Borden's was found to be the best and it is for this reason that once used it is always asked for.

As a result of its excellent flavor, unequalled richness and guaranteed purity,



CANADIAN NATIONAL EXHIBITION—Exhibit of Borden's Condensed Milk.

when a merchant considers the saving in delivery expenses and the extra amount of trade secured through better delivery, he will most certainly agree that it is a good investment.

There are so many points in favor of automobile delivery and so many good

the increase in the sales of this line in the past few years has been enormous. The repeat orders which are secured only by an article of the best quality have been one of the chief means of securing the present wide distribution of this article. Another point which should favorably impress the grocer is that it is an assured fact the demand will continue to develop more and more for this unexcelled condensed milk.

Borden's Eagle Brand condensed milk along with Challenge and Gold Seal, the two other brands handled by this firm were displayed in an attractive manner at the National Exhibition again this year. Their booth showing as it did in such an impressive manner the different products of the company was visited daily by immense crowds of visitors who were served with a cup of coffee and condensed milk. The general use which can be made of this milk was impressed upon the visitor as well as the fact that it has been recommended by prominent physicians as an ideal infant food.

Borden's Peerless Evaporated Milk, manufactured by this firm, was also demonstrated to the myriad of visitors. This article is simply the pure fresh milk as received from the cow, evaporated and without anything whatever added and possesses, as all those who have used it know, all the advantages of fresh fluid milk but none of its disadvantages. It is pure, rich dairy milk, gathered in a sanitary method and evaporated to a creamy consistency by Borden's superior process. It is altogether unsweetened and is preserved by sterilization only. It can be put to all the uses of fluid milk when diluted as required and another fact that has done much toward its immense sale is the fact that it is the only tinned milk that can be whipped and used for all the purposes of ordinary cream.

Borden's products are acknowledged on every hand to be the highest standard available, and to the dealer who handles them there are so many exceedingly strong points with which to impress customers that his sales in these lines should be large. The universal use of these lines is a point of special stress, demonstrating beyond all doubt their superior qualities. That they are pure is sure. That they are unequalled for richness, flavor and general use is a well known fact.

Cleanliness is the key note in the manufacture of Borden's products, not alone in their factory but from the moment it leaves the cow. Every batch of milk is carefully examined by fully qualified inspectors as it enters the factory and after inspection it is not touched by the human hand until the can is opened by the purchaser.

Thus the grocer can recommend Borden's products on the two strong points of quality and purity. Their reputation and the present large distribution have been founded on merits; their quality is undisputed and the grocer can stock these lines, knowing that he is giving his customers the best that can be obtained.

The Borden booth at the exhibition was in charge of Jos. Irving, special salesman for the Borden products in Canada. Wm. H. Dunn, 27 Front St. East, Toronto, is the general sales agent for the company.

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HUYLER'S CHOCOLATES.

Every grocer recognizes the fact that if he wishes to build up a trade in confectionery he must give his customers the highest quality goods. This he is assured of if he handles "Huyler's" for that name stands for perfection in this line. "Huyler's" candies, cocoa and chocolate are preferred by connoisseurs the world over for purity, quality and flavor.

At the National Exhibition this year the company had an attractive exhibit of their different lines in the Manufacturers' Building. One feature of the exhibit was the word "Huyler's" shown by an electric device and undoubtedly scores of new customers were made for this line.

Truly it can be said that "a man is known by the candy he sends" and just as truly that the grocer can recommend "Huyler's," knowing that he is giving his customers the best obtainable. Huyler's cocoa is also becoming well-known throughout the Dominion because it has that excellent flavor that appeals to the customer's taste.

"Huyler's" goods for Canada are manufactured in their establishment on Yonge St., Toronto, where is also situated their Canadian headquarters and where they have one of their finest retail stores. Every grocer should handle "Huyler's."



CANADIAN NATIONAL EXHIBITION—Huyler's Chocolates.

MELAGAMA TEA AND COFFEE.

Minto Bros., of Toronto, had their usual attractive exhibit of Melagama tea and coffee in the Manufacturers' Building this year and many more customers for these well-known beverages were added to the already large number of users.

Melagama tea and coffee is already stocked by all the leading grocers throughout the Dominion and its sale is increasing by leaps and bounds. There must certainly be some reason for this immense development, and it is found in the fact that this tea possesses all those qualities that bring a tea into favor with the consuming public.

Melagama tea is now so well and favorably known among housewives everywhere that it is scarcely necessary to dwell upon the delectable flavor and exquisite aroma possessed by these popular brands, unless it is to add that grocers in every section of the Dominion are more and more coming to recognize this fact, and are recommending it to their customers.

Melagama tea and coffee are put up in attractive packages and this is a point that the grocer should remember, for the appearance of a package has a great deal to do with its sale.. These brands are also extensively advertised to the consuming public which assists wonderfully in introducing them to customers. This firm is also doing their utmost to co-operate with the retailer, so that his sales may be substantial, as well as a fair profit derived.

The display at the Canadian National Exhibition was visited by large numbers of grocers who were courteously received. The large number of dealers who are already handling these lines are all well pleased with results and every dealer who wishes to hold the coffee and tea trade of his customers should stock these lines.

As an evidence of the high quality of Melagama tea and coffee, Minto Bros. received the highest medal at the Quebec Exhibition this year for their demonstration. Among the visitors served at this Exhibition were Earl and Lady Grey, who were so pleased with Melagama tea that they purchased a substantial quantity before leaving Quebec.

Minto Bros. are situated at 45 Front St. East, Toronto.



CANADIAN NATIONAL EXHIBITION—Melagama Tea and Coffee exhibit.

THE NUGGET POLISHES.

Nugget Polishes, celebrated for their waterproof qualities, were exhibited with splendid effect in the Process Building at the Canadian National Exhibition. The booth itself attractively exhibited the polishes, while the demonstration was carried on so well that it attracted a continuous crowd of interested visitors.

The demonstration was carried on in such a manner as to prove beyond all doubt that Nugget polish is absolutely waterproof. This was accomplished by polishing a shoe until the shine showed the splendid qualities of the polish, and then dipping in a basin of water. When the water was wiped off with a cloth, the shine still remained. The cloth itself showed no signs of blacking so that the polishes do no harm to clothing.

"If the tongues of these shoes could speak they would say 'Nugget for mine,'" read one show card, which is no doubt true. Nugget polishes are extensively advertised and are known the world over. Their commendable qualities bring returned trade to every grocer who handles them.

Another important feature of Nugget polishes is that they are frost proof and besides will not dry out when in stock. The company sell Nugget Black, Tan and White Polishes, Creams, Harness Polish and Nugget Furniture Paste, all of which allow the dealer an attractive basis of profit.

The booth was in charge of W. F. McNeil, manager, and L. R. Howard.



CANADIAN NATIONAL EXHIBITION—The Nugget Polish exhibit.

PUTZ CREAM METAL POLISH.

"Putz Cream Metal Polish will demonstrate its own worth." So the American Metal Polish Company, of West Somerville, Mass., declares in its circulars, and at its fine exhibit in the Process Building it backed up the declaration by giving away samples of this Cream, and also of Silver Putz, the famous silver polish. Both men and women crowded about the booth; some to tell Mr. B. A. Burke, who has traveled for the company during the past fifteen years, that they had tried and proved the goods; others to get the samples that they might see the effect the use of them would have upon thie silver and their brass.

Putz Cream makes any metal look like new. It gives a quick, lasting polish,



CANADIAN NATIONAL EXHIBITION—The American Metal Polish Co's display of Putz Cream Metal Polish.

and is free from acid, so that its use has no injurious effect upon auto or harness trimmings, or upon household brasses. Like Putz Cream, Silver Putz has been steadily growing in favor. Small wonder, for by simply rubbing it on and off silver regains its original bright, lustrous appearance. Silver Putz is the same this year as ever, coming with the same guarantee of purity, and still being put up in the same attractive form.

The interest in this exhibit—people continually crowded about it—explained the large and high class trade which the American Metal Polish Company has built up.

RED ROSE TEA.

The thousands who annually attend the Canadian National Exhibition are becoming better acquainted each year with the unique method originated by the Red Rose Tea Company, in the operation of their exhibit. This booth was again the most talked-of in the Manufacturers' Building. The tea room was, as usual, attractive, and the numbers who visited it were greater than ever; every day saw crowds of people waiting their turn to sample the delicious tea so daintily served. The fact that there was in evidence a better class of people visiting this exhibit, bears ample testimony to the importance of Red Rose Tea and its popularity among the Canadian people.

Each day some of the travelers were in attendance to welcome grocers and their friends, and the booth itself was, as usual, most inviting. The snowy linen, fine china and attentive, courteous young ladies, each wearing a red rose, with the most careful attention given to detail in every particular, made it especially attractive.

The method used in serving sample cups to Exhibition visitors is undoubtedly to be commended from the Canadian retail dealers' standpoint, as it insures them the sales of many thousand pounds of Red Rose.

As last year, 5 cents was charged for a cup of tea, which was given back to the visitor as a ticket, good for 5 cents anywhere when buying a package of Red Rose. The grocer who gets these tickets has them redeemed for 5 cents each by the company. The value of this advertising to the retail dealer is apparent, since his demand for Red Rose Tea is greatly increased at no expense or trouble to himself or to his customers.

The quality of Red Rose Tea is unsurpassed and the high standard set for it has won it favor from one end of Canada to the other, and at the same time has gained for Mr. Estabrooks an enviable position in the tea trade of the Dominion, as well as the confidence and respect of his thousands of customers —the retailers of Canada.



CANADIAN NATIONAL EXHIBITION—The Red Rose Tea exhibit.



Exhibit of The Richards Pure Soap Co., Limited.

Laundry Soap Price List Ontario and Quebec

RICHARDS PURE SOAP 100 Cakes
RICHARDS QUICK NAPTHA SOAP 100 Cakes
RICHARDS SNOW FLAKE SOAP CHIPS 100 Pkgs.

QUANTITY	PER CASE		PREMIUM
1 Case	4.15 Collect		
5 Case Lot	4.15 Freight Paid	and	20 Bars Quick Naptha Soap
10 Case Lot	4.05 " "	and	40 Bars Quick Naptha Soap
25 Case Lot	4.05 " "	and	150 Bars Quick Naptha Soap or Richards Pure Soap

TERMS NET THIRTY DAYS: Subject to Change Without Notice.

The Richards Pure Soap Company, Limited

Established 1860 WOODSTOCK, ONT.

Sold to retail at 5c. per cake straight

APPLY DIRECT OR THROUGH ANY WHOLESALE HOUSE

CLARK'S CREAM CUSTARD AND EIFFEL TOWER LEMONADE.

The Harry Horne Co., grocery brokers, of Toronto, conducted a very interesting demonstration of Foster Clark's Cream Custard and the Eiffel Tower Lemonade and Specialties. They demonstrated, too, and attracted a very large crowd from 9 a.m. to 9 p.m. for twelve successive days, and thoroughly explained to the consuming public from all parts of Canada and the United States the merits and superior qualities of the Foster Clark Cream Custard and Eiffel Tower Specialties.

Every woman who tasted the cream custard was so highly pleased with it, that she declared she would insist upon her grocer supplying her with it in preference to anything else. The Cream Custard is certainly a very dainty and economical desert, and when you consider that a 10c tin makes four quarts of Cream Custard, a 15c tin makes 7 quarts, and a 25c tin makes 12 quarts, by simply adding milk and sugar in addition to the Cream Powder and can be made ready to serve in ten minutes, there is no possible wonder that every woman considered it the most convenient and daintiest desert that has ever been offered to the consuming public. Ten thousand neat, attractive, cream custard display advertisements were distributed.

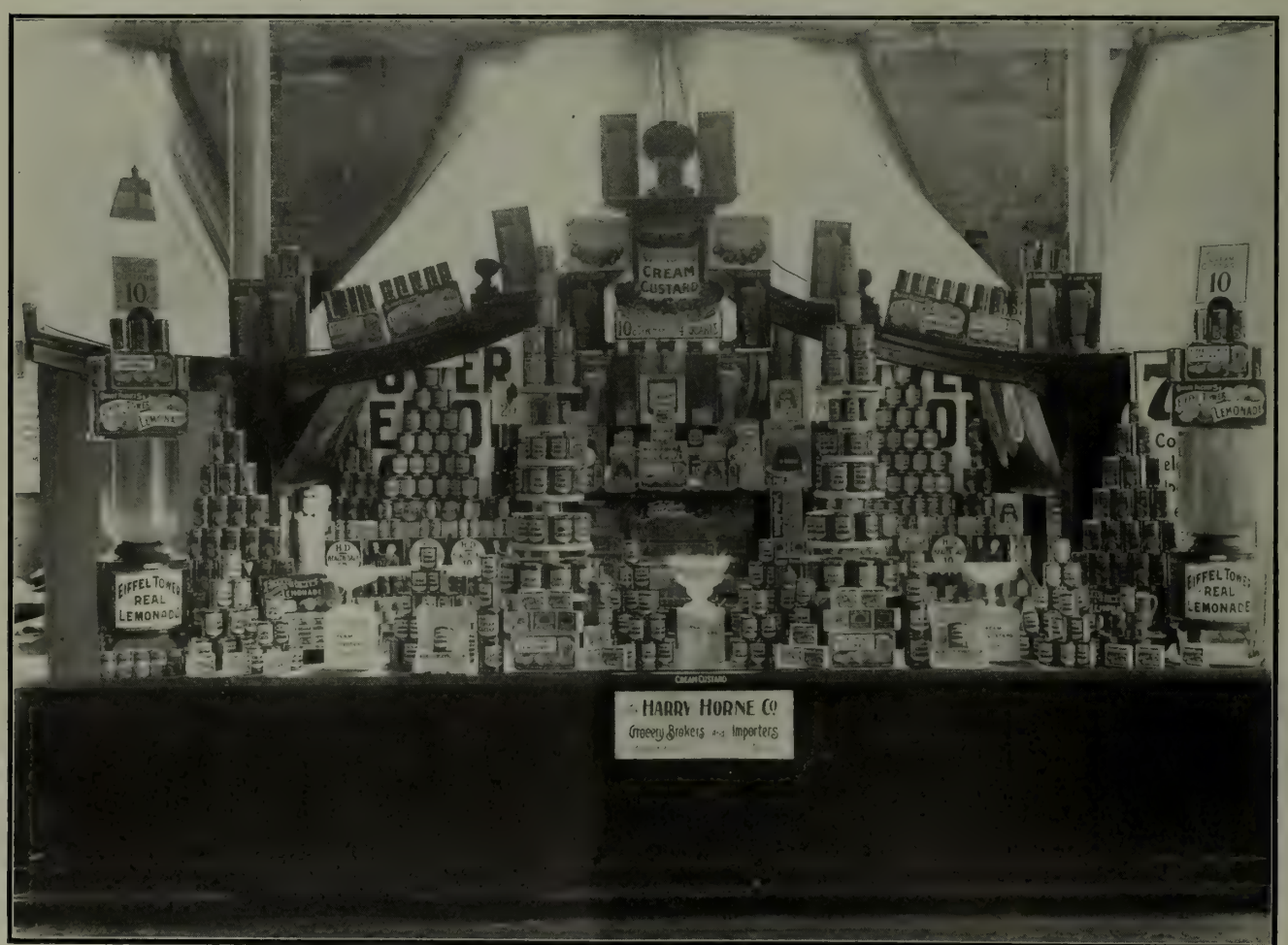
The Eiffel Tower Lemonade, which is known in all parts of the world for its purity and superior quality, was greatly appreciated by the many thousands of people who visited the booth at the Exhibition.

Among the other exhibits this year of interest to the grocery trade and which attracted crowds were the following:—Brand & Co., London, Eng.; Boeckh Bros., Toronto; S. F. Bowser & Co., Toronto; The Computing Scale Co., of Canada, Toronto; Canadian Shredded Wheat Co., Niagara Falls, Ont.; Corneille, David & Co., London, Eng.; Christie, Brown & Co., Ltd, Toronto; Chisholm Milling Co., Toronto; Canadian Tungsten Lamp Co., Hamilton, Ont.; Eureka Refrigerator Co., Toronto; W. A. Freeman Co., Ltd., Hamilton, Ont.; Genesee Pure Food Co., Le Roy, N.Y.; H. J. Heinz & Co., Pittsburg, Pa.; Jno. Hillock & Co., Toronto; Maclure & Langley, Toronto; National Cash Register, Toronto; Pure Gold Mfg. Co., Toronto; E. D. Smith, Winona, Ont.; Soclean, Ltd., Toronto; Snap Co., Limited, Toronto and Montreal; Toledo Computing Scale Co., Toronto, and Wondershine, Toronto.

KELLOGG'S TOASTED CORN FLAKES.

One of the best selling articles in the Canadian grocery store of to-day is Kellogg's Toasted Corn Flakes. The great reason is because they bring more satisfactory results to the dealer than almost any other article he carries.

This year, again, Kellogg's had a very attractive display at the Canadian National Exhibition. The demonstrations which were daily held attracted thousands, who once more had the privilege of tasting this greatest of all breakfast foods. The company, from its establishment recognized that the grocer would be in a large measure responsible for the total number of sales. The con-



CANADIAN NATIONAL EXHIBITION—Display made by the Harry Horne Co., Toronto.

fidence of the retail trade was won by the square deal policy which was extended to it. Retailers were quickly impressed with the fact that they were securing a good profit by handling Kellogg's Toasted Corn Flakes, and with the company's policy in adopting such measures as would insure protection to the small grocer throughout the country.

The small retailer is treated in the same business-like, and courteous manner as the larger. They both purchase through recognized jobbers, and there is no quantity price to worry the smaller man.

The modern and progressive methods adopted by this company were brought to the Exhibition, where it was emphasized to the consuming public that Kellogg's Toasted Corn Flakes bore the particular merits and good qualities which had made them a household word in practically every home in the Dominion.

Among the slogans that were seen about the booth were, "Sweetheart of the Corn;" "Won Its Favor Through Its Flavor;" and "The Largest Sale of Any Cereal in the World." These attracted a great deal of attention and impressed the thousands who saw the exhibit during the two weeks of the Exhibition.

With each case of Corn Flakes the grocer receives a coupon which he may redeem at the end of the year, thus securing a substantial rebate. The company is always willing to send to any grocer material for a window display, and will welcome any inquiries. T. M. Sibbald, 20½ Front St. East, is the Toronto agent, and was in charge of the exhibit.



CANADIAN NATIONAL EXHIBITION—Exhibit of Kellogg's Toasted Corn Flakes.

THE STIMPSON COMPUTING SCALE CO.

Every grocer is, or at least should be, acquainted with the superiority of the computing scale over the ordinary kind, and merchants in every portion of the country are fast realizing that when it comes to computing scales, that the Stimpson towers far above all others on every point on which a scale should be judged.

At the National Exhibition this year the Stimpson Computing Scale Company had an attractive booth in the Industrial Building, where the good points were plainly demonstrated to hundreds of visiting grocers and a great many orders secured.



CANADIAN NATIONAL EXHIBITION —Display of Stimpson computing scales

Thousands of merchants are already using the Stimpson scales, and their words of praise demonstrate beyond all doubt the value of this scale to the merchant. An important question for every merchant is :—"Do you give overweight?" A fact that should most especially impress the grocer is that overweight cannot be given on a Stimpson Automatic Scale.

This company manufacture the only automatic counter scale with 100 lbs. capacity and it is this scale of which they are making a specialty and which is meeting with a most favorable reception from merchants in all lines of business. A feature of this scale is that the computing chart is located always directly in front of the user so there is no chance of mistake in computing as on some styles of chart scales. This is a feature every merchant should consider in buying a computing scale. The Stimpson is fully guaranteed and complies in every particular with the Weights and Measures Laws of the Dominion.

There are many reasons why the merchant should use only the Stimpson scale. They prevent overweight, allow quick weighing, and are a money saver which should especially appeal to the grocer. Money invested in a Stimpson scale returns a most handsome dividend to the user. Every grocer should write at once for full particulars.

A. L. Dent, Woodstock, Ont., is the general sales manager for Ontario. The head office is at Detroit, Mich.

A MERCHANT'S REMARKABLE STATEMENT.

(Concluded from page 28).

Example II: Cost 15c; divide by 2 and you have 7½c; add 7½ to 15 and you have selling price 22½c, which shows you gross margin of 33 1-3% of selling price. **Example III:** Cost 30c; divide by 3, giving 10; add 10 to 30 and you have 40c, showing you gross margin of 25% on your selling price.

A Puzzle for Many.

It is not so difficult for most of us to learn and then fully grasp the truths that 1-5 of our cost is 1-6 of our selling price; that is that 20% of our cost is 16 2-3% of our selling price. Also that ¼ of our cost is 20%—1-5—of our selling price; 1-3 cost is ¼ of selling price, etc. But what puzzles most of us is the fact that we may more than double our cost without making 100%.

Example: Cost 15; selling price 45; margin 66 2-3%. Why? Because 2-3 of **what we receive** is margin; and 2-3 of anything is 66 2-3 of that thing. This shows one good reason why we must always apply 100% to the **total amount** for which any article is **SOLD.** In this case, your expenses of all kinds will be figured against the 45—not the 15; hence, your margin must be computed on the 45, not on the 15.

The Danger of Straddling.

You cannot stand with one foot on the pier and the other in the boat without danger of being "spilled into the drink." In other words, straddling is dangerous; and computing margins on cost while figuring expenses on sales is straddling two problems.

The more you think of all this the simpler, more reasonable, more logical and more obvious it will become; and soon it will become mechanical to you—a sort of "unconscious cerebration." Work at it until it becomes an instinct to figure always on the selling price and you will avoid the most dangerous pitfall on your mercantile journey.

But work it all on Mr. Blain's Rule, making sure as you go on, by proving and re-checking your figures; and you will become so expert after a short time that you will not have to "figger" at all, but will **read** the solution of most of your problems as soon as you see them.

Over 10,000 paper butterflies were seen, pinned onto the visitors at the Canadian National Exhibition. They were worded thus: "Fussell's Pure Rich Thick Cream, Golden Butterfly Brand." Mr. Reader,—Ask your grocery traveler what is Fussell's Pure Rich Thick Cream.—Advt.

Sugar and Rice Continue to Advance

Both Have Moved Upward Again in the Past Week—Same Strengthening Conditions in Evidence—Sugar Highest in 22 Years—Short Crops in Rice-producing Countries in East—Lines Kindred to Sugar are Strengthened—Grocery Lines are Generally Steady—Trade Favorable, With Prospects for Good Fall Business.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

Sugar—Now $5.85, in bags.

Rice—Advanced again.

Molasses—Some expect advance.

Montreal, Sept. 14.—The same note of satisfaction is heard among the trade. Business is good, collections are causing no complaint, the fall season shows an improvement over the summer trade, prosperity is smiling upon the country, and why should the grocer go out of his way for imaginings?

In the general situation this is about the way the jobbers sum up the present conditions which during the past few weeks have not been changing to any marked degree. With sugar on a rampage, even the consumer has heard about the high prices they will have to pay for some time unless the predictions of those who follow the market come to naught. But it is safe to say that there are few consumers throughout the country who know exactly why prices have advanced. In fact a prominent retail grocer told a newspaper representative that he had not been following the market closely, but if others had advanced prices he would have to follow suit. When prices go up, the retailer generally gets the entire blame. The consumer does not look past the counter to see what the producer has had to do with the goods and the grocer is put down as the responsible party. Hence it was with a feeling of gratification that one read an explanation of the rise in sugar as given by another retailer who had followed the markets.

Sugar.—What can be said of sugar? Granulated in bags is now $5.85, with the conditions that have caused the recent advances still unchanged. The situation is tense, and there is just as much likelihood that recent advances will be duplicated as not. They may not come, but on the other hand they may. Just what will happen is a knowledge that would be well worth possessing, as it would have been six weeks past. "With the European beet crop almost a failure, with a poor Cuban crop, a fair West Indies and with the United States beet crop only ordinary, speculators cornered the market at a time when the demand is heavier than any other season," said one jobber, and it will be six months before any appreciable relief can be expected. "I look for higher prices than even those quoted to-day," he said, and further intimated that he could see nothing that suggested a weakening of the present situation.

The sugar market has certainly surprised the trade. Not only are retailers lamenting the fact that they did not stock up six weeks ago but brokers, jobbers and others have the same disappointment. Of course such a state of affairs was unexpected for the continent seemed to promise a good beet crop. The first advances were regarded, generally, without much suspicion.

Willett & Gray recently stated that from a New York standpoint present prices were exceeded in 1889 when granulated was quoted at $9 net cash. This covers a period of twenty-two years.

Granulated, bags	5 85
" 20-lb. bags	6 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
" " " 50 lbs	6 65
" " " 25 lbs	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 30
" " 50-lb. boxes	6 20
" " 25-lb boxes	6 70
Powdered, bbls	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls granulated and yellow may be had at 5c. above bag prices

Molasses.—In sympathy with the sugar market it would be expected that molasses would be firm. There has been no actual advance, although jobbers and others claim that prices should be higher, and that it might not be long before they would be higher. These are simply opinions of others that are in the business. Molasses is not as easily handled as sugar and there is no speculation behind it just now. If one house advanced their prices the others might not follow, but if speculators get it on the present ground and "start something" then holders of molasses will of course naturally follow. It has been said that the best grades of molasses should be quoted higher than they are. Whether there will be any changes remains to be seen. It is not likely that a reduction will be made and under the circumstances it might be well to cover requirements at the present figures. The demand for corn syrup is steady and prices remain unchanged.

Molasses, to arrive, car load	0 28 0 29
Fancy Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
Choice Barbadoes molasses, puncheons	0 28 0 31
" " " barrels	0 31 0 34
" " " half-barrels	0 33 0 36
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—The first fruit steamer leaving Denia, Spain, with goods for the Canadian trade, is about due to cast her moorings on the 15th of this month, and to arrive here about the middle of October. There may be some fruit brought in specially by a more rapid route but it will only be in limited quantities. There is nothing particularly new in this market.

The currant crop will not come up to expectations. It is now stated that about 100,000 tons are all that is likely to be forthcoming which is practically the world's yearly consumption. Definite information from Greece has been meagre of late. The market is said to show an upward tendency due partly to unfavorable drying conditions. Local buyers appear to be temporarily supplied with dried fruits.

Evaporated apricots			0 20	0 22
Evaporated apples			0 14½	0 16
Evaporated peaches			0 17½	0 18
Currants, fine filiatras, per lb., not cleaned				0 07
" " cleaned			0 07½	0 08
" 1lb. packages, fine filiatras, cleaned			0 08	0 08½
" Patras, per lb			0 08½	0 09
" Vostizzas, per lb			0 09	0 10
Dates, 1-lb. packages			0 06½	0 7½
Dates, Hallowee, loose			0 04½	0 05
Fards				0 11
Figs, 3 crown	0 08	0 08½	Figs, 6 crown	0 11 0 12
Figs, 4 crown	0 09		" 9 crown	0 13 0 14
" 5 crown	0 10	0 11		
Prunes—				
30-40				0 17½
40-50			0 15½	0 16
50-60				0 15
60-70				0 14½
70-80				0 14
80-90				0 13½
90-100				0 13
Raisins—				
Choice seeded raisins			0 10½	0 11
" fancy seeded, 1-lb. pkgs			0 09½	0 10
" loose muscatels, 3-crown, per lb			0 08	0 08½
" " 4-crown, per lb				0 09½
Select raisins, 7-lb. box, per box				0 63
Malaga table raisins, clusters, per box			2 40	5 50
Valencia, fine off stalk, per lb			0 07	0 07½
" select, per lb			0 08	0 08½
" 4-crown layers, per lb			0 08	0 09

Teas.—The market is steady and firm. With regard to quality of Indian teas some reports showed that recent shipments were above the average, Japans are firm and are moving briskly.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The market has been firmer of late due to primary market reports.

Mocha	0 22	0 30	Santos	0 19	0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21	0 25
Mexican	0 22	0 30			

Nuts.—There is only a steadiness in the nut market. Jobbers report no new features. Preparations are being made for the fall and holiday season.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb	0 11½	0 13½
" Barcelona, per lb	....	0 10
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 17	0 18
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted	....	0 11
Sun, green	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves	0 35	0 37
Brokens	0 30	0 32

Rice.—Following the advance quoted just a week ago, rice was again advanced 25 cents per cwt. this week.

Reports seem to be well established that the drouth in India has been so widespread that the government has to buy rice for its own people. This refers to the districts where the trouble has been the worst. The recent floods in China, covering a large area, likewise enter the proposition, but it is not known what has been the real extent, if any, of the losses. Everyone refers to the strength of the market, some say that rice is a good "buy" and that prices are going higher, but the latter is a question that the individual must decide for himself. As one man remarked it largely depends upon the supplies at the mills. If the conditions in the rice producing countries become more acute further developments are practically certain.

Rice, grade B, bags, 250 pounds	3 40
" " " 100 "	3 40
" " " 50 "	3 40
" " pockets 25 pounds	3 50
" " ¼ pockets, 12½ pounds	3 65
" **grade c.c., 250 pounds**	3 30
" " 100 "	3 30
" " 50 "	3 30
" " pockets, 25 pounds	3 40
" " ¼ pockets, 12½ pounds	3 45
Velvet head Carolina rice, per lb	0 09½ 0 10
Brown sago	0 05 0 06
Tapioca, medium pearl	0 07 0 07½
Seed	0 06½ 0 08

Canned Goods.

Toronto.—No particularly new features have developed in the canned goods situation. Some new pack tomatoes and corn are now on the market, with quotations unchanged. Canners are now busy with tomatoes and it is expected that prices on these and other late fruits and vegetables will be named towards the end of the month. From all appearances the pack of late fruits will be considerable. Canners have sent out notice that they will deliver 75 per cent. of beans made up of 53 per cent. of wax and 22 per cent. of refugees.

Recent reports from Norway regarding sardines say that the fish this year are large but of good quality. It is probable that the new catch coming into Canada will run 16 to 20 to the can. The run so far has been fairly good, but the fishing will not be completed for about six weeks. Indications are, however, that there will not be the same dearth of fish as last year. Prices, however, are bound to be high, and indeed one firm quotes prices nearly 10 per cent. higher than last year. The main reason for this is the prevailing high price for olive oil in which the foreign sardines are packed as well as the somewhat higher price of tin plate.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 25
3'—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	4 02½	4 05
2's—Beans, refugee or valentine (green)	1 00	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean, refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 35
2's—Peas, early June, size 3	....	1 30
2's—Peas, standard, size 4	....	1 25
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
FRUITS		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberri s red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	1 80	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½
VEGETABLES		
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 00	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 60	1 65
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT		
Apples, standard, 3's	....	1 80
" gal	3 75	4 00
Blueberries, standard, 2's	1 27½	1 30
" gal	5 27½	5 30
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen	2 45	
½-lb. flats, doz.	1 55	
1-lb. flats, dozen	2 50	
Other salmon prices are:		
Humpbacks, doz	1 35	
Pinks	1 35	
Northern River Sockeye		
Chicken	4 00	
Turkey	4 00	
Ducks	4 00	
Cohoes, per doz.	1 90	1 95
Red Spring, doz.	2 10	2 25
Lobsters, halves, per dozen	2 60	2 75
Lobsters, quarters, per dozen		1 60
		2 45
Soup, 2's		1 9
Soup, 1's		1 40

Montreal.—There is nothing particularly new in canned goods to report. Spot tomatoes sell from about $1.50 to $1.60, and $1.75 has been named. The bulk of the goods have been imported so it is said, and jobbers are looking for early shipments of the new pack to meet the spot demand.

In regard to tomatoes and corn there is no new feature. The general opinion is that if no damage is done by frost there should be a fairly large pack. As to the probability of prices, different views are held and the trade will simply have to wait until the canners have an idea of the full extent of their pack. In regard to the late fruits it seems evident that the pack will be satisfactory judging from the reports that have been received here. Spot canned goods are all held firmly.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal—Beans golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's—Peas, sweet wrinkle, size No. 2	....	1 25
2's—Peas, early June, size No. 3	....	1 50
2's—Peas, standard, size No. 4	....	1 35
Gal.—No. 4 standard	....	....
2's—Spinach, table	....	1 40
3's—Spinach, table	....	1 90
Gal—Spinach, table	....	5 50
Spot tomatoes	1 40	1 45
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	2 00	2 02½
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 45
½-lb. flats, per dozen	....	1 55
1-lb. flats, per dozen	....	2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon— all talls—		
Red Sockeye, per case	....	9 00

Red Spring, per case	8 00
Cohoes, per case	7 50
Pinks, per case	5 00

Lobster—
¼-lb. flats, dozen, $2.75, $2.8...; 1-lb. talls dozen, $4.50, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
		Corned beef hash, 1s	1 [illegible]
Compressed corned beef, 2s	3 35	Corned beef hash, 2s	2 80
		Jellied hocks, 2s	3 50
English brawn, 2s	3 15	Jellied hocks, 6s	12 00
Boneless pigs' feet, 2s	3 15	Paragon ox tongue, 1½s	7 50
Ready lunch veal loaf ½s	1 50	Paragon ox tongue, 2s	9 50
		Paragon ox tongue, 2½s	9 50
Ready lunch veal loaf 1s	2 60		
Roast beef, 1s	2 00	Paragon lunch tongue 1s	4 00
Roast beef, 2s	3 35		
Stewed ox tail, 1s	1 60	Tongue lunch, 1s	3 50
Stewed kidney, 1s	1 50	Sliced smoked beef, ½s	1 50
Stewed kidney, 2s	2 65		
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

ONTARIO MARKETS.

POINTERS—

Sugar—Up 20c, now $5.95.

Rice—Up 25c cwt.

Barley—Stronger.

Toronto, Sept. 14.—Present trade as well as business prospects continue favorable and with fair collections now generally reported there should be no complaints from wholesalers.

The feature of groceries at the present time is the strength displayed by numerous lines. None seem to be headed downward, but many have a decided tendency to move in the opposite direction. Most noticeable in this regard are sugar and rice, phenomenal advances having taken place in both, while in canned goods, dried fruits, tea, coffee and other staples there are certainly no signs of weakness.

With the last advance, sugar is higher than it has been in 22 years. With a plenitude of late fruits, there is a big consumption of sugar for preserving purposes. Lines kindred to sugar maintain a firmness, which in some cases is marked.

As pointed out by one wholesaler with higher prices in many lines, it will require a larger capital to transact business. On the other hand this will be counterbalanced more or less by the good business conditions now existing which will work for a quicker turnover.

Both pot and pearl barley have a higher tendency, millers having advanced prices to wholesalers.

As predicted in these columns a couple of weeks ago, condensed milk has been advanced in price. The consumption of condensed as well as evaporated milk is large and is steadily on the increase.

Sugar.—Sugar is certainly "sugar" just at the present time. A further advance of 20 cents on Friday last brought local quotations up to $5.95, the highest since 1889. The market is still strong and further advances would not be a surprise. Opinions regarding how high the market will go are many and varied. The market is problematic. Prices may ascend still further or they may not. Just at the moment the market seems to be completely in control of the speculators and the question is how high can they put it. While many dealers believe there is no apparent relief at least until the Cuban crop comes forward in January, others believe that there are dangerous spots which are apt to scarce speculators into selling and bringing a reaction. Among things that might induce nervousness is the approach of the quiet sugar season, the American beet crop, the Louisiana cane crop and the fact that Russia may be allowed to export her surplus supply of sugar. However, the market on the surface is strong, with the future alone holding the solution of the outcome of the present phenomenal high range of prices.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—Molasses are unchanged but firmly held in sympathy with the high sugar market, while a similar tendency exists in all kindred lines. Trade in corn syrups is beginning to show some little improvement with prices showing no signs of weakening.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The general tone of new crop dried fruits is one of steadiness. Valencia raisins are higher while currants are unchanged but firmly held. Sultana raisins are also strong. In California fruits the only lines which show any signs of weakening are apricots and peaches, which opened extra high.

Some advance shipments of Valencia raisins should arrive in a week or so while the first arrival of currants is expected about the end of the month.

Prunes—
30 to 40, in 25-lb. boxes 0 17
40 to 50 " " 0 16½
Same fruit in 50-lb. boxes ½ cent less.

Apricots—
Choice, 25 lb boxes 0 20 0 21
Fancy, " " 0 20 0 22

Candied Peels—
Lemon 0 09 0 11 Citron 0 15 0 17
Orange 0 10 0 12½

Figs—
Elemes, per lb.
1½ inches 0 08 0 10
2 " 0 08½ 0 10½
2½ " 0 09½ 0 12
2½ " 0 11½ 0 12½
2½ " 0 11½ 0 13½
Umbrella boxes 0 12 0 14

Tapnets, " 0 04 0 04½
Bag figs 0 04½ 0 06

Dried peaches 0 13½
Dried apples 0 09 0 09½
Evaporated apples 0 16
Currants—
Fine Filiatras 0 07½ 0 08
Patras 0 08 0 08½
Uncleaned ½c less
Vostizzas 0 10 0 12

Raisins—
Sultana 0 10 0 12
" fancy 0 11 0 13
" extra fancy 0 14 0 16
Valencias selected 0 08½ 0 09
Seeded, 1 lb packets, fancy 0 10
" 16 oz. packets, choice 0 09½ 0 09½
Sairs 0 05

Dates—
Hallowees—
Full boxes 0 05½ 0 06
Package dates, per 1 lb. 0 06½ 0 06½
Fards choicest 0 10 0 10½

Tea.—Primary markets all maintain a steady tone with prices locally showing a similar tendency, and with considerable business being done at ruling prices. The shortage of two millions and a half compared with last year in the July shipments from Ceylon to the United Kingdom, makes over three million shortage from the first of January. The stock of Ceylon tea in London is four millions and a half less than this time last year. Shipments to Australia are about one million and a half short compared with last year. The estimated shortage in exports to the United Kingdom for August is nearly one million. In the face of these figures, indications are for at least a continuance of the present steadiness.

Coffee.—The tone of the market has been somewhat steadier of late due to advances in coffee options. Trade continues satisfactory in volume.

Rio, roasted	0 18	0 20	Mocha, roasted 0 25 0 28
Green Rio	0 15	0 16	Java, roasted 0 27 0 33
Santos, roasted	0 20	0 22	Mexican 0 25
Maricaibo, "	0 22	0 24	Gautemalo 0 22 0 24
Bogotas	0 24	0 25	Jamaica 0 20 0 22
			Chicory 0 12

Spices.—Prices are steady with a continued good trade. Otherwise there are no features.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	1-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 90
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Nuts.—Trade in unshelled nuts is not overly brisk. Even peanuts are none too brisk. Shelled varieties through the different channels are meeting with a fair consumption. Prices are well maintained on the different lines.

Almonds, Formigetta	....	0 16
" Tarragona	0 16	0 17
" shelled	0 35	0 38
Walnuts, Grenoble	0 17	0 19
" Bordeaux	....	0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils	....	0 18
Peanuts, roasted	0 11	0 14

Rice and Tapioca.—When we reported the advance in rice last week, we noted that the market was still strong. This week 25 cents more has been added to prices, a total advance of 50 cents per cwt., since the upward movement began. Adverse reports from the raw markets have been responsible. The drought in India with the consequent failure of the

crop, combined with floods in Korea and China, has resulted in much higher raw markets with sellers in many cases having withdrawn. Even with the late advance the market is strong.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 40
Rice, standard B	3 50

	Per lb.	
Rangoon	0 03½	0 03¾
Patna	0 05½	0 06¼
Japan	0 05	0 06½
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medimm brown	0 05½	0 06

Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 08
Seed	0 06½ 0 07

Beans.—There are no new features to note. Stocks are low while conditions for the growing crop continue unchanged.

Prime beans, per bushel	2 35 2 45
Hand picked beans, per bushel	2 45 2 55

Olive Oil.—For the finest grade oils prices are well maintained as the supply available is decidedly short. So far indications for the new crop are good but dealers state that it is not far enough advanced to be certain as yet regarding the outturn as there are many obstacles which might yet interfere before harvest.

MANITOBA MARKETS.

POINTERS—

Sugar—Advanced 20c.
Salmon—Scarce.
Coffee—Advancing.
Beans—Advanced 20c.

Winnipeg, Sept. 14.—Business in all lines continues to be extremely active and the harvesting of the new crop has brought about an appreciable increase in the sales, for which cash payments are being made by many of the country merchants. Fall notes are beginning to fall due and it is expected that the majority of these will be met with considerable ease. Very few failures, if any at all, are looked for, as in spite of the cold and wet weather that has been prevailing, harvesting has been going on apace. It is now realized that the early crops will all grade high, but the later sown crops will invariably show the effects of being caught by frost. Cold weather prevailed last week, and it is expected that several of the late fields will be damaged badly.

As stated above, however, in spite of this, the trade shows no falling off, but the reverse and larger expectations are looked for. The West while busy discussing Reciprocity, is still aware of the fact that it is more important to harvest its crop before bothering its head about politics.

Sugar continues on its upward flight this week, and great consternation was caused when reports from the South indicated that the market had advanced another 20c.

Other lines are just as strong, Salmon, presenting perhaps the next greatest feature of the week's trade. The catch in British Columbia this year was disappointing particularly in Sockeyes. Other grades are scarce, and it is expected that higher prices will be prevailing before long.

The coffee market has been advancing steadily, and it looks as if there would be no more cheap coffee for at least another year. Reports from California also indicate that the dried fruit situation is just as tense, and that those who desire these luxuries this winter will have to pay high prices. Beans are also moving upwards, and an advance of 20c per bushel is reported.

Sugar.—As stated above, sugar continued skywards by advancing 20c. This line has been advancing steadily during the past month; the cause is attributed to short crops in the countries which form the source of supply. Trade in sugar on the local market has been brisk, and wholesalers claim that it has been hard to keep up stocks on account of the increased demand, as many retail merchants have been stocking heavily on the chance of further advances. Those who have done this have certainly reaped a reward and some jobbers who were very heavily stocked at the beginning of the season have added materially to their holdings. New prices are as follows:

Montreal and B.C. granulated, in bbls	6 35
" " in sacks	6 30
" yellow, in bbls	5 85
" " in sacks	5 90
Icing sugar, in bbls	6 70
" " in boxes (25 lbs.)	6 95
Powdered sugar, in bbls	6 50
" in boxes	6 50
" " in small quantities	7 25
Lump, hard, in bbls	7 20
" " in ½-bbls	7 30
" " in 100-lb. cases	7 20

Syrup and Molasses.—The market is quiet in this line, and prices remain unchanged from last week.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 58
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—The dried fruit market is soaring and at the present time lists are being quoted on futures. Prunes are reported to be firm but pretty high. Apricots which have been quoted at prices above the reach of the trade, show a weakening tendency on California markets as wholesalers and jobbers refused to buy. No local prices have been quoted as yet and no orders have been placed. Valencia raisins are strong and new prices are quoted below:

New prunes.	Per lb.
90-100s, 25, s.p	0 08
90-100s, 10s, s.p	0 09
80-90s, 25s, s.p	0 08½
80-90s, 10s, s.p	0 09½
70-80s, 25s, s.p	0 09
70-80s, 10s, s.p	0 10
60-70s 25s, s.p	0 09½
50-60s, 25s, s.p	0 10
40-50s, 25s, s.p	0 11

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p., per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Evaporated Apples.—This line is going to run high this winter on account of drought in Ontario. Prices quoted at the present time are 12¼c per lb. on new stock. Quotations at this time last year were out at 6½c. Prices prevailing at the end of the season on the bare market this spring were around 19c. From these figures a relative idea of the situation can be gained. At the beginning of this season new stocks are quoted at almost double the price of last year, and only 6¾c per lb. below the record price established last year. That prices will go higher there is little doubt as it is a question already of getting supplies. A new record might even be established this year.

Salmon.—As stated above the run was very disappointing and very small catches of high grade have been secured. At the present time 25 per cent. of the orders being received are for Sockeys. Pinks are light and are expected to show some advance before long. Prices will be noted as below:

Sockeyes, clover leaf brand, tall, 48 x 1s, per case	9 35
" horseshoe brand, tall, 48 x 1s, per case	9 35
" " flat, 96 x ½s, per case	12 50
Cohoes, talls, 48 x 1s, per case	7 35
Pinks, tall, 48 x 1s, per case	5 00
" flat, 48 x 1s, per case	5 00
" flat, 96 x ½s, per case	7 00

Coffee.—Southern markets continue to advance in coffee and the local market is expected to advance prices next week. The demand continues strong and an increased fall trade is expected.

Coffee, standard Rio	0 15
Coffee, choice	0 15
Coffee, extra choice	0 17

Beans and Peas.—A strenuous race appears to be in existence between beans and sugar as to which will make the greatest advance this season. This line followed the advance in sugar by going up 20c per bushel, and wholesalers state that they expect to see higher prices on account of the conditions in the east.

Beans, 3-lb. picker, per bushel	2 55 2 65
Hand picked, per bushel	2 65 2 75
Peas, split, 100 lbs.	2 75

NOVA SCOTIA MARKETS.

Halifax, Sept. 14.—The price of sugar continues to advance, and the grocery trade is wondering when it is going to stop. For several weeks past sugar has been marked up 10c per hundred lbs. on all grades. This week the advance was 20c per hundred lbs. This last advance makes a total of $1.10 per 100 lbs. since January last, and it is the greatest increase that sugars have had for some years. Standard granulated is now quoted at $5.90 per 100 lbs.; United Empire $5.80; bright yellow $5.70; No. 1 yellow $5.40, and unbranded $5.25.

There is little butter coming to hand at the present time, and prices are firmer. Creamery prints are quoted at 27c, creamery in boxes 25c to 26c, and in tubs 22c. The receipts of fresh laid eggs are unusually small for the season of the year. Fortunately the demand is light. They are quoted at 23c. There is a marked scarcity of onions on the

local market. They are quoted at 3½c per pound.

The flour markets are slightly firmer. Manitoba patents are $6.15 to $6.25, and Ontario blends $5.10 to $5.20. Rolled oats in barrels are $5.60 to $5.70, and in bags $2.70 to $2.75.

Hams and bacon are firm. Stocks are light, and some advances have been made. Fresh hogs are now coming on the market and it is expected that in the course of a few weeks prices will ease off again.

The fruit business continues active. Nova Scotia plums are about over, and some of the local dealers are importing stock from Ontario. Apples are now coming on the market in good supply. Gravensteins are in good demand, and the price is holding well, despite the enormous crop in the Annapolis valley. No. 1 are quoted at $2.50 to $3; No. 2's $1.75, and No. 3's (drops) $1.25 to $1.50. So far the shipments from the province are light. Only small quantities of the early varieties of Nova Scotia apples are exported. Shippers here are unable to say as yet what effect the closing of the British auction rooms will have on Nova Scotia fruit.

NEW BRUNSWICK.

St. John, Sept. 14.—The prediction made some months ago by a local dealer that before long sugar would have reached the $6 mark, has at last come true, although many scouted the suggestion when he gave his opinion. An advance of 20 cents in the past week, has brought it to $6, and this is the highest price demanded for this commodity in St. John in fifteen years. In fact it is ten cents higher than it has been in fifteen years, for the highest price asked in that period was $5.90. Local dealers are wondering when the upward trend will cease, but the expectations of the "wiser heads" are that the price will go still higher.

A grocer said this week that many of the poorer families would not be able to pay for granulated if it went much higher, and he looked for a run on molasses or brown as substitutes. Because of brown sugar also being high, he was of the opinion that molasses would be in brisk demand, replacing sugar for use in many cases where families could not afford to purchase that article. In sympathy with sugar, molasses advanced again this week, another cent more being asked.

An abundant harvest prevails throughout the province in all kinds of farm produce, and local grocers are experiencing no difficulty in keeping well supplied, now when their customers are thinking of laying in their winter stock of these commodities, such as potatoes, carrots, turnips, and other vegetables which the careful housewife provides in the fall in anticipation of the advance in prices as the winter progresses. The weather conditions have been encouraging to the farmers, and of course the large crop of vegetables not only means prosperity to them, but livelier business for the grocer.

Bacon	0 16	0 18	Eggs, hennery	0 28	0 30
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 24	0 25
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 00	6 10
Butter, creamery, lb	0 24	0 25	Flour, Manitoba	6 25	6 35
Buckwheat, west. grey, bag	2 65	2 70	" Ontario	5 45	5 55
Cheese, new, lb.	0 14½	0 15	Ham		0 16
Currants, 1's, lb.	0 08½	0 09	Lard, compound lb	0 10½	0 11
Canned goods—			Lard, pure, lb.	0 12½	0 12½
Beans, baked	1 15	1 25	Lemons, Messina, per box	4 50	5 00
Beans, string	1 05	1 10	Molasses, fcy. Barbados, gl	0 32	0 33
Corn, doz.	1 10	1 15	Oatmeal, rolled		5 50
Peas, No. 4		1 20	Oatmeal, std.		6 00
" No. 3		1 25	Pork, domestic mess	21 50	22 50
" No. 2		1 30	Pork, American clear	21 50	23 00
" No. 1		1 80	Potatoes, bbl	2 25	2 40
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03½	0 03½
Raspberries, doz.	2 05	2 10	Salmon, case—		
Strawberries	1 85	1 90	Red spring	7 50	8 00
Tomatoes	1 85	1 60	Cohoes	6 75	7 00
Clams	4 00	4 25	Sugar—		
Cornmeal, gran.		4 75	Standard gran.	5 90	6 00
Cornmeal, bags		1 60	Austrian "	5 80	5 90
" bbls.	3 35	3 40	Bright yellow	5 70	5 80
			No. 1 yellow	5 40	5 50
			Paris lumps	6 60	6 75

Rest Room for Farmers' Wives and Daughters

Zealandia, Sask., Sept. 14.—(Special.) A writing and rest room for ladies is a feature of J. W. Haltby's store in Zealandia, Sask. Zealandia has a population of about 500, and it is not often one finds the customers studied in such an attractive manner; particularly in so small a town.

This feature is proving quite a drawing card for the store, and has proved so successful that Mr. Haltby has decided to keep it permanently.

There is nothing elaborate about the "rest room." It is simply a space curtained off from the store, with a few easy chairs and a table and writing utensils, but it is appreciated by the farmers' wives and daughters, who often have to drive many miles to town for their supplies, and are naturally tired after a rough ride over the prairie.

INVESTS $800 IN CABBAGES.

London, Ont., Sept. 14.—(Special.)—Thirty thousand cabbages grown on a London East lot of 3½ acres have been purchased by W. T. Mullins, grocer. He paid $800 for the lot and expects to double his money. The cabbage is known as the "Danish bald-head," and each weighs from 8 to 14 lbs. The entire weight of the crop is estimated at 200 tons.

The sea of heads covering the 3½ acres is striking in appearance and has been the subject of much comment by those who have seen them.

WHAT TO SAY IN YOUR ADVERTISING.

Delicious Olive Oil—Delicate in Flavor and Absolutely Pure.

Ox tongue is one of the most tempting luncheon meats—uniformly tender—appetizing—packed under sanitary conditions.

Absolutely Pure—of Great Strength—and the true vanilla flavor.

Grape Juice—Delightfully Rich, with the True Fragrance of the Grape.

Ginger Ale—the Ideal Temperance beverage. Exhilarating flavor—sparkling—pure.

FRUIT NOTES.

According to advices from the coast the promise is for a good-sized crop of oranges.

P. W. Hodgetts, secretary of the Ontario Fruit Growers, says that the apple crop in Ontario will be 50 per cent. more than last year, which brings it nearly to an average. Nova Scotia's crop will run over a million barrels.

In the Winona-Grimsby section of the Niagara district, government inspectors have marked some thousand of peach trees as having Yellows and Little Peach, for immediate destruction.

TRADE NOTES.

R. Simpson & Co., Hamilton, Ont., have purchased the old Taylor & Mulveney warehouse at 29 and 31 Charles St., the amount involved being in the neighborhood of $25,000.

E. B. Holbrooke, Elko, B.C., has erected a new general store at that place.

The Anderson, Baker Co., of Philadelphia, Pa., is considering erecting a canning factory in St. John, N.B. If the project is realized tropical fruits will be imported for canning purposes.

Arthur Nelson, manager the Standard Brokerage Co., Vancouver, B.C., was a visitor at the Canadian National Exhibition, Toronto.

GET HIM NEXT TIME.

"You know that traveler for ——— pickles, the fellow that's always comin' up an' thumpin' ye on th' chist and yellin', 'How's business this mornin'? I'll bet he's smashed twenty cigars for me—some of them clear Havanas—but I'll get even with him now. How will I do it? I'll tell ye. He always hits me over the vest pocket, where I carry my cigars. He'll hit me there just once more. He's in town again to-day. There's no cigars in me pocket this mornin'. Instead of it, there's a stick of dynamite, d'ye mind?"

How to Build Up the Provision Trade

Grocers Should Push This Line and Not Leave it to Care for Itself—Methods That May be Used — The Value of Proper Display in Selling Meats—Suggestion for a Provision Window.

By A. H. Harvey.

While there are some grocers who attempt to work their provision trade up to an appreciable volume, there are also a great many content to allow this branch of the trade to look after itself.

Such should not be the case. When provisions are being handled they should be pushed to the utmost, for, aside from the direct greater profit derived from a larger trade, the fact that it is done in conjunction with the remainder of the business allows it to be handled at a lower cost and with less leaks.

There is also another manner in which the trade should be regarded. When people come to the store for provisions, an opportunity is presented to introduce other lines of groceries to them.

Changed His Methods.

One dealer I know of kept his stock of provisions in the refrigerator waiting for customers to enquire about it. The result was, he had really no trade in this line; but he suddenly awoke to its possibilities. He had a counter at the rear of the store about six feet long which had been used for piling the goods on in readiness to deliver. This he transformed into a provision counter, covering it with white oilcloth so as to give it a cleanly appearance. On the front of it he placed some hams, rolls and breakfast bacon, while behind he made squares of print butter and lard.

Trade for these lines soon began to pick up and now a good substantial trade is done over that counter which before was of comparatively small value.

Good Provision Trade in Sight.

Now is the time for the grocer to get behind this department with a determination to work an extension. The weather is becoming cooler and more favorable for the handling of this line, while at this time of the year there should be a good demand for pork products.

The Display Refrigerator.

For a while yet until the weather gets still cooler, it will be necessary to use the refrigerator in which to keep meats. A display refrigerator, that is, one with the glass front showing the contents up well to customers, is a valuable fixture. However, they should be shown in some manner, for trade cannot be expected to be maintained unless the public are reminded that you carry those goods.

Meats, especially when cut, can be shown to good advantage. Hams and rolls show up well when shown with lettuce and other green goods.

"I try," said the merchant, in speaking of this line, "to display each line so that it will make a customer's mouth fairly water for a meal of that particular piece. I try to appeal to their palates and appetites. Now, a whole ham or roll is not itself particularly attractive or tempting, so I generally take a roll, cut it in two, and display it on a meat platter, decorated with greens, which makes it look much better than the plain roll."

Use of the Telephone.

Has the grocer ever stopped to think how valuable the telephone might be made in soliciting orders for meats and provisions? It would be well to acquaint customers who live a distance from the store with this method of ordering, for they will often give an order over the phone when they would not think of going to your store. They would most likely call at the first store that handled provisions. Let the dealer make this method of selling goods of as much value to him as possible. Ring a number of your customers up some morning and tell them the different lines of meats which you have to offer and watch results.

Do not forget, either, to draw your customer's attention to your provision counter when selling other lines. Window display is also another important manner of selling this line. Considering how tempting a window of provisions can be made, and the good results it brings, it is surprising how few grocers use this method.

Meat, Lard and Egg Window.

An idea for a good window, combining with it the kindred lines, lard and eggs, is here given. At the rear, some distance from the window, is placed a rod, from which is suspended backs and breakfast bacon. Immediately below in the centre is placed a tub of lard on its side, the mouth of course, facing the front. On either side is built up a pyramid of prints of lard, or pails on their side may be substituted. In front of the tub of lard is placed two half-sides of long clear and on each side in a bed of lettuce or other green goods, a couple of hams and rolls. In front of this is a border of eggs, followed by a border of green goods next the glass. Along either side may be built a wall of lard in three-pound pails or bricks.

It would be well for the trimmer to picture this out on paper before beginning it. The result should be an effective display.

DON'T WORRY.

If you worry over the criticisms of the world—if you fear your competitors —if you allow business depression to affect your nervous system—you will will never be successful.

SILENCE

No Pistol-Like Report

when you go into a dark room to light the gas and strike a

DOMINION MATCH

The silence is not broken and the air filled with sulphurous fumes. Dominion matches are noiseless, odorless, and the stems do not break. They are the kind that pay you to keep on hand.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto



DRIED FRUITS

Currants are extremely scarce on spot and will be until the new fruit arrives in about four weeks. In the meantime we can supply our well-known brands, packed from selected parcels of old crop, quality of which is just as good as the new, at the following prices.

Half-cases Pantry Brand, 7$\frac{5}{8}$ **Half-cases Victor Brand, 8**

Half-cases Monarch Brand, 8$\frac{3}{4}$

Seeded Raisins

We offer (1910 crop) Fancy Seeded California Raisins 16-oz. cartons

Floresca Brand at 8$\frac{3}{4}$

This is just one and one-half cents a pound under the market

Dates

Finest quality Hallowee Dates in Boxes, 60 lbs., at 5$\frac{1}{4}$.

Sugar

Barbadoes Muscovada Grocery Sugar in 100 lb. cotton lined bags at 4$\frac{5}{8}$.

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets :: TORONTO

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

—TO—

Brokers and Manufacturers' Agents

—Your business card on this page will keep
—your name and field of operations before
—Manufacturers, Importers and others
—looking for responsible representatives.
It costs you little and means much to you if you are looking for agencies.

Write for particulars to

The Canadian Grocer

Montreal Toronto Winnipeg

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



BJELLAND'S
SMOKED HERRINGS
IN
BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening
(J. A. HENDERSON)

Canadian Agents, Hamilton.

Where Are You At ?



Have you solved the Soap problem to the satisfaction of your customers and yourself? If you have not, we can solve it for you in

Canada's Best

...SOAP...

It is a superior quality soap at a low price—the most liberal value you have ever offered your customers. Think what this means. Let us send you a sample case to-day.

Write for special quotations on "direct-to-office" orders. They will interest you.

United Soap Company
OF CANADA, LIMITED
MONTREAL

ROYAL SHIELD BRAND SALMON



We have only been able to secure about 50% of our requirements of this well-known brand of high grade Sockeye Salmon. Order early.

We are booking orders for October delivery at very low prices, from a very favorable contract made in June for 20,000 boxes California Prunes. Anticipate your wants for Foreign and Domestic Evaporated and Dried Fruits and place your order with

Campbell Bros. & Wilson, Limited

Campbell, Wilson & d ams, Limited
Saskatoon

WINNIPEG

Campbell, Wilson & Horne, Limited
Calgary

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Lethbridge

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WE WANT DISCONTENTED MEN

that is to say, men who know they could make more money if they had the chance.

HERE IS THE CHANCE

If you will be our circulation solicitor for MacLean's Magazine, we will pay you a good commission on each new subscriber you get as well as on every renewal. You can do the work in your spare time, unless, like many of our successful solicitors, you find it pays to give whole time and attention to it.

ARE YOU PREPARED?

THE MACLEAN PUBLISHING COMPANY

143-149 University Avenue : : TORONTO, CAN.

A Plea for the Retail Association

Secretary Lethbridge (Alta.) Business Men's Protective Association Points Out Why Co-operation is Profitable—The Dead-Beat Analyzed and How to Combat His Tactics.

By B. L. Cope.

How many merchants realize that far more can be accomplished by co-operation than by competition? How many realize that an exchange of ideas would be beneficial to all? How many realize that information about their prospective customers handled through a recognized medium is the essence of co-operation and saves, and has been saving for years, hundreds of dollars which would otherwise have been charged to profit and loss account on their books, which if placed in its proper column would read "DEAD BEATS."

Every retailer knows that hundreds of dollars are lost, absolutely lost annually by the operation of these parasites called in the vernacular "Dead Beats," but how many realize what it means. They say "We would not give them any credit if we knew they were no good but how are we sure they are no good till we give them a trial? The husband is earning a good wage or drawing a good salary and they should be able to pay."

The Important Question.

Yes, they should be able to pay, but will they? That is the question. In days gone by our grandfathers used candles for light, our fathers used the coal oil lamp, but to-day we have gas and electricity. Why? In days gone by the ocean was traveled by the old sailing craft, to-day we have the greyhound propelled by steam. Why? Advanced civilization has given us better ideas, and by putting these ideas into practice they have proved successful. Why not have new and up-to-date ideas replace the old ones among the retailers of our province, ideas that have also stood the test of time.

Why should our merchants loose a good percentage of their hard-earned profits by continuing along the same lines that their grandfathers and fathers pursued when more recent methods, methods that have been in use in other parts of this continent for ten years, show that it is not necessary.

Opportunity at the Door.

And these methods that would save the retailers hundreds of dollars annually are knocking at your door, asking admission so that they may shed their benign protection around your store. Are you, as a retail merchant, going to open your door and welcome an idea that means more profits and less losses? Are you going to co-operate with your fellow merchant for the good of all or are you going to still continue along the same old rut? You are too apt to say: "He stuck me and I hope he goes across the street and sticks my opposition too." This rule works both ways remember. You have all had some dealings with the transient "Dead-Beat," the two legged animal that talks, that comes into your store with a hard luck story, or boldly, and asks for credit to keep his family alive, because, if the truth were known, he is too lazy to earn enough to buy what they require. There was no intention in the brain of that depraved existence when getting the goods from you on time, to pay you if it was at all possible to escape doing so. Quite often he sends his wife because he thinks she can "work" you better than he could, you will be more ready to believe her.

A String of Unpaid Bills.

Why do the retail merchants permit of this practice when they have such a powerful weapon at hand to stop such an outrage. I know from experience that the transient "Dead-Beat" can be stopped from living on your goods. I have seen cases where one of these degraded beings has "done up" merchants in five or six cities along the line till he happened to cross the trail of a merchant who had opened his door to this method, this twentieth century idea, and who by the prompt use of this method found out the reputation of his prospective customer, which showed him a string of unpaid bills as long as the railway along which his prospect travelled.

And what is this method which is so effective and so saving? you ask. Organize a merchants' association. By the aid of a merchants' association in every town or city of reasonable size all in such district who do not promptly meet their obligations will be known to every merchant in that district. By the aid of a provincial association all who have branded themselves unworthy will be known all over the province and by affiliation with like associations in the neighboring provinces the net of protection will spread till it covers the whole country. Shall we or shall we not have a provincial association? Retail merchants, it's up to you.

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

WETHEY'S

MINCE MEAT?

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and PUSH IT, IT WILL PAY YOU.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

CHIVERS'

Malt Vinegar

is the vinegar par excellence for any pickling. There is no use selling your customers a low grade article for this purpose, as it will prove unsatisfactory and you will be blamed.

Push Quality Goods

and you will come out on the right side always.

CHIVERS

is the name. Remember it.

S. CHIVERS & CO., Limited

CARDIFF WALES

CANADA:

112 St. Francois Xavier St., Montreal

BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary.



Contractors To The Admiralty

British-Made Pickles Sauces and Vinegars

are making a stand for first place the world over. They are recognized the standard by which others are judged.

PURNELL'S

are the favorite British-made goods and are first in point of purity, flavor and quality.

We are large contractors to the admiralty, which should be a good selling point with discriminating customers.

You will find quick sale for Purnell's goods. Order now.

Our Canadian Agents

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, C. S. Harding. Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Hannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750

PURE-HONOR PRODUCTS
G
THE SEAL OF PUBLIC APPROVAL

The House of Quality

The House of Quality

SPECIAL PRICE

ON

Breakfast Bacon

(New Cure)

AND

Cottage Hams

Quality unexcelled. *Order to-day.*

GUNNS PORK & BEEF PACKERS TORONTO, ONT. LIMITED. CANADA

HAMS

Are Very Scarce

and probabilities are they will be higher

SO WILL LARD.

We have, however, a good stock of ROLLS, SHOULDERS, BREAKFAST BACON and BACKS and at reasonable prices.

F. W. Fearman Co. LIMITED

HAMILTON

Two Good Reliable Articles to Feature for the Hunting Season

The REINDEER-JERSEY Brand Evaporated Milk, Unsweetened.

REINDEER CONDENSED COFFEE, having the Coffee, Milk and Sugar combined, a cup of delicious Coffee is prepared by simply adding water.

The only manufacturers in North America of prepared Coffee which contains Milk and Sugar.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses
FERGUS

70-72 Front St. East
TORONTO

Provisions Less Firm Under Lower Hogs

In Sympathy With the Reduced Values of Live Hogs—English Bacon Market Quiet at Recent Decline—Butter Market is Marking Time—Eggs are Generally Firm—Cheese Prices Continue to Advance.

The general situation in provisions this week is less firm, in sympathy with the lower quotations for live hogs which have been reduced considerably during the past two weeks. The English bacon market, which dropped back last week, is quiet at the decline. The lower prices will no doubt for the moment curtail the delivery of hogs. Business on the whole is firm, with smoked meats still in appreciable demand.

The butter market generally maintains a steady position with a good home demand. The English market is, however, less firm, while production is quite large. Eggs are somewhat firmer, especially for the best quality of new laid. Production at some centres is not quite so large, while a good demand at present exists.

Cheese prices still continue to climb and prices have again been generally advanced, putting prices extremely high for this time of year. Besides the ordinary conditions contributing to strength, a reduced production in England has assisted in the rise in values. There was a reduction of over 100,000 boxes in store in Canada on September 1, as compared with the same time last year. The English market is firm, with holders making no concessions. The steady upward movement in prices since early June has been a most unusual occurrence.

MONTREAL.

Provisions—While no change has been reported here during the week, it is expected that prices will be lower in some lines next week. This applies particularly to lard, which has been weak. Business on the whole is fair, with the demand appreciable.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3 5 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	18 00
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	22 50
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 200 "	21 50
Boiled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs. per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Boneless, rolled, large, 16 to 25 lbs., per lb	0 19
" " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 14
Hogs, live, per cwt	7 50 7 75
" dressed, per cwt	10 50 11 00

Butter—The market is steady, with prices unchanged. No particular change is looked for just at present, but there is the possibility that before long a movement may be noticed. The market seems to be marking time.

Creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs—Prices are steady and unchanged, although it is expected that there will be an advance in quotations for new-laids before the week passes. Supplies are fairly plentiful and the demand is good.

New laids	0 30
Selects	0 26
No. 1	0 22

Cheese—The market has undergone another advance during the past week, and is quite firm. The price is very high for this season of the year, and is explained by the heavy export demand. Dry weather in the Old Country resulted in the home production of cheese being lower than usual. Other conditions have been contributing to the situation. The Canadian farmers should certainly benefit by present prices.

Quebec, large	0 14½
Western, large	0 14½
" twins	0 14½
" small, 20 lbs.	0 14½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The strength in lard to which we called attention last week has resulted in a general advance of ¼ cent per pound. Demand with the cooler weather is larger than during the summer months.

Following last week's decline of 30 cents in live hogs, another slump similar in amount occurred this week bringing them at country points down to a $7.10 basis. Demand for pork products is satisfactory in volume. The English market is quiet at the recent decline. With the total drop of 60 cents in the past two weeks, the steadiness in the provision market is less marked.

Smoked meats	
Light hams, per lb	0 17½ 0 18
Medium hams, per lb	0 17 0 18
Large hams, per lb	0 16½ 0 17
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 26 0 28
Lard, tierces, per lb	0 10½ 0 10¾
" tubs "	0 10¾ 0 11
" pails "	0 11 0 11¼
" compounds, per lb	0 09 0 09½
Live hogs, at country points	7 10
Live hogs, local	7 40
Dressed hogs	10 00 10 50

Butter.—Prices are steady, under limited offerings and a good demand. Otherwise there are no features to the market.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 24 0 25
Farmers separator butter	0 22 0 23
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 18 0 20
No. 2 tubs or boxes	0 15 0 17

Eggs.—There is a good demand for eggs, especially the better grade. Receipts are limited and the market is accordingly steady. Strictly new laid are in some cases bringing higher prices.

Fresh gathered eggs	0 21 0 22
New laid eggs	0 23 0 24

Cheese.—Cheese quotations continue to move steadily upward and 14¾ cents is being asked for new. English buyers are still keen for stocks while the London market at the present is firm with holders making no concessions.

New cheese—		New twins	0 15
Large	0 14¾	Old Stiltons	0 15 0 16½
Old cheese	0 16 0 17		

Poultry.—Considerable poultry is coming along. The market is less steady or at least is not firm.

Fowl, live	0 10 0 11	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices are unchanged but well maintained. Trade is only normal.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

WINNIPEG.

Provisions.—There is little new in provisions, this week's trade remaining practically the same as last. Cured meat and dried salt meat continue to move in large quantities as harvesting is at its height and large quantities are being used by the workers. Receipts of live stock continue to be small, and as high as $9 per cwt. is being paid for choice hogs at the present time. Best steers on the market brought $5.25 per cwt., which shows a slight increase over last week. Prices quoted are as follows :—

Hams, large	0 16½	Tomato sausage per lb	0 10
Hams, medium	0 19½	Pork sausage	0 09
Breakfast bacon backs	0 20½	Beef sausage	0 08
Breakfast bacon bellies	0 19½	Lard, in tierces per lb	0 11½
Shoulders	0 14½	50-lb. tubs	5 75
Short rolls	0 16½	20-lb. pails	2 40
Long, clear sides per lb	0 12	10-lb. pails, cases	7 20
Boneless backs, per lb	0 15½	5-lb. pails, cases	7 30
Mess pork, bbl	24 00	3-lb. pails, cases	7 35
Mess pork, ½-bbl	12 50	Compound, 20-lb pails	2 10
		Steers, heifers, abattoir killed	0 08

Butter.—Creamery butter continues to advance with the approach of fall, and Manitoba fresh made creamery bricks are quoted at 26c., while Manitoba fresh made boxes at 25c. This is an increase

of 2c per lb. over prices quoted last week. The advance is due to the small amount of supplies received in the city, and it is likely that higher prices will be seen later. Dairy butter remains unchanged either in quantity or quality. Prices quoted are: 17c per lb. for strictly No. 1 delivered Winnipeg, 12c to 14c for No. 2, 7c to 9c for No. 3.

Eggs.—No change is noticed in the price offered for eggs, although receipts continue to be extremely small. 21c to 22c are the prices quoted by jobbers to shippers for Manitoba fresh, but guaranteed strictly fresh are being sold in the retail trade at 35c per doz. From all information procurable it would appear that prices on a par with last winter may be expected this year..

Cheese.—There is little new in cheese, prices remain unchanged from last week while receipts show but slight improvement over last week. Present quotation 11½c per lb.

SECURING EFFICIENT CLERKS A BIG PROBLEM

The Good or Poor Clerk is Reflected in Many Cases in the Dealer—Why the Proprietor Who Does Not Instruct His Salesmen Properly is Not a Good Merchant Himself.

Montreal, Sept.14 (Special).—"One of the greatest problems I have to contend with," said a prominent grocer recently, "is the securing of good, efficient clerks."

This complaint is heard not only in Montreal, but in Toronto, Winnipeg, in fact throughout the entire Dominion. Ordinary clerks are none too plentiful, and those of special capability are all too few. Now, this is a general reference to existing conditions, for it is not to be denied that there are among the Canadian trade many bright young clerks who will be the future grocers in the country; but they are occupying fairly good positions, and in the meantime preparing themselves for to-morrow.

Where the Blame Lies.

Now if there is a scarcity of good clerks several reasons are suggested for this state of affairs. In the first place, the grocers from whom they obtained their first training could not have been efficient. If they were efficient, then they wilfully neglected to instruct the clerks in all the details of the business with which they should be familiar. In the latter case, however, the grocer could not be acclaimed competent for it was to his own interest that he should teach his clerk practically all he knew (considering the individual grocer), and urge him to apply himself with a view to enhancing his ability and improving his general knowledge of the business.

Good Grocers Have Good Clerks.

"The efficient grocer has efficient clerks." This is an axiom of the trade and applies everywhere except in instances where the employer is unable to secure better, or where those in his employ have not the natural talent or ambition to make their way in the business.

Hence we come back to the statement that the inefficient clerk is the product, in practically all cases, of the store conducted by the inefficient grocer.

MONEY SAVED BY TAKING PAINS.

Editor Canadian Grocer.—On reading your recent article "Losing Money on Orange Sales," I just thought of the amount of money that is lost every year through bad oranges. For instance, some merchants will receive say ten cases and will make a fine display of them and sell direct from the case. This may be all right where a speedy sale is the result but if there are six bad ones in one case and it remains in the store for a week or so you will find at the end of that period twenty to thirty bad ones.

The remedy is a simple one, spend one hour as soon as the fruit comes in looking it over and counting it and you will not, I venture to say, find an easier way of saving a dollar. Some merchants say they don't find time to do this. Well, if they lose two dozen oranges at say 40 cents a dozen for the sake of one hour's work it shows bad management and will prove disastrous in the long run.

J. ASPINALL.

Almonte, Ont.

CARTOON TALKS ON SERVICE



The up-to-date salesman is particular about maintaining his physical equilibrium when serving a customer. The sleepy, disinterested clerk drives away trade.



Grocers: The reputation of this Company has been built up by the production of goods of the highest quality. Nothing but the highest grade materials are used. All of the goods manufactured by us bear our name and are never packed under private brands. Gillett's goods are acknowledged as the Standard of Canada.



MAGIC BAKING POWDER



The No Alum Kind

E. W. GILLETT COMPANY LIMITED, TORONTO, ONT.

WINNIPEG MONTREAL



Queen Quality Pickles

never fail to bring satisfaction to your customers and profit to yourself, because they are a line that always reaches you in perfect condition.

Feature this rapid selling line. The demand for it is largely increasing.



Choicest selected vegetables and other pure ingredients alone find their way into "Queen" Quality Pickles and the entire manufacture is marked by unusual skill, care and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

Try our PURE TOMATO CATSUP.

Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONT.

NATION'S CUSTARD POWDER

& Egg Powder

5-CENT PACKETS
HALF-POUND TINS
ONE-POUND TINS

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

Ayre & Sons, Ltd.,
St. John's, Newfoundland
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.,
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.

Sample free by post.

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.



LYNCH'S BISCUITS ARE SOCIAL FAVORITES

They are attractively done up and arrive at your store as crisp and dainty as when they leave our ovens.

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps—Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Bread and Confectionery

Rolled Oats Advance 30 Cents a Barrel

Result of Considerable Higher Prices for Raw Material—Market is Still Strong—Flour at the Moment is Firm Under Higher Wheat—How the Canadian Wheat Crop Compares With Other Years.

Under the substantial gains in the price of the raw material, rolled oats advanced 30c per barrel on Monday of this week. The general world's condition in oats, backed by the short crop in the United States, has worked for considerable higher prices, which the milled product could not withstand. While Ontario's oat crop will be considerably shorter than last year, the production in the west will show an increase. There is some improvement in the rolled oats trade, the annual fall briskness now beginning to make itself felt.

Flour at the present time exhibits considerable strength under higher wheat quotations, and there has been some talk among millers in favor of higher flour quotations. Any further strengthening in wheat prices will probably result in an advance.

While the flour market at the present is firm, there are many inclined to believe that as Canada has an immense crop of wheat this year that when shipments start to come out that the market will feel the effects. One dealer pointed this out, comparing the estimated crop in the Canadian West this year of 180 million bushels with 149 millions in 1910, 166 million in 1909, 112 million in 1908 and 93 million in 1907.

This is no doubt a factor that has to be considered and one which will have a considerable bearing on prices. Still Canada is not such an important factor in determining values as some believe. It must be remembered that she produces only 180 million bushels as compared with the world's total of over 3,500 million.

Reciprocity will have a considerable bearing on wheat prices in Canada, as it also will on oats. Canadian markets will remain somewhat unsettled until this issue is decided. Farmers are no doubt holding supplies in many cases until this question has been disposed of.

MONTREAL.

Flour.—There is no change to report in the flour market. Prices are steady.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1 t Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Cereals—Rolled oats advanced 15c on Monday. The market is steady and firm. The demand is good, and with the coming of cooler weather it should gradually increase.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—The immediate flour market at least is firm under higher quotations for wheat. Some mills are inclined to favor higher prices for flour. All, however, are not of that opinion, there being a feeling of uncertainty regarding wheat prices holding. Any further marked advance in wheat quotations would, however, probably result in higher flour prices.

Manitoba Wheat	
1st patents, in car lots	5 30
2nd patents, in car lots	4 80
Strong bakers, in car lots	4 60
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals—The higher quotations for oats have resulted in an advance of 30c per barrel in rolled oats, the change being recorded on Monday. A somewhat improved demand is being felt in this line. The raw material is high in price and the market is firm, even at the late advance. Cornmeal is up 10c per sack.

Rolled oats, small lots 90-lb. sacks	2 60
Rolled oats, 75 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots 180-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00

Rolled oats in cotton sacks, 5 cents more

Feed—Mill feed has been advancing considerably of late, home buyers being faced with competition from Germany and other countries, and this has been reflected in the ascendancy of prices of bran and shorts. It is some time since local manufacturers have done business with Europe, and the sudden demand from Germany is attributed to the failure of fodder crops.

WINNIPEG.

Flour.—Domestic and export trade continues to hold good and an increased volume of trade is being transacted. Export trade is at its height, and as new wheat is on the market it is expected that some increase will be seen in the shipments to the Old Country during the next few weeks. Prices remain unchanged from last week.

1st Patents	5 80	3rd Patents	4 90
2nd Patents	5 20	1st Clares	4 30

Cereals.—Trade in cereals remains unchanged, but it is expected to show some improvement during the next month. Bran at the present time is selling at $18 to $18.50, and shorts at $20 to $20.50 per ton. In chopped feeds barley is quoted at $25, oats at $26, and barley and oats mixed at $25.50.



"Perfection"
Popularized Sodas
As No Others Did

and have held the enviable position their name stands for while others have fallen.

"Perfection" Sodas are the standard by which biscuits are judged, both for quality and crispness. There's a difference which is most pleasing to the taste, a flaky crispness that cannot be duplicated in many other brands of sodas.

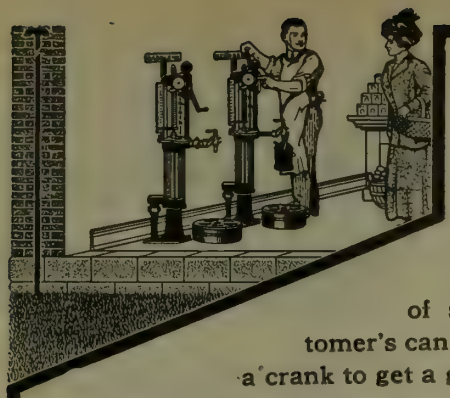
Your select trade demands them when they ask you for the best.

The MOONEY
Biscuit & Candy Co.
LIMITED
Factories at
Stratford, Ont., Winnipeg, Man.
BRANCHES at Hamilton, Ottawa, Sydney, C B.; Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Nfld.



—THE FLAVOR DE LUXE—
MAPLEINE
Original and Distinctive
Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc. and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.
SELLS ON MERIT
Backed up by advertising
See Price List
Order a supply from your jobber or—Frederick F. Robson Co., 26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask for Book No. 5.

S. F. BOWSER & CO., Ltd.,

TORONTO,

66-68 Fraser Ave.



Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

PUT YOUR CREDIT ACCOUNTS ON THE RIGHT SIDE OF THE LEDGER

Adopt the ONLY Way to make credit business SAFE. And at the same time eliminate charging, errors and disputes.

Allison Coupon Books

are in use all over the world.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

After Cleaning— and Oiling the Motor

CHIVERS'

MOTOR SOAP

comes into requisition and removes the grease and soil from the hands, leaving them perfectly clean and free from stains without the injurious after effects of many hand cleaners now offered.

Promote your own interests by carrying this superior brand of Motor Soap.

A line to the Canadian Agents will bring particulars.

HARRISON & SON

St. Nicholas Building

MONTREAL



BE SURE E.D.S. IS ON YOUR PRESERVES

There is one positive way of being sure you give your customers the preserves that will please them and make them steady patrons of your store. The sure way is to see that every jar of preserves you sell bears this trade mark—**E. D. S. TRIANGLE.** This trade mark is associated with the quality of preserves that stands out from the rest as the purest of fruit products without the semblance of preservatives or coloring matter. E. D. S. brand preserves are made entirely of select fresh ripe fruits and pure cane sugar. There is no secret process, everything is open for inspection. Our success lies in purity only.

Fill up your shelves now for fall.

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.





She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her, too.

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND

Canadian Fruits

Crawford Peaches

are now arriving in good shape, also

Plums, Pears, Grapes and Cantaloupes.

Tomatoes, Cucumbers, Apples, Egg Plant, etc.

Full Lines of

Oranges, Lemons and Bananas

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Late Fruits Now in Good Supply

Canadian Late Fruits Now in the Limelight — Plenitude of Peaches, Pears, Plums and Grapes—Good Sale for Preserving Purposes—Canada Will Have a good Crop of Apples — Imported Lines are Not Brisk.

Peaches, plums, pears and grapes are having their day. Supplies of all these lines on most markets are large with an excellent demand. The amount of the earlier fruits preserved this year was comparatively small and this is no doubt one reason for the brisk trade in late varieties. Retailers in all sections are pushing late fruits for preserving purposes. One of the principal lines is peaches, the late varieties of good quality now making their appearance.

Prospects still continue good for a large crop of apples in Canada this year, considerable in excess of last season. In Ontario the outlook is not as favorable as earlier in the season, wind and hail having wrought damage, but it will be in excess of last year, while in Nova Scotia a bumper crop is expected. The English apple crop is reported only moderate. Germany is below an average, while France, Italy and Holland report good crops.

Trade in imported lines of fruit continues quiet, although there is a fair movement of such lines as oranges, lemons and bananas considering the present plenitude of Canadian fruits. Prices are apparently steady with no special features.

—

MONTREAL.

Green Fruits.—There is nothing particularly new in the fruit market this week. Blueberries seem to be about done. Peaches, pears, plums and grapes are bringing the bulk of the trade and demand is heavy. Lemons are moving steadily. On the whole business is good, but it is principally along the regular lines of this season.

Apples, bbl.	2 75	3 50	Oranges—		
Bananas, bunch	1 50	1 75	Valencia	4 50	5 00
Bananas, crated	2 00	2 25	Jamaicas, box		3 25
Blueberries, Can basket	0 75	1 00	Sorrento	3 25	3 50
Cantaloupes	2 50	3 00	Mexican	2 75	3 00
Cocoanuts, bags		3 75	Peaches, California, crate	1 75	2 00
Grape fruit, California, case		4 50	Peaches, Can. basket	0 50	1 00
Grape fruit, Jamaica	4 50	5 00	Pears, Cal., crate	2 00	3 00
Grapes, Canadian, basket	0 25	0 30	Peas, Can. bas.	0 40	0 60
Lemons	4 50	5 00	Pineapples—		
Limes, a box	1 25	1 50	Floridas, case	4 00	5 00
			Plums, California box	1 50	2 50
			Plums, Can. bas.	0 35	0 75

Vegetables.—Tomatoes are still a feature of the market and move steadily. Sweet potatoes from New Jersey are now offered by wholesalers at from $2 to $2.75 a hamper.

Carrots, doz		0 25	Canadian lettuce per doz	0 45	0 50
Cabbage doz		0 75	Onions—		
Corn, per doz		0 20	Spanish, crate	3 00	3 50
Cucumbers, doz		0 60	Sweet potatoes	2 00	2 75
Garlic, 2 bunches		0 25	Montreal potatoes, new, bag	1 50	1 75
Green Peppers, bushel basket	1 75	2 25	Tomatoes, Canadian, box		0 60
Leeks, doz	1 50	1 75			

TORONTO.

Green Fruits.—There has been a plenitude of peaches on the local market for the past week or so, with an excellent demand at the prevailing prices. The amount of earlier fruits preserved was small and retailers are pushing peaches for this purpose, and are meeting with great success. The late varieties have made their appearance with the quality generally good. All lines of Canadian fruits are in good supply and are selling well. Pears are lower in price, while ordinary grapes are at 17 to 20 cents. While prices on the latter will probably go lower they may not go as low as some years, that is for those untouched by the hail. Canadian sugar melons are in good supply and selling well at 50 to 60 cents per crate. Oranges, lemons, watermelons and other imported lines are somewhat forgotten in the rush of domestic fruits. Prices, however, continue steady.

"St. Nicholas"

The Lemon Leader for the past

7,500 DAYS

"That's Going Some"

J. J. McCABE

AGENT

TORONTO, : : ONT.

"Beaver Brand"

GEORGIAN BAY APPLES

We will have several cars of Good Winter Apples, assorted varieties No. 1 and No. 2 quality, up to Government Standard. Prices furnished on application to

ELLIS BROS.

Proprietors of the well-known "Beaver Brand"

MEAFORD, - ONTARIO

BOX 130

Bananas.....	1 00	1 75	Watermelons...	0 35	0 50
Lemons—			Canadian plums,		
Verdelli.....	4 50	4 50	11-qt. basket..	0 50	1 00
Limes, box.....	....	1 25	Can. peaches,—		
Oranges—			Best grades.	0 75	1 00
Late valencias..	4 25	4 50	Common.....	0 40	0 55
Blueberries, bsk	1 00	1 50	Canadian peas,		
Can. tomatoes,			11-qt. basket..	0 25	0 50
11-qt. baskets	0 30	0 40	Grapes, small...	0 17	0 20
Rhubarb, doz...	0 25	0 40	Grapes, fancy		
Canadian sugar			Delaw re.....	....	0 30
melons, crate.	0 50	0 60	Green grapes, ½		
Rockyfords, b k	0 35	0 40	basket.....	....	0 25
Rockyfords, salmon, fresh, bsk	....	0 50			

Vegetables.—Small cucumbers and onions, as well as green peppers, with the pickling season now on, are being given more prominence. Egg plant and green peppers are easier this week.

New potatoes, New Brunswick stock, are quoted ar $1.40 to $1.50 per bag this week. Prices will no doubt ease slightly as supplies increase. The crop in Ontario is not good and are not maturing well. In some sections the production is not large enough to supply the home demand. There are other sections, however, where they are doing fairly well, but there are considerable being brought in from New Brunswick where the crop this year according to

"Whitco Brand"

Sweet Potatoes

The finest Jersey Sweets are packed under this brand in hampers and barrels. When you get this brand you get bright, clean, chunky Sweets—the best to be had.

WHITE & COMPANY, LIMITED

DEALERS IN FANCY FRUITS

TORONTO and HAMILTON

GRAPES

Concords are now at their best, they are fully matured and sweet.

Our stock is not injured by hail.

Peaches Elberta

Pears Bartletts

fine stock.

Tomatoes

late firm stock.

Muskmelons, Rocky Fords, Onions, Peppers, Egg Plant, Etc., Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN

GROWERS AND SHIPPERS

HAMILTON, ONT.

Peaches

The Best Varieties for Canning will be on this week. Our receipts this week will be very heavy. Let us have your orders.

Grapes

How many do you want for Fair Day? Let us know your needs and we will look after you RIGHT.

THE HOUSE OF QUALITY

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



VERDELLI LEMONS



¶ Perhaps I can point you the pathway that leads to more business, this I want to do, and by pointing you the way I find it myself.

¶ Tell every one of your customers you have Buster Brown Lemons—Sell them Buster Brown Lemons. Do not hesitate to hand them Lemons, but be sure you're selling them Buster Brown.

BUY ONLY BUSTER BROWN.

FOLLINA BROS., Palermo, Packers. W. B. STRINGER, Toronto, Sales Agent.

report is good. New Jersey sweet potatoes are offered in hampers at $2.25, and in barrels at $5.25 to $5.50.

Canadian beet, basket		0 25	Cauliflowers, dz.		1 25
Cabbage, Canadian, crate	2 00	2 25	Green peppers, basket	0 35	0 50
Carrots, new, basket	0 40	0 50	Canadian beans, 11 qt. basket	0 25	0 35
Cucumbers, Canadian, bsk	0 15	0 25	Onions—		
Lettuce, Canadian, head	0 25	0 30	American cooking, 100 lb. bag	2 75	3 00
Green corn, doz	0 06	0 10	Spanish	2 50	3 00
Egg plant, bsk	0 30	0 40	Canadian, bus		1 65
Celery, per doz. heads	0 40	0 50	Potatoes, N. B. stock, bag	1 40	1 50
			Sweet potatoes, barrel		5 50
			New turnips, per 11-qt. basket		0 20

WINNIPEG.

Fresh Fruit.—An active trade continues and wholesalers claim that one of the best seasons in the history of the west can be looked forward to in this line. It is expected that the small holder will have more money this fall and consequently will be able to indulge in this luxury. Washington Italian prunes have made their appearance on the market and are quoted at $1.60 to $1.65 per box. Cantaloupes show a reduction of $1 per crate, and a large trade is being carried on in this line at the present time. Washington blackberries have also declined $1 per crate, while Hardy pears are down 25c. New prices are as follows:

Bananas, bunch	2 75	3 50
Valencia oranges		5 25
California lemons, crate		6 00
Cal. peaches, box	1 25	1 50
Wash. Italian prunes, box	1 50	1 65
Bartlett pears, crate		2 75
Cantaloupes, crate		4 00
American duchess, bbl		4 50
Wash. blackberries, crate		4 00
B. Hardy pears		3 00

Green Vegetables.—Little new is being offered in green vegetables this week, although an active trade continues to be in existence. Ontario tomatoes have become more plentiful and a reduction of 10c to 25c per basket is noticed this week. Other changes are small and nothing new is offered. Prices are as follows:

Native mint, per doz		0 20
Native green onions, doz		0 20
Native parsley, per doz		0 20
Native lettuce, per doz		0 20
Native watercress, doz		0 30
Ontario tomatoes, per basket		0 50
Native head lettuce, doz		0 50
Native spinach, lb		0 04
New cabbage, per lb		0 01
American peppers, basket		0 60
Native green beans, per lb		0 03½
Native carrots, per lb		0 01½
Native beets, per lb		0 01
Native peas, per lb		0 04
Native radishes, per doz		0 20
Native turnips, per lb		0 01
Native celery, doz	0 40	0 75
Native cucumbers, doz		0 25
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01½
Sweet corn, per doz		0 20

Potatoes.—Owing to increased supplies in the city, potatoes are being sold this week at 75c per bushel. This is a reduction of 10 to 15c below prices prevailing last week. It is expected that lower prices will be seen as the stocks in the city are increasing daily.



Fish - Oysters



Cooler Weather Improves Fish Demand

Fall Demand Beginning to be Felt—Orders Henceforth Should be More Numerous and Bulkier—New Lines of Smoked Fish Coming on Market—Oyster Season has Commenced — The Production This Year is Not Large.

With the cooler weather, the fall demand for fish is beginning to make itself felt to some extent, and from now on orders should be larger. Fish are in fair supply, halibut being one of the good sellers in fresh fish. In smoked fish, new haddies, kippers, bloaters and also smoked herring are arriving.

The demand for oysters is beginning to be felt, and as it is some months since they have been obtainable there should be an appreciable trade. This year's supply of oysters is apparently not large. One dealer said it is three or four years since there has been an average set in the oyster grounds, and as it takes about five years for them to develop the production this year will be limited. The set this year appears to be good, while the quality of the present crop oysters is reported generally good.

QUEBEC.

Montreal.—Business has begun to show improvement with the change in the weather and orders henceforth should be more numerous and bulkier. The opening of the oyster season has certainly been felt and business has been steadily increasing. Stocks are fresh and it is months since the last oysters were enjoyed by the majority of people.

Halibut are in good supply, also brook trout, which are arriving freely with the price considerably lower. There is also an ample supply of lake trout. In the smoked fish line new haddies, kippers and bloaters and also smoked herring are arriving daily. Complete lines of boneless and prepared cod are being offered. in fact, the stock of fish is practically complete.

Listed under salted and pickled fish are new Labrador herrings in barrels and half barrels; also new green cod, Labrador and British Columbia salmon, sea trout and mackerel. All of which is sufficient evidence of the fact that wholesalers are ready for the season.

FRESH

Bluefish, per lb	0 12	Halibut, express per lb	0 10
Dressed perch, per lb	0 10	Salmon, B.C., lb	0 18
Dressed bullheads, per lb	0 10	Salmon, Gaspe	0 20
Eels, fresh, each	0 25	Shad, buck, each	0 30
Flounders, per lb	0 08	Shad, roe, each	0 60
Mackerel	0 12	Sea trout	0 10
Haddock, per lb	0 04½ 0 05	Sea bass, per lb	0 10
Herring, each	0 03	Trout, brook	0 20
Steak cod headless, per lb	0 05½ 0 06	Lake trout, lb	0 11 0 12
		Pike, per lb	0 08
		Pickerel or dore	0 11 0 12
		Whitefish, lb	0 11 0 12

FROZEN

Haddock	0 03	Salmon, B.C., red	0 10
Halibut, per lb	0 09	Gaspe salmon per lb	0 18
Pike, round lb	0 05	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Bras pike	0 05	Whitefish, large, lb	0 08
Steak cod	0 04	Whitefish, small	0 06
Mackerel	0 11 0 12		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 25

SALTED AND PICKLED

New green cod, medium, per lb	0 04	Choice mackerel, half pail	2 00
New green cod, small per lb	0 03	Salmon, B.C., red, bbl.	14 00
New Labrador herring, per bbl	6 00	Salmon, B.C., half bl.	7 50
New Labrador herring, per half bbl	3 50	Salmon, Labrador, half bl.	8 50
Labrador sea trout, bbls.	12 00	Salmon, Labrador, trcs, 300 lbs.	21 00
Labrador sea trout, half bbls.	6 50	Salt eels, per lb	0 07
No. 1 mackerel, pail	2 00	Sea trout, ½ brl.	6 50
No. 1 mackerel ½ bbls.	8 00	Sea trout, bbls.	12 00
Scotia herring, No. 2, bbl.		Scotch herring	6 00
Lake trout, half bbl.	6 00	Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 11
Bloaters, large, per box	1 10
Haddies	0 [illegible]
Herring, new smoked, per box	0 20
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00	13 00
XXX shell oysters		10 00
Lobsters, live, per lb		0 35
Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60

Solid meats—Standards, gal., $1.75; selects, gal., $3.

ONTARIO.

Toronto.—There has as yet been no marked improvement in fish trade, but now with cooler weather retailers will begin to devote their attention more to this line. Demand for oysters is beginning to make itself noticeable and will more so as the season advances. Halibut is arriving freely and is a good seller, while among the new lines that are coming on the market are kippers, bloaters and finnan haddie. Prices are generally unchanged.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Mullets	0 04
Pike	0 05	Bluefish	0 12
New Pink sea salmon	0 09		

SMOKED

Kippers, per box	1 35	Finnan Haddie, lb	0 08
Bloaters, per box	1 25		



Let Us Make It Clear

Some lines of Canned Fish are dearer this year than last and you have now a favorable opportunity to create a fine business in Fresh, Cured and Smoked, etc. But you must have the quality lines if it is to be lasting. Consider

"Canada" Brand Pure Boneless Cod Fish

Great Goods - Clean and Wholesome

CANADA TABLETS -	20 1-lb. Tablets
CANADA CRATE - -	12 2-lb. Boxes
CANADA STRIP - -	30-lb. Boxes, whole pieces
COD BITS - - -	25-lb Boxes, Bulk
and SKINLESS FISH	
MARINER BRAND - -	25-lb. Boxes, Bulk

Ocean Brand Kippers FAST **Boutilier's Fillets** SELLERS **Ocean Brand Bloaters**

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD

NEW FAT JULY SALT HERRING

These should certainly be ordered, as a good trade is likely in this particular line and you will be the gainer.

The Halifax Cold Storage Co. - Halifax, N.S.

47 WILLIAM ST., MONTREAL - - - - - - Selling Branch

GASPE LOBSTERS

QUAKER BRAND

The Brand that guarantees Purity and the Highest of Quality.

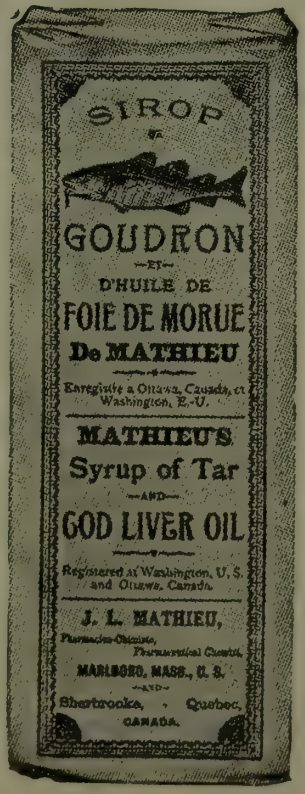
What about your supplies?

You must have room for these choice goods.

Mathewson's Sons

MONTREAL

QUALITY SATISFACTION



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers among all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot, Montreal

Creating a Demand by Window Displays

Up-to-Date Merchants Prize Their Windows Highly—Effective Means of Securing Trade—Appeal to Consumers' Appetites Through Them—Some Simple Rules Which Constitute the Foundation of Good Window Dressing.

By W. J. B.

One of the chief means of advertising and bringing his goods before the purchaser that the retail grocer has at hand is through the medium of the display window.

Those grocers who have put forth any reasonable amount of effort in this direction will testify to its value as a salesman. It affords the merchant in all lines of business, and just as much in groceries as any other, a selling agent at a lower cost perhaps than any other means. Up-to-date merchants in the city prize their windows highly as any manufacturer will find if he attempts to rent one of them. Without them they could not hope to do nearly as much business as is possible with them.

Too Much Neglect Shown.

Still, even in the face of this absolutely proven truth and the fact that their value has been demonstrated so plainly over and over again, we find many merchants neglecting to give them such care as would make them valuable. Nor is this alone true of country stores; even in the cities and on many of the main streets, too, we find the same thing existing. Dirty windows, unattractively dressed, changed only at long intervals, which do not only fail to sell goods, but drive customers away, are found to be the case with many merchants. Perhaps only a short distance away, we see another dealer with a window of the same dimensions, but from which he is deriving untold benefits, simply because he gives it the necessary attention to keep it in such a manner that it will sell goods.

It is the object of the merchant who does realize the value of the window to give an appearance that will create among customers a desire for the goods displayed and is not a difficult problem to create a desire for foodstuff lines. He must appeal to the appetites of his customers in such a way as to make sales. The question is, "how can it be done?"

Rules to be Followed.

There are some simple rules which constitute the foundation of a good display and while they are self apparent, they need to be dwelt upon for the reason that they are often disregarded. One of these is keeping the glass in the window clean. While it should not be necessary to refer to this, still there are some grocers who do not take enough pride in their store to even observe this, the simplest rule.

Then, it is essential that no article entering into the display will detract from the attractiveness of the window. It should be neat and symmetrical. That is, it should be constructed so that one side of the display will balance well with the other. You have probably noticed a window that did not appear exactly right at a glance and on a closer examination you found the display to be lop-sided.

Specialize for Effect.

Don't try to show everything you have in stock at once. A crowded window will not sell goods. This is the downfall of many window trimmers. They wish to show too many lines at a time and the crowding resulting defeats the primary object of the display.

Just as the general public will not often read a crowded advertisement, they will not stop to look at a crowded window. It does not make sales. That is well known. In fact, a crowded window is not attractive and for this reason a trimmer should guard against it. Of course, the display of associated articles such as ham and eggs, brooms and sweeping powder, etc., is to be commended.

Good Judgment Necessary.

Time and care are necessary in the preparation of a window, if good results are to be procured. The goods cannot be thrown in, in any old manner. Each article and each part of the display should be so placed that it will look the best. Judgment must be used to secure that.

A man cannot expect to pull off his coat and to arrange a good display in a few minutes. He must first make his plans and figure in his mind just how he wants it to look when finished and how he must proceed. A good method is to select the line or lines which are to be displayed, step outside and figure in your mind's eye how you will arrange them.

There is still another feature of window display that will usually increase results—the use of show cards and price tickets. A plain, neatly written show card will help wonderfully in making sales, while price tickets in many cases will also be of great value. Do not use more than the display warrants. The trouble, however, in most cases is that none or too few are used.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Dear Sir:—

"I notice in the advertisement of a tea firm that the pedlars are getting a large amount of tea trade from the retail grocers.

"What, in your opinion, would be a fair proportion of tea sales to whole sales of a grocer in order that he might feel that he was getting his due?"

N.S. ANXIOUS ONE.

Editorial Note.—This question of a Nova Scotia dealer is a difficult one because of the different conditions existing and connected with the sale of goods in different stores. In some localities a greater amount of tea is consumed than in others, some stores sell more goods that run into money quickly, such as sugar, thus altering the proportion of tea sales to total sales. others sell strictly groceries, while still others have many sidelines which would alter the proportion of tea sales to total sales.

A merchant in a country town with a general store of $4,000 stock who considered he was getting his share of the tea trade says that his tea sales last year amounted to $450, while his total sales for all lines amounted to $17,000. He sold 1,240 pounds of 30 cent tea and 190 pounds of 40 cent tea. These are the only grades he carries.

Another dealer who carries groceries alone who does on an average $1,000 worth of business per month, said that in one month he sold $40 worth of tea, although this is not an average.

Thus to work it out to a proportion the general merchant on every $3,400 worth of goods disposed of, sold $90 worth of tea, while the man who sold only groceries on every $3,400 worth of business, sold $136 worth of tea. Thus if an average were taken on these two cases alone, it would mean that a dealer in doing $3,400 worth of trade, should sell $113 worth of tea. The question, however, as intimated above, is a rather difficult one to answer on account of its complexity.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H B. Hillcoat, Sydney, N. S; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q., Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



THIS "COAST-SEALED" CABINET

Will Increase Your Oyster Profits

Two sound reasons lie back of this statement.

1. It keeps oysters absolutely fresh for a longer time than any other cabinet.
2. It uses only one-eighth of the ice required by other cabinets.

Note its unique construction—the picture tells the story. And we sell you "Coast-Sealed" Cabinets outright for **$17.00** each f.o.b. Toronto. This will appeal to independent grocers who rightly object to being coerced into buying a line of oysters through jug-handled loaning agreements on Oyster Display Cabinets.

We rely on quality alone to sell our "Coast-Sealed" Oysters

Write us for full particulars and prices

CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St., - - - TORONTO

The Grocer's Encyclopedia—Mustard

Mustard is a Relish of Long Standing Which Still Continues to be Popular—Two Different Seeds Used in Its Manufacture—Prepared Mustards Also Sold by the Grocer—Arguments to Increase Its Sale.

"Sauces of various kinds which tickle the palate and for a time become fashionable," says a writer "have their day and cease to be, but mustard, which came into popularity centuries ago, still continues popular as a relish for meats and other foods."

There are three main reasons why mustard continues to be a popular condiment.

In the first place, it has an unquestionable dietetic value.

Then again it is a medicinal agent of no mean value, while it is a seasoning of which the palate never tires.

It's most reasonable cost also places it within the reach of all.

Are Fond of Mustard.

The English word, mustard, was derived from the Italian "Mostardo" owing to an ancient custom of having a little must (latin, mustum, unfermented grape juice) mixed with it in preparing the condiment. For centuries, the English have been known as great mustard eaters—the greatest in the world. It is calculated that upward of 7,000 tons of mustard are now manufactured yearly in England, and in no other part of the world is it's preparation carried on so energetically.

The two seeds employed in the manufacture of mustard are S. Nigra and S. Alba and it is the judicious blending of the flour of these two seeds, with due regard to the percentage of oil and other properties contained in them, that gives the manufacturer his secret and the public, the perfected article.

What Genuine Mustard Is.

In the case of "Genuine" the mustard is made solely from the flour of the mustard seed. The "Condiment" is manufactured with a small proportion of wheaten flour especially prepared in order to absorb the oil, modify the undesirable pungency and make it more suitable to the public taste.

The use of mustard, powdered in it's present form, for making into a paste, originated in Durham, England, about the year 1720, where it was prepared on a small scale by an old lady named Mrs. Clements, who kept the secret of its manufacture to herself—grinding the seed io a mill and sifting it—for several years. She used to travel twice a year to London and the principal towns in England for orders.

The Prepared Mustard.

Then we have the various kinds of prepared mustards. These semi-liquid condiments are usually prepared from the ground black or brown seed and bottled ready mixed with various ingredients, all ready for use by the consumer. Each manufacturer has a somewhat different recipe in its preparation. Being mixed with other substances, these prepared mustards have not such a strong odor, while the flavor is more along the line of a sauce or relish.

Mr. Grocer, are your sales of mustard in both its dry and prepared form as large as they could be made. Its qualities outlined at the beginning of this article should be good arguments in selling it, which backed by its comparative cheapness should make it an excellent seller. Perhaps, the fault lies in the fact that you do not display or bring this line to your customer's attention often enough.

Novel Sale of Laundry Lines Brought Business

A merchant, not long ago, conducted a novel sale which stirred up a lot of comment and interest—and business.

Two weeks before the date set for the sale, clothes pins were mailed to every address on a carefully prepared mailing list. To each pin was attached, by a cord, a round tag. On one side of the tag was an announcement of a laundry sale.

Special attention was called to an explanatory circular which would be sent out in a following mail.

The other side of the tag bore the postage stamp and address. The pins were mailed unwrapped. This novel "ad." attracted attention and paved the way for the second announcement which followed a few days later. The special prices were restricted to articles used in the laundry—soaps, bluing, starch, boilers, tubs and every item that could possibly be classified under that head. What was advertised as a "bargain reel" was located in the basement. A huge reel, not unlike the ordinary clothes dryer, was erected, and paper bags containing unknown articles were attached to the lines with clothes pins. The bargain hunter might take a "grab" from this assortment of packages for twenty-five cents.

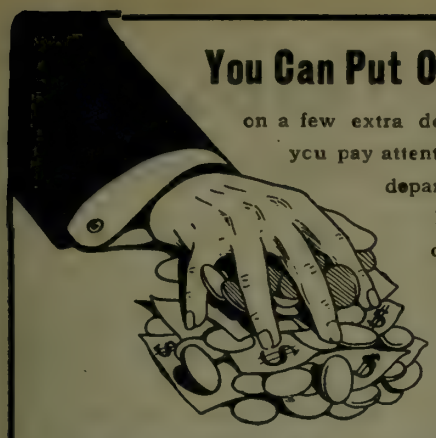
He was assured that all the sacks contained unusual bargains. The windows catered to the same wash-day idea and many of the articles in this bargain reel were displayed on a clothes line strung across the window shelf.

The sale made a big hit. The "bargain-reel" had to be refilled many times, and the sales in all departments showed a sympathetic increase.

This merchant says he obtains the best results from running sales on one class of goods at a time.

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

You cannot too highly praise it—
Black Watch
The Biggest and Best Plug Chewing Tobacco
Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

You Can Put Out Your Hand

on a few extra dollars every week if you pay attention to your tobacco department and show the housewife that she can bring home her husband's plug with the weekly groceries.

MAPLE SUGAR
Chewing Tobacco

is something worth handling. Allows you a reasonable profit and pleases everyone who tastes it.

WE DON'T WANT TOO MUCH

just at once. Send a small trial order and you'll be pleased.

Rock City Tobacco Co.

QUEBEC - - - WINNIPEG

7-20-4 CIGAR

THE tobacco proposition which we offer you in this splendid brand of Cigar is worth considering. There is a satisfying smoke for your customers in each 7-20-4 that they cannot hope to get out of other brands at the same money. The profit you make for yourself is an important consideration when you are looking for a good stock cigar for your tobacco department.

Write for particulars.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

AGENTS WANTED, with good connection throughout Ontario, for the sale of well-known, highly matured scotch whiskies. Terms liberal. Apply D. A. RHIND & CO., Limited, Leith, Scotland.

BUYING AGENT WANTED in Canada for the sale of the well known "Tiller" brand of Norwegian sardines. Apply Box 398, CANADIAN GROCER, Toronto.

POSITION WANTED.

TEA—Expert buyer and blender, 16 years' experience, open to treat with Canadian house view to buying agency London market. Box 72, CANADIAN GROCER, 88 Fleet Street, London, England.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	5-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$4 50
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.

Borwick's Baking Powder — 5 GOLD MEDALS

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 8-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 8-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10 12-oz., 3 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb. 0 17

In 10-box lots or case 0 16

Gillett's Mammoth, ½-gross box 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

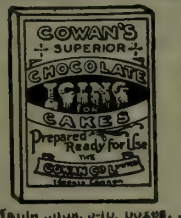
Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and 1's, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple Buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN F. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yookney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and 1-lb. cakes, 35c. lb.; Breakfast cocoa, ½, ¼, ⅛ and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 33c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and 50-lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 60
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins "		"	0 31
" " 1 lb. tins "		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "		"	0 28
English breakfast, 1 lb. tins, "		"	0 18
Grand Prix, 1 and 2 lb. tins. "		"	0 30
Demi-Tasse, 1 and 2 lb. tins, "		"	0 30
Flower Pot, 1 lb. pots, "		"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 18	lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W S P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.





CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

—

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY
Technical Book Department
143-149 University St. - Toronto, Canada



Think it Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited HAMILTON, CANADA BUFFALO, N. Y.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 48s Sq.	17 00
1 gals., 10s	35 00	⅛ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Roya'

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

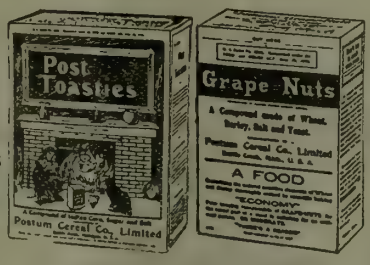
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,		Contains 2 doz..$1.80
Lemon	(Straight)	Contains 2 doz..$1.80
Orange	(Straight)	Contains 2 doz..$1.80
Raspberry	(Straight)	Contains 2 doz..$1.80
Strawberry	(Straight)	Contains 2 doz..$1.80
Chocolate	(Straight)	Contains 2 doz..$1.80
Cherry	(Straight)	Contains 2 doz..$1.80
Peach	(Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz.. $2 50
Chocolate	(Straight)	Contains 2 doz.. 2 50
Vanilla	(Straight)	Contains 2 doz.. 2 50
Strawberry	(Straight)	Contains 2 doz.. 2 50
Lemon	(Straight)	Contains 2 doz.. 2 50
Unflavored	(Straight)	Contains 2 doz.. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins..	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½



F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

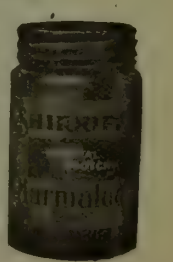
Ontario and Quebec Prices.

Per case
1 case of 4 doz $3 00
3 cases of 4 doz 3 00
5 cased or more 3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI CO'Y, MONTREAL.

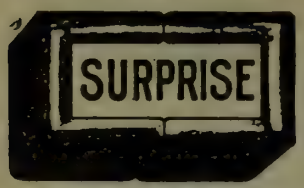
Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	"	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
6 lbs. cases or 75 lbs. bbls.	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 0
48 lbs.	No. 1 white or blue, 1 lb. c rt's	0 06
48 lbs.	N . 1 white or blue, 3 lb. cart's	0 06
100 lbs.	kegs, No 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07
100 lbs.	kegs, Si ver gl ss, large crystals	0 06
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 48 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn
40 lbs.	Canada pure co n starch (20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb..	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices. Per case

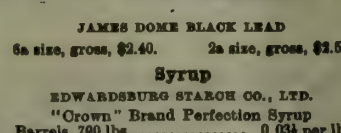
No. 1,	cases 60 1-lb. packages		1 case	$2 85
			5 "	2 75
No. 2,	" 120 ½-lb.	"	1 case	2 85
			5 "	2 75
No. 3,	" 30 1-lb.	"	1 case	2 85
	" 60 ½-lb.	"	5 "	2 75

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 90
5 cases	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	1 40
5-lb. tins, 1 doz. in case, per ca e	2 75
10-lb tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¼
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 3½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
2 lb. tins	2 doz in case	$3 50
5 "	1 " "	4 00
10 "	½ " "	3 95
20 "	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$3 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



Per doz

H.P Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

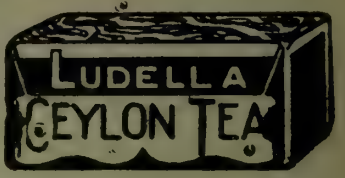
HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Curr ncy, 6½s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 36
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 56

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will Do No Other Hand Cleaner Can Do

Snap Company, Limited

Montreal, Quebec

SNAP IS GOOD STOCK



SNAP WILL PAY YOU

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



F C Harkness (DII)
34 Royal Bk Bldg

It's the Bread it Makes That Settles Your Profits

We admit it right now, Brother Grocer—

We could make FIVE ROSES cheaper.

Cheap enough to get *your* order today.

And it would sell like hot cake in winter—because of its *past performance.*

Because it has always *satisfied,* you see.

Sales would come *enormously* at the lower figure, based on Uniform Quality.

But—

Here's the rub, we would eventually *have* to make the flour *fit the price.*

We would *both* be living in a fool's paradise, Brother Grocer.

Because, don't you see, it's the *bread* she makes—not the *price* she pays—that settles the buyer's *permanent* preference.

And the buyer's preference decides your *profits.*

If you sell a cheaper flour than FIVE ROSES, Brother Grocer—

That flour was made to fit its price.

It costs less for the *same* reason that FIVE ROSES costs *more.*

How long will your sales continue on the price basis?

Only as long as your present traffic remains satisfied with *unsatisfactory* baking results.

And that means until their *first* loaf is baked, not a sale longer.

And having failed, the buyer passes on and will keep going elsewhere until she finds bread and pastry happiness.

If, with our unlimited facilities for sifting the Manitoba harvest, with our corps of expert millers, our modern milling methods, our vast capacity, our immense storing and distributing facilities—

If, with all these, we are unable to make FIVE ROSES cheaper, *while maintaining its integrity,* what can you expect from a mill without these advantages?

Can you expect *better* quality under any circumstances?

Can you expect it *cheaper?*

Thousands of retail grocers, big, medium, small, in the past 23 years have found in FIVE ROSES their most *stable* foundation.

Theirs is the trade that lives, that endures, that is perpetuated—that *grows.*

Don't delay *your* own success, Brother Grocer.

Analyze, compare, consider the *selling* advantages of FIVE ROSES: Quality, Economy, Uniformity.

And the *buying* advantages likewise: Courtesy, Service, Square Dealing.

Write our nearest office.

Or ask your jobber about it.

Five Roses
is packed to suit your trade. In barrels and halves—also in bags of 7, 14, 24, 49 and 98 lbs. Mixed cars for those who want them.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character."
MONTREAL

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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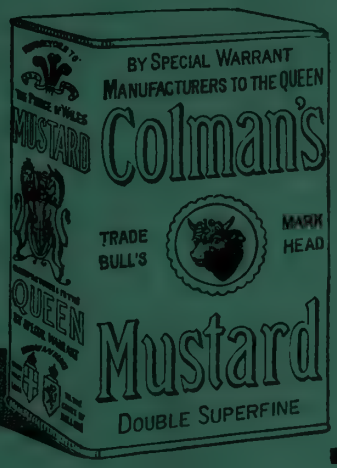
VOL. XXV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 22, 1911 No. 38



Toronto Office:
30 Church St.

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

Are You Reminding Your Customers, Mr. Groceryman

of all the numerous and varied uses to which

Benson's Prepared Corn

can be put? The secret of successful merchandising to-day is service, and little reminders of what can be done with the goods you sell, constitute service.

Service does more than make sales for you at the moment—it makes friends and holds customers. Remind your customers.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

RECIPROCITY IS THE ISSUE

(EXCHANGE OF VALUE FOR VALUE)





ARE YOU

RECIPROCATING

With Your CUSTOMERS ?





RECIPROCATE
BY SUPPLYING
THE BEST VALUE

MACONOCHIE'S

QUALITY PRODUCTS

Your Jobber Has Them—You Should Have Them

THE SILENT SALESMAN

Goods whose trade-marked names have grown familiar to the public need no word-of-mouth explanations on quality or price, for they are their own "Silent Salesmen." All you have to do is to display them--think of the saving of energy you make when you stock with goods of spotless reputation! Three "Silent Salesmen" are printed below.

Codou's Macaroni

Genuine French

Made in a Model Factory absolutely new and up to date. Made only from the finest Taganrog Russian Wheat, the only Wheat from which the finest quality of macaroni can be made. Nothing better can be produced.

Griffin & Skelley's Canned Fruits

Picked by skillful hands, chosen by ever-watchful eyes, packed in the Factory of Precision—the best that Dollars and Cents and Brains and Sense can offer particular folks.

Canned Asparagus, Apricots, Peaches, Pears, Cherries, Plums and other wanted table fruits. Quality Goods!

Griffin & Skelley's Dried Fruits

Seedless Raisins and Prunes. Dried Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been buying other Brands.

Selected with the greatest care and shipped in original boxes right from the Vineyards and Orchards on the Pacific Coast.

Look for the "Griffin" trademark before you buy.

You know what you get when you buy these.
All warranted by the shippers.

ARTHUR P. TIPPET & CO., Agents

MONTREAL TORONTO

FIVE FACTS

Clark's Perfect Foods

are an Investment for you.

Clark's Celebrated Preparations

enable you to turn your capital over many times during the year.

Clark's Quality Foods

are what your Customers look for when they buy Prepared Meats.

Clark's Great Variety of Prepared Foods

enable you to please your Customers at all times by supplying just what they want in High-Grade Food Specialties.

Clark's Guarantee

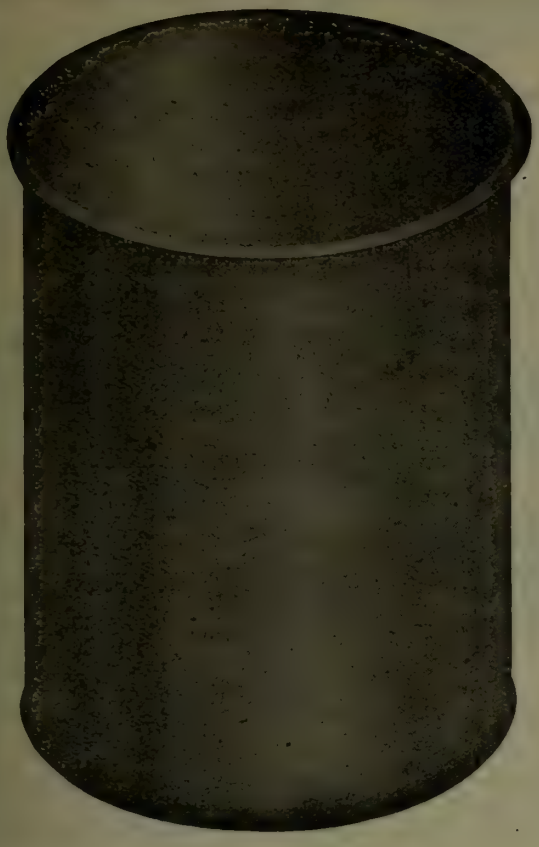
protects you and your Customers.



W. CLARK :: Montreal

MANUFACTURER of the CELEBRATED CHATEAU BRAND CONCENTRATED SOUPS





SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—
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and VANCOUVER

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WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

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NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

Please do not suppose that

"Granola Digestive" Biscuits

are only suitable for invalids and children. They are delightful biscuits for afternoon tea —with butter or cheese at lunch—or when taken as a light snack by themselves.

The fact that they are so much more easily assimilated than any others is in great measure due to the large quantity of rich, fresh milk used in their manufacture, combined with a certain proportion of specially prepared malt.

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

THE RIGHT THING!

SHOWS A GOOD PROFIT



TAKE NO SUBSTITUTE

are packed under official inspection in guaranteed pure Olive Oil.

IF YOU WANT A RELIABLE QUALITY—SURE TO PLEASE YOUR CUSTOMERS, ORDER AT ONCE FROM YOUR WHOLESALER

"Eskimo" Brand Sardines

OR WRITE FOR PARTICULARS TO:

MONTREAL, J. W. Windsor
QUEBEC, Albert Dunn
HALIFAX, A. B. Mitchell
ST. JOHN N.B., W. S. Clawson & Co.
TORONTO, A. E. Richards & Co.
HAMILTON, A. E. Richards & Co.
LONDON, ONT., Geo. H. Gillespie
WINNIPEG, W. H. Escott Co.
CALGARY, H. Donkin & Co.
EDMONTON, Dominion Brokerage Co.
VANCOUVER, H. Donkin & Co.

A-1



Advertised by its Admirers—

THERE IS ALWAYS A
READY DEMAND FOR

BRAND'S A-1 SAUCE

You only need to display A-1 SAUCE to find that it is already known to the most of your trade.

Every bottle maintains the reputation of this delicious condiment, a reputation founded by a generation's use on English tables from those of Royalty down, and in every quarter of the globe where civilization has reached.

A-1 IS A WORLD-WIDE NECESSITY.

ORDER NOW FOR FALL.

BRAND & CO., Limited Purveyors to H.M. the Late King Edward VII

NEWTON A. HILL, 25 Front St. E., TORONTO — MAYFAIR, LONDON, ENG.

McLEOD & CLARKSON, VANCOUVER, B.C. — H. HUBBARD, 27 Common St., MONTREAL

Millar's Jams

MADE IN BELFAST, IRELAND

The winners of gold medals in Great Britain and Ireland, are noted for their absolute

PURITY

They are celebrated all over the United Kingdom and are fast making a name for themselves in Canada. They sell readily and give splendid satisfaction to the consumer and bring monetary benefit to the retailer in quick sales at a fair profit. Miller's Jams are always popular when once introduced.

SNOWDON AND EBBITT
MONTREAL, QUE.



Supplies may be had from the following:—Warren Bros. & Co., Ltd., Toronto. A. M. Smith & Co., London. W. G. Craig & Co., Ltd., Kingston. The F. J. Castle Co., Ltd., Ottawa. Lumsden Bros., Hamilton. Laporte, Martin & Co., Ltd. Montreal. Howe, McIntyre & Co., Montreal. Bergeron, Whissell & Co., Montreal. Forbes Bros., Montreal. Watt & Godon, Montreal.

If you handle

any but the SHIRRIFF EXTRACTS, you handle an inferior line of goods. Because no extracts made are the equal of SHIRRIFF'S.

You may be willing to sell goods that have not your own frank endorsement, but **we doubt it.**

Want to test SHIRRIFF EXTRACTS? Tell us so. We are willing to let you be the judge. Afterwards you **can** and **will** recommend them to your customers. They'll be glad, too!

More Than Ninety Flavors



More Than Ninety Flavors

Particular care and the finest materials, plus our own special knowledge of the distillation and concentration of extracts, enable us to produce an unequalled line of the many flavors.

Shirriff's TRUE VANILLA

is the peer. Made from the real Mexican vanilla bean, and **not** from substitutes which come out of the chemist's laboratory, this extract of ours has the true vanilla flavor and is superior to any artificial, so-called "vanilla." The flavor, to many people, will be a new delight in cookery, since most women are accustomed to the crude taste of imitations of the genuine vanilla flavor.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

E D S

The Full Flavor of the Fresh Fruit

is retained in our perfect processes of preserving. The prime ripe fruit comes direct from our gardens and orchards and needs no preservatives to make it "keep."

PRONOUNCED PURE
BY THE GOVERNMENT
PRONOUNCED DELICIOUS
BY

Every One



Made only by.

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Pink's Table Delicacies

Sure Sellers



Good Profit

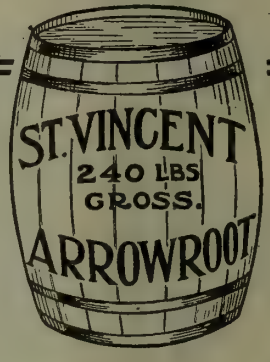
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St. John, N.B. S. Cecil Irvine, 48 Princess St.
Halifax, N.S., C. E. Creighton, Bedford Chambers
Boston, U.S.A., Gen. Sales Office, 330 Board Trade Bldg.

St. Vincent Arrowroot

The Best Grade



An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.

KINGSTOWN, ST. VINCENT, B.W.I.



ABOUT
110
TO THE LB.





ABOUT
110
TO THE LB.

PERRIN'S
OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED

ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE:—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



Errors are a Thing of the Past

where the merchant is one of the seventy thousand users of

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

¶ Where the McCaskey System is used, every customer has the same record of his account as the merchant and in the same handwriting. The two are made at the same time, *WITH ONE WRITING.*

¶ The McCaskey System is a time, labor and money saver. It draws new trade, it helps collect old accounts. It prevents losses from forgotten charges. It cuts out useless bookkeeping.

¶ The McCaskey System pleases profitable customers, because it gives them an opportunity to check each item for delivery and price and tells them what they owe.

¶ The McCaskey System is sold on easy payments if desired. Let us tell you how it pays for itself.

¶ Ask for catalog and do it to-day.

Dominion Register Co. Limited

90-98 Ontario Street

TORONTO ONTARIO

519-521 Corn and Produce Exchange, Manchester, England

The McCASKEY REGISTER CO., Alliance, Ohio, U.S.A.

Branches:—New York, Boston, Pittsburg, Chicago, Minneapolis, Kansas City, San Francisco, Atlanta, Memphis, Washington.

Manufacturers of the famous McCaskey SURETY Duplicating and Triplicating Salespads and single carbon pads in all varieties.

Regardless of what you're willing to pay for coffee mill service and satisfaction---investigate the

COLES No. 45

A thoroughly reliable mill that has seldom been equalled at any price, and never excelled.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

This Trade Mark On Your Shelves

attracts the trade of those who know. By years of honest service we have established a reputation for unfailing excellence in all our products that is a selling force.

There's something different in the flavor of every one of our products that cultivates a demand.

LYTLE'S



"Class"

PICKLES

CATSUP

RELISHES

FRUIT FLAVORS

QUALITY THEIR CHIEF APPEAL

THE T. A. LYTLE CO. Limited

STERLING ROAD, - - TORONTO



Trade Mark of Quality

Our Coffee is the Queen of Blends

Sales are increasing every day for our celebrated Sweetheart Brand Coffee. The most delicious and appetizing drink of the day. Your customers want it.

Quality Guaranteed, Satisfaction Assured. Prices Right.

Can you do better?

I X L Spice & Coffee Mills, Ltd.

LONDON, ONTARIO



Are You Selling

a satisfactory amount of Cheese? If not, you should introduce

"MEADOW-SWEET" CHEESE

the "King of all Package Cheese."

DAINTILY PACKED
PECULIARLY APPETIZING
WONDERFULLY CHEAP

and yet allows you a good profit.

10 CENTS RETAIL

Grocers are selling hundreds a week. Don't let this winner pass.

WRITE

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL

AGENTS:
LANG BROS., 307-309 Elgin Avenue, Winnipeg.
FRED COWARD, 402 Spadina Avenue, Toronto.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - - ONT.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

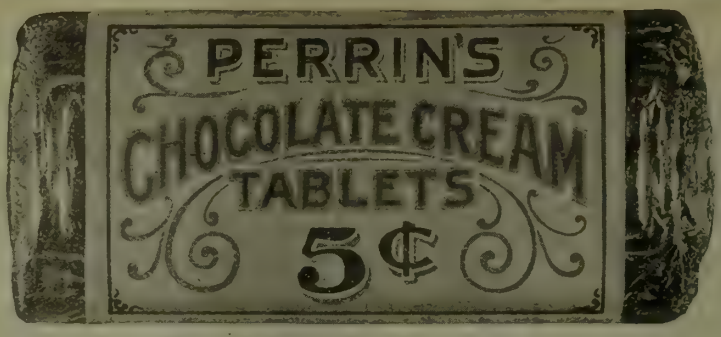
The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

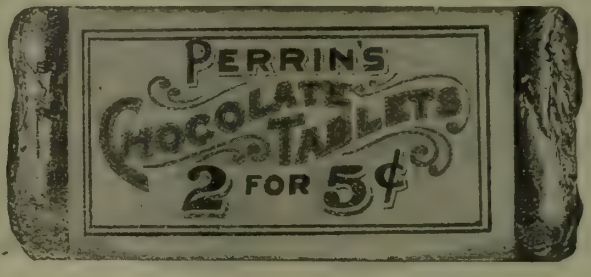
W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax.



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA

SURE AS THE SUN



Reliability is the keynote of the popularity of the DOMINION MATCH. Every match is as sure to produce a light as the sun is sure of rising. The heads do not fly off and set fire to inflammable material; the stems are made of straight cut wood (not cross grained) which insures them against breaking.

What is more annoying than an unreliable match? Who gets the blame for the poor match? You, Mr. Grocer, you get the blame. See that your stock consists of the DOMINION and you will satisfy your customers.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto

EVAPO-RATED MILK





ST. CHARLES MILK

IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

What's In A Trade Mark ?



FROM THE DEALER'S STANDPOINT

a trademark has double value.

It brings back to the customer's mind the excellent quality and delicious flavor of our canned goods, stimulating business, and enables him to keep on his shelves only goods that are in demand.

Re-orders are the life of trade. A single trial of our branded goods brings re-orders with certainty. Order from your jobber and prove that

SIMCOE BRAND BAKED BEANS



Are Most Profitable

DOMINION CANNERS, Limited

HAMILTON, :: CANADA

A REMARKABLE OFFER

25 1-lb. boxes for $2.10

"Orsenigo" Brand Macaroni

This Macaroni is perfect in every particular. No expense is spared to make it right. Made from the very best quality Russian Tananrog Wheat.

Profit. Repeat Orders. Quality.

Three guarantees associated with all of our goods

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

on every Box Insures the Best

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

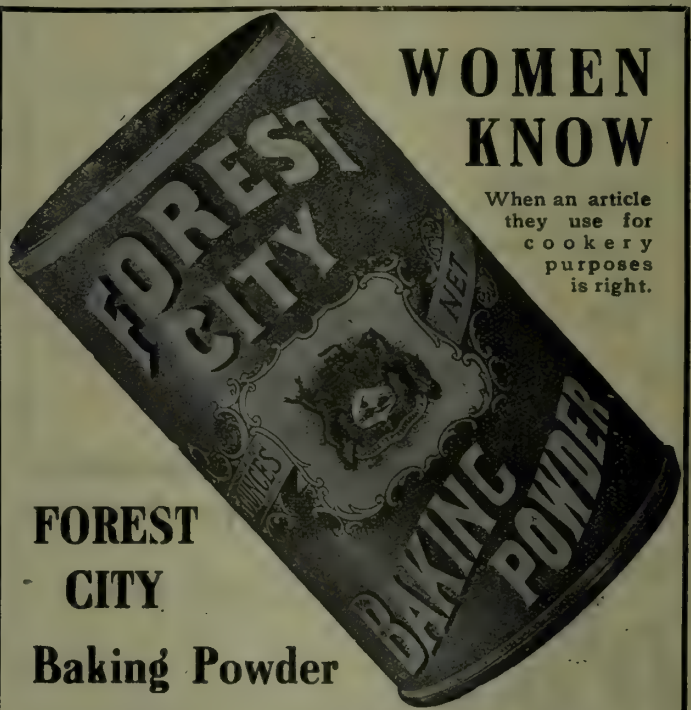
A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



WOMEN KNOW

When an article they use for cookery purposes is right.

FOREST CITY Baking Powder

not only stands the Government test for purity, but it stands the Kitchen test in every household in Canada.

That's not a bad recommend for a baking powder. Can you afford to let your opposition sell it and you not?

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

"L'ETOILE"

means "Star," and you know what a man means when he tells you that his is a "star" brand. He, of course, means that it is a leading brand. Such is ours.

"L'ETOILE"

(Remember it)

MACARONI VERMICELLI SPAGHETTI

are absolutely pure, and no deficiency can be found in them. Consequently you should stock goods with a **guarantee** such as we give you.

QUALITY PURITY PROFIT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

Get Ready For



Big Fall Trade

"GLOBE" MACARONI

should find a prominent place on your shelves, and you should instruct your clerks to talk **Macaroni** and **Vermicelli** to your customers. Some of the latter must know what tasty dishes can be prepared from high-class **Macaroni**, and any sales of "Globe" made are bound to produce repeats.

PURITY AND QUALITY
REASONABLE PRICES GOOD PROFITS

Send us a Trial Order

D. SPINELLI & CO.

REGISTERED

MONTREAL - - QUEBEC

Ask Your Wholesaler for

KO-KO-BUT

The Perfect Cooking Butter

Ko-ko-but is absolutely pure.

Overcomes indigestion.

Ko-ko-but never becomes rancid.

Once used always used.

Better than animal fats.

Unequalled in quality.

Taste is palatable.

REMEMBER:—

KO-KO-BUT is a pure vegetable butter for frying, cooking and pastry making.

1-lb. of Ko-Ko But goes as far as one and one-half pounds of butter or lard.

WE CREATE THE DEMAND

with your assistance. We have a neat little Cook Book full of good things for the housewife. We will forward you any reasonable number of these provided you distribute them among your customers. They'll realize the value of our product and ask you for it.

If interested, tear out this coupon and mail.

The Dominion Cocoanut Butters, Limited
Montreal

Dear Sirs,—

I can handle ..... copies of your Cook Book and will distribute them, knowing that they will create a demand for Ko-Ko-But.

Name.....

Address.....

JAPAN Challenges The World

as a producer of Pure, Wholesome **TEA.**

Ask our Agents for samples of **NEW CROP TEAS** now arriving.

FURUYA & NISHIMURA

NEW YORK CHICAGO MONTREAL JAPAN

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed In Handsome 1-lb. Tins

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co., LIMITED

HALIFAX NOVA SCOTIA

"KING OSCAR" SARDINES

THE QUALITY BRAND

Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler

JOHN W. BICKLE & GREENING (J. A. Henderson) - Hamilton, Ont. Canadian Agents



By Special royal permission.

ALIKE IN PRICE, BUT NOT IN QUALITY

THAT IS THE DIFFERENCE BETWEEN

CRYSTAL DIAMOND LUMP SUGAR

and other ordinary lump or loaf sugar. For the same cost you can obtain this extra high-class Table Sugar that is the perfection of Sugar Refining, and an added beauty and attraction to every table. Secure a box from your jobber to-day. Sold in bulk or in cartons to retail at popular prices.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

THE AVERAGE PERSON

IS NOT A GOOD JUDGE OF GROCERIES AND KNOWS IT

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced towards the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer, and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actualcash savings.



Automatic Cutter Cabinet

American Computing Company of Canada

HAMILTON, ONT.

"FORCE"

"FORCE" has the body-building nutriment of wheat combined with the digestible properties of high grade barley malt.

THE H-O COMPANY, Hamilton, Ont.

WHITE DOVE COCOANUT

Not like Noah's Dove, which could not find a rest for the sole of its foot,

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

FINEST ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

SAUERKRAUT

Now is the time to plan for fall and winter trade. Are you going to handle your share of Sauerkraut?

Write for particulars to

A. F. MACLAGAN
409 St. Nicholas Building - Montreal
Telephone Main 1663

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ALUMINUM ADVERTISING NOVELTIES
CHRISTMAS SPECIALITIES
Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.

H. H. Chambers, 29 Queen City Chambers TORONTO
Write, or Phone M. 6126

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information

Don't forget to mention this paper

Pickling Spices

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

the brand that always gives your customer, as well as yourself, entire satisfaction.

Mint
Thyme
Sage
Savory
Marjoram

All herbs in ¼-lb. open face Cartons.

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

"THE PAPER THAT IS READ"

A National Circulation

AND

A National Reputation

"We enclose our check covering subscription to your valuable publication, the "Grocer." We get many good hints in your paper which is worth many times more than the price of your paper. We look forward for each issue."—O'Keefe & Martin, Vernon, B.C.

"As we were looking over some back numbers of The Canadian Grocer which we prize as highly as clean stock, we noticed an article on soap in your issue of April 16 and an idea occurred to us."—Errett & Co., Englehart, Ont.

"Your paper is invaluable to all grocers---interesting and full of ideas---a paper that all up-to-date business men will appreciate if they see it once---the only paper that I keep on file for future reference."---Elzear Turcotte, Quebec, P.Q.

"We assure you that we appreciate the Grocer very much because of the many helpful suggestions contained in it. The fact that we cut out the helpful things from week to week and paste them in a scrap book, is an evidence of our appreciation."---F. & J. Morley, Sydney, C.B.

The Canadian Grocer

Winnipeg - Toronto - Montreal - London, Eng.

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

WINTER APPLES
We have a few cars to offer.
WRITE OR WIRE.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1865

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Raw Sugars advancing. We have on spot two cars bright Muscos.
PRICES RIGHT
Lind Brokerage Co.
73 Front St. East - - TORONTO

When writing advertisers kindly mention having seen the advertisement in this paper.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

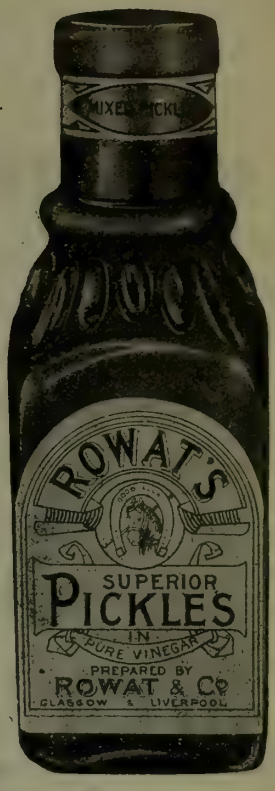
Are you handling these ready sellers?

Rowat & Co.

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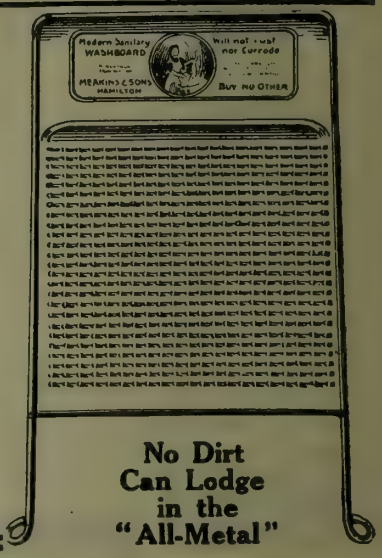
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Sugar Has Been Making History

Most Phenomenal Increase in the Price of the Sweetstuff—At the Highest Point Since 1899—Has Advanced $1,25 Since June 30—The Movement on the Market From the First of the Year—Sugar World has Twice Been Startled This Year by Bad Crop Reports—The Future of Sugar.

Sugar has certainly been making history during the past three months, going upward with a stride that has seldom been equalled. At the present time with quotations of refined at $5.85 on a Montreal basis, sugar is the highest in twenty-two years, sugar men having to go back to 1889 to find higher prices.

At the present time refined is $1.25 per cwt., higher than when Europe first commenced sending out unfavorable reports concerning the beet crop that started prices on their upward trend. It is also interesting to note that prices are $1.65 higher than the lowest point of the year, namely on Feb. 1, when sugar in bags at Montreal was worth $4.20.

Some Hopes Shattered.

When the year 1911 opened, it was general opinion that sugar prices during the ensuing year would be on a lower general level than in 1910. Those hopes have however, long since been badly shattered. Sugar men looked to Cuba for a good yield of raws and this was the basis of their prediction. It is true that Cuba did at first give out splendid hopes, and with the arrival of the new crop on the market prices of refined declined from $4.60 on Jan. 1 to $4.20.

That however proved to be the lowest point of the year. Raws in New York had been forced down to $3.42, but refiners held off in their purchases in the belief of still lower prices.

The market held in the balance for a time, both sides waiting for further information. It came too, like a bolt from the blue, when Willet & Gray early in February predicted a shortage of 200,000 tons in the Cuban crop.

Speculators were not long in taking advantage of this prediction, and raws began to move upward, and on Feb. 24, refined was advanced ten cents—the beginning of the upward trend. Then as the Cuban shortage became more certain, prices continued to go up, $4.60 being reached on April 18.

A Period of Inactivity.

Then continued a period of inactivity during May and June, in regard to price movements. If towards the latter part of June one had asked a sugar man what was the outlook for the balance of the season, he would have expected a steady market with advances in price depending on the volume of consumption and demand. That was as far as a conservative dealer would have gone in his predictions.

It was then the sugar world received its second shock of the year. Up to this time Europe had been lying peacefully in the background, without any material interference in the situation. However, while July was still young, European beet quotations began to move sharply upward, a full shilling the first week, and the report was heralded across the ocean that the European crop had been materially damaged by dry, hot weather. Of course prices of New York raws began to rise in sympathy, and refined began its phenomenal upward march.

July Advance of 55 Cents.

In July alone, the price went up 55 cents, and dealers all over the country stood aghast at the unusual occurrence and wondered where it would end. However, the news from Europe gave no relief to the situation, the estimated shortage continuing to be enlarged and the movement in prices keeping pace with the extended estimate. On June 30, beet quotations were at 11 shillings, while the present price is 18s. 6d. for prompt shipment. During that time refined has advanced $1.25 per cwt., 55c. in July, 40c. in August, while during September the advance has been 30c.

While there is no doubt that speculation has had a certain influence in boosting prices to the present high level, nevertheless the rise has been warranted to a certain extent, because the supply of nearby sugar is small, and particularly because of the shortage in the European crop, which will be considerable. Otto Licht in his first expert preliminary crop estimate, shows a decrease of 860,000 tons minimum to 1,835,000 tons maximum from his last year's outturn of 8,160,000 tons, the final result depending on the weather conditions after September 1. As noted this estimate allows a wide range, close on one millions tons, and makes the fact plain that the exact damage to the European crop is far from definitely known. That is the question now confronting the sugar men. Has the actual damage been fully or more than discounted by present prices? The answer to that question would be worth knowing.

The Future of the Market.

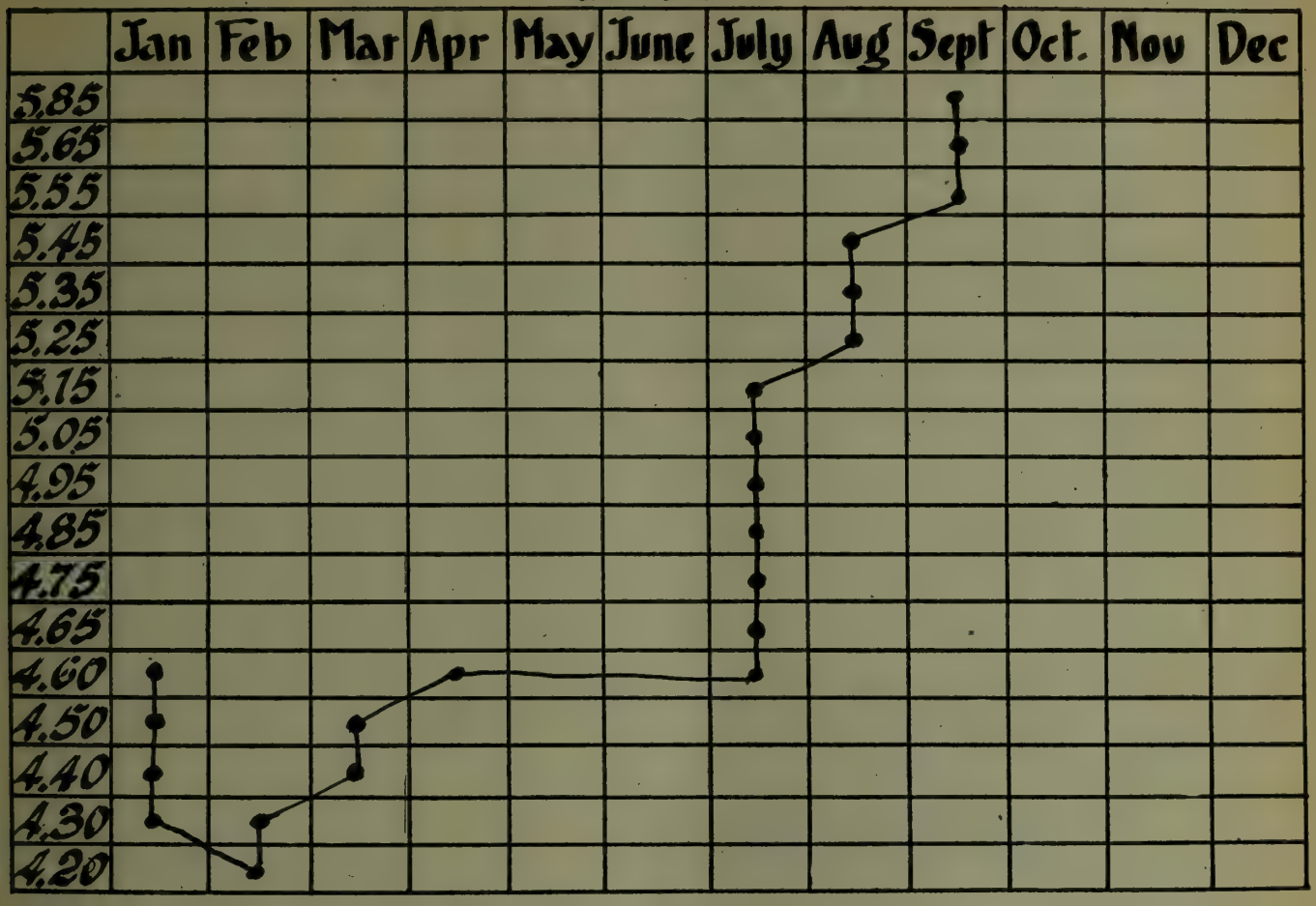
"The market is still strong, with no apparent weakness in sight," said one dealer in touch with the situation, and who in July predicted a strong market, at least until October, and probably afterwards if the conditions warranted it. "If we go back to the last similar campaign in 1904-05 when the European crop was damaged, causing a million tons shortage, we find that the high prices continued until February, when a good Cuban crop began to come on the market.

On the basis that history repeats itself, and the market at present is no more abnormal than in that year, we could not expect any relief until the Cuban crop starts to come forward.

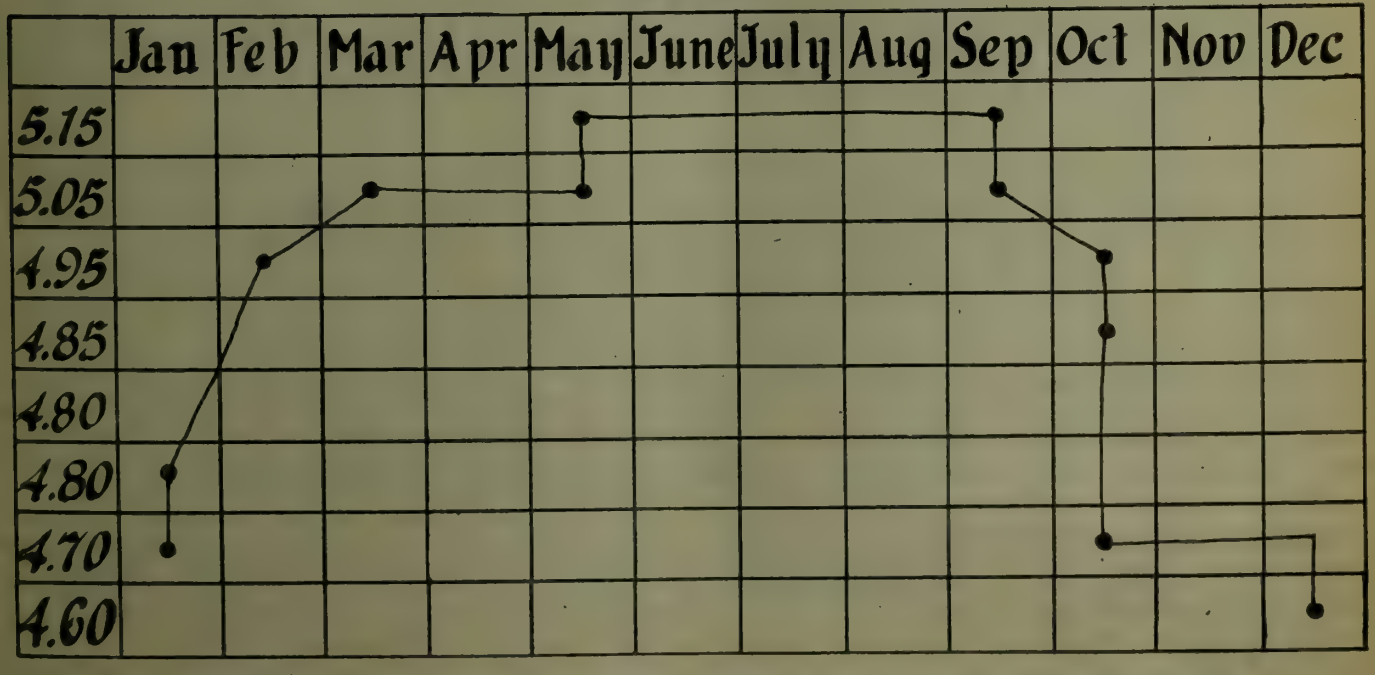
With abnormal conditions such as now prevailing, there is always the danger of extreme views, but still the prospects in Europe are showing no improvement, while there is at present a marked scarcity of sugar, New York refiners being far behind in their deliveries.

"On the other hand," he remarked, there are, no doubt, some slightly dangerous spots, such as the American beet crop, and the possibility of Europe turning out better, but I believe the man who needs sugar, from now until January, is probably safer to buy it than to leave it alone." Such is the opinion of one man who has made a careful study of the situation and who on other occasions has been conservative in his opinions as to a strong market.

1911



1910



The Canadian Grocer's Sugar Chart, Showing Phenomenal Advances Since June 30, 1911, and Trend of the Market in 1910.

Lesson 4--Course in Card Writing

Fourth of a Series of Twenty Lessons in Lettering, Spacing and Shading, Showing the Actual Hand-Lettered Plate With Each Letter Shaded and a Card Demonstating Application.

By J. C. Edwards. (Copyright applied for).

Before we go any further, we will review the brush and ink problem. The most practical brush is the No. 7 red sable, flat, in Albata (German silver). The hair is the right length and is of the proper thickness to make the single and double stroke block letter as illustrated in the accompanying plate and card.

The cut inserted shows the brush flattened out in good shape and held in the hand in one of the positions brought into practice in this lesson.

Dip your brush into a wide-mouthed bottle of letterine and rub it out flat on the cardboard or palette, adding a little water if the ink is too thick, and does not work freely, by dipping the point of the brush into a tumbler of water.

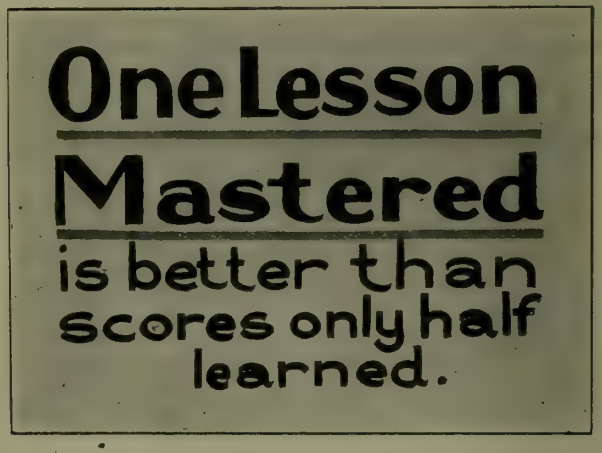
When you have the brush in shape commence with the letter "a" and make the first stroke with one stroke of the brush at its full width. Do this between lines about an inch apart, also having another line above the top one and one below the bottom, and leaving a space between of ½ inch.

These outside lines form the guide line at the top for such letters as "b," "d," "f," etc., and at the bottom for letters "j," "z," "p," etc.

Practice the different strokes as they appear in the plate. Make the double or wide stroke about twice the width of the single in every case, but be careful not to get the strokes crowded together, a very easy thing to do if the strokes are made too large for the size of the letter face (the letter face is the area of space taken up by the entire letter).

The strokes predominating in this plate are practically the same as those of lesson No. 2, with the addition of an extra stroke to broaden or double the strokes which require it. For instance, No. 2 in the letter "a" broadens the right-hand lower portion of stroke 1. Stroke 5 broadens the left-hand portion of the curve formed by strokes 3 and 4, and so on throughout the entire alphabet. This should be clear to you if you study the plate until you grasp the principle.

Take the letter "e" and you will notice that the 4th movement or stroke completes a perfect "e" of the "single stroke block" order and that the addition of strokes 5 and 6 broadens the outside strokes, giving the finished letter the appearance as shown in the plate. You will discover, in looking over this plate, that the broad strokes nearly always come on the extreme right and left sides of the letters and not on the top and bottom strokes.



Card showing application of the singie and double stroke block, lower case.

This fact should aid you considerably in the execution of the alphabet when you have not the plate beside you as a guide. Such letters as "K," "S," "V," "W," "X" and "Y," also "Z," may bother you for a while to know what strokes to shade heavy, but by studying them thoroughly you will soon learn them and not make the common error of placing the wide stroke where the narrow one should be.

For instance, the third stroke in "K" being the top stroke, should be narrow. In "V," "W" and "Y" the left-hand strokes should be the wide, and in the "S" and "Z" the connecting strokes should be the double ones.

Take particular note of the "Z"—a common error with amateur card writers is in placing of the connecting strokes just the reverse to what is shown in the plate.

They begin the centre or connecting stroke at the left-hand top corner and run it to the right lower corner. Always start and finish as shown at the right top and end of the lower left. Note also the wide stroke of the "X."

The shading used in the letters of this plate is the top and right-hand shading to correspond with the capitals in the preceding lesson. The card pictured here is lettered in "single and double stroke" and "single stroke" block letters. The former being used as the display and the latter as the reader.

This shows the comparative strength of the two styles of lettering. Note the plainness of this card and yet the strength it has. Stick to plain work and do not attempt fancy stunts until you get the lettering perfect. Work slow and master every stroke. The speed will come with confidence gained by practice.

Care of the Brush.

After using a brush, wash it thoroughly in clear cold or warm water and gently draw it to a chisel shape before putting it away. Stand it on end or lay flat without the bristles coming into contact with anything to disarrange them and your brush will always be ready for use.

For further information re outfit, etc., write to J. C. Edwards, care MacLean Pub. Co., or The Canadian Grocer, Toronto.

MARKET NOTES.

A stronger market has developed in fresh cocoanuts in New York under more active interest on the part of manufacturing dealers. Stocks are said to be moderate.

A fair volume of Valencia oranges are expected to come forward from the coast this side of the new crop navels. Demand will be on a larger scale when small fruits become less plentiful.

The Florida grape fruit crop will be smaller than last year. The orange production will be larger.

With the cooler weather the demand for watermelons is slacker.

Plate No. 4 Single & Double Stroke Block

~ Lower Case ~



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Established - - 1886

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THE LAST TWO BIG SGUAR BOOMS.

With the present unusual high prices of sugar, it is interesting to recall former periods of extreme values. Not since 1889 have prices been as high as they are to-day. In that year the highest point reached by Europe was 28s 1½d. for prompt beets as compared with the present quotations of 18s. 6d. In that year conditions up to April and May were normal. Then short crop reports began to be considered, and a Beet Sugar Syndicate was formed in Europe to put up prices, corner the market and force American refiners to come to them for supplies.

Advance followed advance until in June quotations reached 28s. 1½d. and New York refined 9.06 per lb.

Then the syndicate discovered that American refiners had been able on the rise to accumulate from all sources very heavy stocks, making them independent of Europe and a collapse of the speculation came immediately. Beets declined in a two weeks' panic to 19s. 9d (2 1-16c per lb. decline) and was only checked by banks giving the syndicate an extension of settlement. The liquidation continued on a declining market until September to December saw its end at quotations of 13s 8¼d. to 11s. 8¼d.

In 1904-05 there was also a shortage in European beets, amounting to around one million tons. The market continued strong until on in January. From 11s. ¾d. on Oct. 20, 1904, prices went to 16s. 3¾d. on Jan. 1902. The "bubble" then burst and prices went steadily down to 8s. 8¼d. in August, 1905.

In June, 1904, refined prices were at $4.35, while on Jan. 19, 1905, they were $5.75, not as high as to-day. Prices then dropped until $4 was reached.

FANCY GROCERY TRADE IN COUNTRY.

A manufacturer of a high-grade grocery specialty recently said that during the past year or so there has been an enormous increase in the sale of his line throughout the country districts. While a few years ago, his travelers rarely visited the country towns because sales would not warrant it, at present they find it profitable to do so.

This should be encouraging to country dealers. It brings out the fact that the public even in the rural districts are beginning to demand specialty food products that formerly belonged exclusively to the city trade. It shows that the country merchant's trade is not confined alone to the staple lines but includes those fancy lines which in most cases allow a larger percentage of profit.

Merchants should awaken to the fact that there are excellent chances for the sale of fancy groceries in the country districts. That there has been a substantial increase in the sale of one line is proof that the same may be brought about in other lines. Merchants should not wait until customers find out in one way or another about goods and demand them, but should prove their progressiveness by introducing them, and incidentally receiving a large profit. Fancy groceries are beginning to meet with a ready sale in the country towns and villages. Thus there is a field opened to further trade and profit.

IMPROVEMENT OF THE CLERK.

That there is a dearth of competent clerks is a fact of which grocery merchants in all parts of the Dominion complain. It seems difficult to secure a clerk that thoroughly understands the business, who is an efficient salesman, possesses initiative and who takes an interest in the business. It is a big problem with which the grocer has to contend, and one which is showing apparently no improvement as time goes on.

While it is no doubt true that the merchants are themselves largely responsible for the present general inefficiency of clerks, the poor clerk being the result of poor training on the part of his employer, nevertheless the clerk himself can to a large extent by his own efforts bring himself up to a marked degree of competency. If he has the ambition, is anxious to become a better clerk in every sense of the word, he will very soon become conversant with the different phases of the grocery trade. By endeavoring to become a better salesman and to acquire a better knowledge of the business, putting forth a little initiative and taking an interest in the business, he will work a wonderful improvement in his capabilities as a clerk.

The fact is not to be denied that there are many bright clerks in Canada but the majority could be a great deal better if they would put forth sufficient effort. The competent and capable clerk is in good demand and it therefore behooves the clerk, no matter what his present ability in this line may be, to put forth a greater determined effort to acquire more knowledge and a greater degree of efficiency in the business in which he is engaged. It is most decidedly to his own advantage to do so.

COMBATING THE MAIL ORDER HOUSES.

That the mail order houses are securing a large percentage of the country merchant's trade is true.

That the amount of busines they are securing is increasing instead of decreasing is also true. These smaller merchants are certainly confronted with a difficult problem in the present competition of the catalogues. How are they to combat it and combat it successfully?

Dealers in many towns throughout the country have awakened to the fact that the mail order houses have been taking away a certain percentage of their trade. Nearly every town where these catalogues enter is affected to a greater or lesser extent.

Thus awakened there have been some merchants who developed a determination that they would hold their own. They studied the question from all points of view. They ascertained just the exact reason why this trade was

going away. They then planned their campaign against this modern trade evil and backed by determination they have succeeded in retaining the trade in their home towns.

Weak-hearted campaigns at long intervals such as some merchants conduct will not bring the desired result. The dealer having determined to overcome it, must keep continually at it until he has succeeded. He will not win either by denuniciation of the mail order houses and their methods. He need not call on his customers to show their loyalty to their town by dealing at home. While this may be a helpful method to combine with his regular campaign, and one in which the local paper will generally assist him, it is in itself of very little use. The merchant must appeal to the business instinct of his customers if he wishes to work a complete cure of the mail order habit. He must show them in facts and figures, dollars and cents, that they are gaining nothing by buying away from home. He must introduce up-to-date methods into his business—one of the main assets of the mail order houses in attracting trade.

MAINAINING A COMPLETE STOCK.

To not have what a customer asks for is bad business policy. If you wish a customer to continue to patronize your store you must have the goods they desire whenever they are asked for. It is of great value to you to create the impression among your customers that you can at all times supply their wants.

We find many merchants continually being out of some article which customers ask for. The result is that customers are not only convinced of the merchant's unprogressiveness but when they desire to be sure of securing an article, they will not visit that store but the one that never or seldom disappoints them.

The main reason for the grocer allowing his stock to run short is lack of system in his method. This cannot help but happen unless the merchant works out some method of guarding against it. The method to be used will vary with the size of the stock. For the ordinary grocery store a common want book in which lines which are running short may be recorded will probably be all required. The grocer must, however, at intervals, run over his stock and make a list of articles, stocks of which will soon need replenishing. This method will do much to overcome the difficulty in question. The dealer cannot rely on his memory or loose methods in this particular.

THE VALUE OF WINDOW DISPLAY.

A Winnipeg grocer the other day plainly demonstrated the value of the display window as a selling agent. He took a new grocery specialty which had just been received and made a neat display of it in one of his windows.

In the centre of the window was a well written show card pointing out the uses and advantages of the article shown. At the bottom of the card the price was given. As a result during the first day eleven persons came directly in and asked for the line shown without any comment. Many other customers entered and asked for further particulars which in some instances resulted in sales while in other cases customers were impressed but did not buy.

However, the grocer was well pleased with the immediate results, while it would no doubt also be productive of more business in the future.

Just another conclusive proof of the value to the merchant of his show window. It is, however, common knowledge that the show window itself is of little value unless it is given the necessary attention. It is one of the best and cheapest mediums of advertising, that the dealer has at hand. It allows him to reach customers whose attention he might otherwise not be able to attract. Therefore, he should take full advantage of it by keeping it trimmed in such a manner that it will bring the best results.

How this is to be done is of secondary importance. The main feature is that the dealer recognize the value of his window. Knowing this the real merchant will turn it to the best advantage.

SERVE CUSTOMERS FIRST.

A woman customer entered a grocery store the other day just as the clerk had perched himself on a step-ladder to arrange a shelf display. He had been called down from that position three times already to wait on customers and he was not in the best of humor when the fourth interrupted his work. He continued for perhaps a minute at the shelf while the customer waited and then condescended to descend to serve her with a greeting far from pleasant.

When a salsman is engaged in arranging a display, sweeping the floor, adding up a column of figures or some other similar work, it is hard for him to break away to wait on a customer. It is somewhat irritating at any rate, but if the salesman will remember that customers are of primary importance and all other work secondary, he will do so promptly and cheerfully.

The most important work in the store is the serving of customers and the selling of goods. It is the main object of the store to sell as much goods as possible and that should always be kept in view by the merchant and his clerks.

EDITORIAL NOTES.

Enthusiasm among salespeople helps materially toward creating enthusiasm among customers.

* * *

Freak window displays may draw the crowds and attract attention but they don't always sell the goods.

• • •

You don't have to buy what the salesman offers, but that does not excuse a show of bad manners whenever a traveler enters the store.

• • •

Not only does a man have to sell goods to be a successful business man, but he must make a profit on the goods sold.

• • •

Unless you do things in an up-to-date way, you will certainly soon get the reputation of being behind the times.

• • •

If you wish to write good advertisements, you must read good ones and study out the reasons why they are good.

• • •

A Canadian grocer is still advertising specials for Labor Day. The ad. which appeared "last week" cannot fail to impress readers. It will convince them most emphatically that this dealer is not up-to-date or progressive and that they need not look to him for food handled in an up-to-date manner but looked after in a careless way—the same as his advertising.

Should Farmer Receive Cash for Produce?

An Important Question Dealt With—Writer Maintains This Should be Insisted Upon—How to Deal With Country Customer Who Brings in Poor Butter—The Value of Tact.

*By Henry Johnson, Jr.

One grocer's question was: "Is it good business policy to pay from one to two cents a dozen more for eggs than you can get for them in the market?"

This question arises from the old-fashioned notion of paying one price "in trade" and another price in cash—if, indeed, any cash be ever given. One successful grocer in my town, who is an ex-farmer, by the way, makes a boast that he "never gives any money for anything he buys from farmers!" His days of trading from the farm evidently ground into him pretty effectively the theory that farm produce is of one standard, on a par with groceries maybe, while money is different.

A Mistaken Conclusion.

The old theory was that the grocer made money on his groceries, so his profit was realized in trading groceries for produce. No farmer could see any justification for another profit going to the grocer—"All he does is pack the eggs and ship them, or hand them out to a city customer"—so the fallaceous idea became implanted that the grocer should pay full retail prices for produce—or a bit more—"in trade," thus actually handling the produce for nothing. Want of accurate knowledge of business rules, lack of logical reasoning, stress of fool competition between dealers, and the idea that "you cannot argue with your customers," all helped in establishing this mistaken conclusion.

There is no justice, nor good sense, nor any kind of "policy" about it. Buying produce is one distinct transaction; selling supplies to the producer is another; selling produce again to another consumer is a third. The grocer who performs any of these functions of service without being properly paid for his labor is not performing his duty to himself and therefore not to the producer or the consumer in question.

Conveys Wrong Idea.

There is another unfortunate feature about this. The fixing of two standards gives a fictitiously enhanced value to the farmers' produce and cheapens and discredits the grocers' goods and service. If the deal were evened up and the farmer were willing to pay us an extra price for such goods as he took "in trade," just for the pleasure of handling more money value, it would not be so bad; but he won't do that. Ask him 9c for your 8c package of soda or 14c for your 12½c raisins—just to be "liberal" both ways—and see how he takes it.

Pays Cash for All Produce.

My experience dates to 1878, long enough ago to have had plenty of contact with old-fashioned methods, and I never had any experience with that kind of "trade." The elder Johnson did not do business that way. But he was also a diplomat. He did not refuse to pay more in trade as a primary consideration. He simply argued to the farmer that what the farmer had to sell was just as much worth a price in cash as such goods as the wholesale grocer had to sell, or as Johnson had to sell, or as the dry goods merchant sold. His strong point was that the farmer was entitled to money and should never be compulsorily restricted to buying more groceries than he might need and perhaps going without dry goods or hardware because he must sell his produce. So he always paid cash—all cash. Then if the farmer wanted groceries, all right; he could buy them and pay our prices for them. The complete equity of the plan appealed to everybody so that, in the face of the then universally prevalent custom, we paid cash; and I have never done it any ather way.

Farmer Likes the Money.

This plan has the advantage that you buy your produce for the market price, even if that figure be lower than your neighbor offers "in trade." Cash appeals strongly to the farmer and, in case he demurs, saying that "Henderson pays more but of course he gives no money," you can easily suggest that maybe Henderson gets pretty good prices for the "trade" he uses in making payment. The plan will win because it is right and good logical business; and when the cash plan becomes universal, as it will eventually, they will all have forgotten that any "trading" custom ever prevailed.

Another question of similar trend is the following:

"Suppose two customers come in together each having butter to 'trade out;' one has butter worth not over 7c or 8c a pound, the other butter worth 25c; both are equally good customers to you; what will you do with them to avoid insult to the one with the poor butter?"

The answer is, treat each one on a strictly business basis. This does not mean that you shall blurt out your decision and hurt the 7c lady. No: it means that here is where you will exercise every bit of tact in your system. These women are Mrs. Comstock and Mrs. Stewart, both as you say good customers and both—though you do not say it—usually excellent butter makers. Mrs. Constock has 7c butter this week, instead of having 25c butter, as usual. When you discover the difficulty, try in some way to get finished with Mrs. Stewart first and get her out of the way.

may have to go the length of saying to her, in a friendly way, quietly, so that she alone will hear you: "Excuse me for serving Mrs. Stewart first this time; I have something special to talk with you about after she has gone out." Then, when finished with Mrs. Stewart, tell Mrs. Comstock, very privately, that something must have happened to her churning this week for her butter is 'way off—something you cannot understand—something so unusual that you knew she would want to know about it. Show her the butter and she, being a good judge, will acknowledge the trouble even though she may be sadly embarrassed to begin with.

Give Your Suggestions.

Your sincerity and the delicate way you have led up to the explanation will appeal to her woman's good sense even though her pride be hurt at first. Devote all your attention to her trouble with full sympathy; suggest what may occur to you as the possible cause—that her cream got unduly chilled, maybe; or that there was some exposure to sprouting potatoes or onions in her cellar of which she was not aware; or anything else that your own knowledge and smeller may suggest as a probable cause

Very likely she will quickly remember how it probably happened. At any rate, the trouble is there; the butter is badly below grade. She will probably be the one to ask whether you can use it at any price instead of waiting for you to make the suggestion. Then you can say how much you would like to give her but how little you can actually get for it; and then name your price. Right here you may note a troubled expression on her face which will plainly indicate that the price you name will not give her enough money to buy something she had intended to purchase that day. In that case you can come right in promptly with the offer to advance her any sum she needs to-day and she can make it up next time. This will relieve her anxiety and probably clear the atmosphere; and you will have the satisfaction of having handled the difficulty correctly. Chances are that she will

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

find and remedy the trouble before she comes in again, and gradually she will pay back what you have advanced to her. I have had this sort of thing happen with the best butter makers; and it has sometimes been unaccountably repeated for two or three successive weeks; but I have never yielded the point that I must have good butter, for which I stand ready to pay the right price.

Should Not Accept Poor Butter.

If she happens to be a chronic poor butter maker, believe me, you want to be very businesslike and plain in your talk. So much and no more is what you can give. Bite it off short, though with uniform courtesy, and suggest remedies if they occur to you; but do not be imposed upon.

There is no more reason why you should accept second grade butter at first grade prices than why your customers should pay you 60c for your 35c tea—and a plain statement of that fact to some of them will do good all round and save a lot of time. No man ever got anywhere by being "easy," which never means, however, that any man should be a boor to anybody, customer or otherwise.

Wholesalers Selling to Consumers

So Again Say Members of the Toronto Retail Grocers' Association—Not Alone to Large Institutions, but to Small Consumers Also—Complaints Against Hawking by Peddlers—Several Grocers Apply for Membership.

Toronto, Sept. 21 (Special).—Between side talks on reciprocity, the Toronto Retail Grocers managed to get in considerable business at their monthly meeting in the Temple Building on Monday night.

J. C. Bond thought that an effort should be put forth by the association not only to increase the membership but also the attendance at the meetings. "Not only do we want their names but also their presence. In order to do this we must get them started. Then we must have something in the manner of discussions and debates that will interest them so they will come again."

D. W. Clark advocated the same policy "We must do something at our meetings that will help each individual member. Something that will mean dollars and cents to them. There are a great many grocers seemingly too selfish, small and petty to co-operate with others in putting the grocery trade on a better footing. We must get away from this if we are to have the influence that we should have."

R. Davies complained of the manner in which the peddler was cutting into the grocer's trade. He thought that some restriction should be placed on them as to the hours they should have.

"Why can't we put a stop to this 'hawking?'" asked D. W. Clark. "Peddlers shouting their wares from early morn' until late at night! The city has put a stop to other similar noises, and why not to this one?"

"It is ridiculous for a city like Toronto to allow it," declared J. S. Bond. "It is very annonying to residents and is not allowed in other cities. Besides the grocers who contribute so much to the upkeep of the city should have some recognition in regard to protection from the peddler."

The yearly peddlers' licenses do not run out until next spring, and a strong effort will be made by the association to have some of their grievances in this regard remedied before the licenses are issued again.

Wholesalers Selling to Consumers.

The members complained bitterly of the manner in which wholesale fruit and grocery houses are overstepping their rights in selling direct to the consumer. The Yonge street fruit market seems to be one of the worst offenders according to reports at the meeting. "Why they will laugh at you when you reprove them for selling in this manner," declared one member.

"The wholesale grocers are getting just as bad," declared another. "Not only have they now secured the restaurant, hotel, college, hospital and boat trade but some are catering to the smaller consumer."

"Just the other day," spoke up one member, "a wholesale driver who came to my store had two brooms and a box of soap for one of my customers. Still they expect us to buy from them."

Two more members were admitted, and the following proposed: A. Corbett, King W.; W. A. Cooper, College; E. E. Martin, College; B. J. Hack, King; H. L. Coon, Christie; H. Worthington, Lippincott; Geo. McKee, College; E. T. Brittain, Lippincott; A. Codicinote, Bathurst; W. H. Soden, Queen W.; T. H. Dyment, College; R. Stockhall, Barton; Clubine & Malloy, Bloor.

DARK HOENY CROP REPORT.

The honey crop committee of the Ontario Bee Keepers' Association met recently to consider the crop reports and recommend prices for dark honey. The report sent out was as follows:—

"A good many reports were sent in, and from these the committee agree that the crop is about the same as 1910. Owing to the shortage in early fruit there has been less home canning than usual, which will undoubtedly result in an increased demand for our honey. The following prices are recommended for dark honey:

In lots of one ton and over, to wholesale grocers or commission houses	6½c-7c
In smaller quantities to the retail trade	7½c-8c
Retail direct to consumer ...	9c-10c

"In answer to our inquiry re prices realized for light honey, 100 per cent. report that the recommended prices have been obtained. A very large local trade is reported from many points. This should be encouraged as much as possible. The demand for honey will undoubtedly result in an increase in the trade of darker grades."

HINTS FOR DEALERS.

Before closing on Saturday night, talk over the results of the week's work with the clerk. Tell him how it compares with former weeks. Get him interested in it, and he will likely make an effort each week to beat former records.

Encourage your clerks to tell you of any difficulties which they encountered in serving customers. You can often give them pointers that will help them in overcoming these obstacles in the future.

If you have any department which is not paying a profit, tell the clerk about it. He may have some plan to overcome it, while at any rate, it will cause him to give more attention to that department.

Be careful in displaying goods in your window that they will not be damaged or the wrappers on packages spoiled..

Make the store attractive for the ladies. They rule your trade to a large extent and if you can interest them, you have gained a great deal.

Cleanliness in the handling of goods in one of the necessities of modern grocery business. See that counters, scales, knives and clerks' aprons are always clean.

ANOTHER LIBRARY VOTING CONTEST.

Hamilton, Ont., is the scene of another library voting contest. Only one retail grocer is interested in the scheme.

Simple Business Getters for the Grocer

Smaller Business Getters Which When Combined With the More Important Return a Good Dividend—Importance of Getting the Merchant's Name Before the Public — Other Simple Methods Which Do not Cost Much, But Which are Productive of Good Results.

By James D. Smith.

Advertising, window dressing and personal salesmanship are some of the important methods which the merchant may use to increase his business. These three, properly conducted have been proved to be methods that will bring results, but there are many smaller business getters which if combined with the larger and more important, will return a good dividend on the amount expended on them, helping a great deal in expanding the amounts in the sales column of the merchant's books.

It is well that the merchant's name be well known in the homes into which he wishes to put his goods. Any manner in which the merchant's name will be made well known among the public is of value. The merchant's name coupled with the reputation of good goods and fair prices well advertised among present and prospective customers is something to be desired. Of course the expenditure of large amounts of money in direct advertising may bring about this result but the ones which we wish to consider now are the smaller and less expensive ways of attaining this.

Keeping Name Before Public.

There are still to be found throughout the country a great many dealers who have no name plate about the store to denote who the owner of that business may be. This should be otherwise. The proprietor's name should have a position of prominence open to the view of passers-by. The name being brought before the people impresses it upon their mind. A simple sign across the store front above the window, on the awning, the window or the blind is all that is required and will be of great value. If it is placed upon the window, it is desirable that it should be in such a position that it will not interfere with the view of the display in any manner. It may be placed above the line of vision or in neat letters at one side. It is well not to destroy the effect of such a sign by the addition of too large a description of lines carried. Signs have been seen which read: "John Jones, dealer in staple groceries, teas, coffee, fish and fruits," when a simple sign, "John Jones, grocer," would have meant just as much.

If one side of your building is open to public view, it is an excellent place on which to place your name and goods handled. Then the name on the delivery rig is another method of giving prominence to it, and is not a stationary but a traveling advertisement. There are many merchants who have a stamp for placing their name upon paper bags and parcels sent out. There is only one objection to this and it is that customers carrying a parcel do not want it covered with advertising matter. However, no fault could be found with a small ad. upon the bag or package. Advertisements upon fans, rulers, etc., all have their value, but the merchant before investing wants to consider if the results will be large enough to warrant the expenditure.

Signboards in Country Districts.

In farming communities another method of advertising that has been used to good advantage by the merchant is the sign on mile boards along the roads leading to the town. These are brought to the view of the farmer while driving into town to make his purchases. Inscriptions on these vary. One form is "Two miles to John Jones for groceries," while another form is "One mile to ———," adding the name of the town, with the grocer's name in small letters at the bottom to show who erected it. With mile boards, it is well to take care to have the distances marked off accurately, as customers would not have the same degree of confidence in you if they found the distances were not correct.

How a Blackboard May be Used.

Many dealers have blackboards which are placed at the front of the store and upon these, announcements of new goods arriving, goods with special prices, etc., may be made. Care should be taken with the writing of these announcements so that they will present an attractive appearance. A grocer in a United States town who has a covered delivery rig instead of the usual name on the back of the wagon has a blackboard upon which he places special announcements, and with the wagon constantly on the move, he has a valuable traveling advertisement. This scheme may be carried out by any dealer for if he has not a covered rig, there is always some portion of the frame on which such a blackboard could be placed.

A British Columbia merchant has an advertisement printed and enclosed in a frame and these he places in the hotels so that visitors if wishing to make any purchases will know where to go. Such an advertisement would be an excellent manner for a merchant in a town where tourists visit, to advertise his business.

Side Lines Develop Trade.

Sidelines may also be used to good advantage by the merchant as trade attractions. For the summer months an ice cream fountain in connection with the store is an excellent side line and besides the extra amount of trade that it brings to the store, if properly managed it also gives the dealer a good profit itself. Of course all merchants are not in a position or so situated as to make it profitable enough to install a fountain, but there are many other side lines which may be taken on, such as confectionery, fruit, provisions, plants, etc.

Some merchants just take one brand or line and make a specialty of it. Grocers have been known to help their trade by handling a good bread, butter, eggs, tea or coffee and giving special attention to it. Quality in these articles has to be first consideration as customers will not be held unless the goods are superior. But merchants who have followed out this course say that they hold some customer's trade because they are so well pleased with the coffee, tea or whatever the line may be that that store give prominence too. In the farming communities flour is an excellent article to make a specialty of because the farmer's wife generally bakes her own bread, and in every case they want the best flour to be obtained and the grocer who can supply that is likely to secure a large portion of their other trade also.

Personal Letters.

Letters to customers is another one of the smaller trade getters of value. If you have a bookkeeper, she can spend her spare moments in this work. These letters are an excellent thing for holding present customers and also for attracting prospective ones. A personal letter now and again draws them closer to the store as they realize that the merchant is taking some interest in them.

While on the subject of the smaller business getters which involve but little expense, it would be well to say something in regard to service afforded patrons of the store. Little simple acts performed by the salesman are appreciated by customers and binds them closer to the store. They are things that cost very little but which bring good returns.

Latest Review of the Grocery Market

Brooms Have Been Advanced in Price. Due to the Higher Price for Broom Corn—Sugar Continues in a Position of Strength—Grocery Lines in General are in Steady Position—Drought in Various Parts of the World Responsible for High Prices in Several Cases—In Toronto Canned Goods Show Special Firmness.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

Brooms—Advance of 10 per cent.

Cotton Twine—Decrease of 1c per lb.

Molasses—An advance quoted.

String Beans—A 25 per cent. advance

Sugar—Very firm.

Montreal, Sept. 21.—The elections have undoubtedly affected the grocery business in many respects and trade is quieter than it would have been at this season. Still, wholesalers report that their worst fears have not been realized and that business is better than they had really expected. There has not only been a political turmoil of late, but economically there has been spirited action. Sugar, molasses and rice, three staples, have been advancing in price, and in almost every direction one looks in grocery circles there is strength, and a tone of firmness. Even this week it is reported that brooms have been advanced by ten per cent. This gradual movement toward higher prices seem, to come directly from a world-wide gap between production. Canada is not alone by any means. In the United States the situation is even keener, in England during the past year there has been a movement toward higher wages for workmen—an actual necessity with the cost of living higher—and in France there have been riots as the result of advanced prices for foodstuffs. People have been drawn to the cities, while the farm hands have in many places lost in population. England's cry of "back to the land" seems applicable to the majority of her neighbors and friendly allies.

Sugar.—At the time of writing, jobbers were looking for another announcement that sugar had advanced again. With the New York market at 7½c and local manufacturers behind in their deliveries the market has certainly been strong and no immediate influence is apparent that might relieve the situation. Orders have been coming in rather freely in spite of prices and jobbers state that manufacturers are temporarily embarrased, that is, they are behind in their supplies of sugar for immediate shipment. One order that had been given on Thursday last had not been delivered on Tuesday afternoon. This is only one illustration. In the United States a number of refineries are out of the market and others are selling for forward shipment only. Sugar must have been profitable to those of the trade who made their purchases with the first signs of an advance. As regards the future it is impossible to give an idea of what may be expected. Across the border they speak of relief coming after October passes from their own beets and the Cuban crop. It is also difficult to estimate whether the price of sugar has proved a deterrent to the housekeeper in her preserving operations. It would be interesting to know just what the situation is, for it is bound to have an influence upon canned goods if preserving has been light. The fruit crops, however, have been good, the demand for sugar is steady and it looks as if there is an average amount of preserving being done. In the meantime, further advances in sugar are to be expected if the existing conditions are maintained. Jamaica crystals are quoted at 5½c and Barbadoes at 5c, locally.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Last week, emphasis was laid upon the firmness of the molasses market in sympathy with the high price of sugar, and the possibility of an advance within the near future. It is now announced that choice and fancy molasses have been advanced one and two cents a pound respectively, and that at the new figures the market is firm. It is an evidence of the general situation the end of which is by no means yet in sight. Sugar is likely to advance further, and naturally molasses will hold its ground, especially in the fancy grades.

Fancy Barbadoes molasses, puncheons	0 33	0 35
" " " barrels	0 36	0 38
" " " half-barrels	0 38	0 40
Choice Barbadoes molasses, puncheons	0 30	0 32
" " " barrels	0 32	0 35
" " " half-barrels	0 34	0 37
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls.		0 03¾
" ½-bbls.		0 03¾
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 75
" 35-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

Dried Fruits.—There is but little news in dried fruits just now, although jobbers report the enquiry good and there is an apparent movement by consumers toward currants, raisins, etc. A little colder weather is all that is needed. In the meantime, currants are firm and the other markets are steady. Present interest in dried fruits is not very manifest.

Evaporated apricots	0 20	0 22
Evaporated apples	0 14½	0 16
Evaporated peaches	0 17½	0 18
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb.	0 08½	0 09
" Vostizzas, per lb	0 09	0 10
Dates, 1-lb. packages	0 06½	0 7½
Dates, Hallowee, loose	0 04½	0 05
Fards		0 11
Figs, 3 crown	0 08 0 08½	Figs, 8 crown. 0 11 0 12
Figs, 4 crown	0 09	" 9 crown 0 13 0 14
" 5 crown	0 10 0 11	
Prunes—		
30-40		0 17½
40-50	0 15½	0 16
50-60		0 15
60-70		0 14½
70-80		0 14
80-90		0 13½
90-100		0 13
Raisins—		
Choice seeded raisins	0 10½	0 11
" fancy seeded, 1-lb. pkgs	0 09½	0 10
" loose muscatels, 3-crown, per lb	0 08	0 08½
" " 4-crown, per lb		0 09½
Select raisins, 7-lb. box, per box		0 63
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb	0 07	0 07½
" select, per lb	0 08	0 08½
" 4-crown layers, per lb.	0 08	0 09

Nuts.—Excepting a fair demand for nuts the market is quiet. The trade are apparently more interested in other lines just now.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb.	0 11½	0 13½
" Barcelona, per lb.		0 10
Tarragona Almonds, per lb.	0 13	0 16
Walnuts, Grenobles, per lb.	0 17	0 18
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted		0 11
Sun, green		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb.	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 35	0 37
Brokens	0 30	0 32

Teas.—Reports show well maintained strength in the tea market. Indias and Ceylons are firm. There is a good enquiry for Japans and the general tea outlook is encouraging to holders.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Coffee is steady at former prices and a good demand. There is no particular influence from the primary market at present.

Mocha	0 22	0 30	Santos	0 19 0 22
Rio, No. 7	0 19	0 21	Maracaibo	0 21 0 25
Mexican	0 22	0 30		

Rice.—While there has been a comparatively big jump of late in the price of rice, still it is not altogether unlikely that still more may be heard in that regard. The market is firm, there is a steady demand and the conditions that have given rice the new strength are unchanged. Jobbers claim that there is the probability of prices going still higher. The prices quoted are for Montreal and district and the others for outside territory, the latter being the lower of the two.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 40	3 50
" " " 100 lbs	3 40	3 50
" " " 50 lbs	3 40	3 50
" " pockets, 25 lbs	3 50	3 60
" " ½ pockets, 12½ lbs	3 65	75
" " C.C., bags, 250 lbs	3 30	3 40
" " " 100 lbs	3 30	3 40½
" " " 50 lbs	3 30	3 40½
" " pockets, 25 lbs	3 40	3 50½
" " ½ pockets, 12½ lbs	3 45	3 55
Fancy Patna—		
Patna polished	3 70	3 80
Pearl	3 90	4 05
Imperial Glace	4 45	4 55
Sparkle	4 55	4 65
Japans—		
Crystal	4 90	5 00
Snow	5 00	5 10
Ice Dips	5 15	5 25
Carolina Head	6 40	6 50
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07½
Seed, lb	0 06½	0 08

Brooms.—An advance in the price of brooms is quoted this week as the result of the short crop of broom corn in the United States. One manufacturer stated that prices would not be advanced while his present stock of brooms remained, but with the new make there would surely be an advance. The corn itself is higher and jobbers are quoting brooms at a higher price; in fact, the advance is said to be a 10 per cent. one. At this rate it would be difficult to look around a retail store and find an article that has not joined the "aviators" in prices.

Cotton Twine.—Jobbers announce a reduction in the price of cotton twine. It is down one cent per pound with quotations as follows: three-ply, 22½ to 23½c; four-ply, 26½ to 27½c.

Beans.—White pea beans are in limited supply and the new crop which will soon be on the market is not very heavy. The price quoted is from $2.35 to $2.40 a bushel.

Canned Goods.

MONTREAL.—Cars of new tomatoes have been received by the jobbers but still there is no announcement as to the new price. Those who had stocks of tomatoes of course sold them at the present figures, the incoming goods having had but little effect on the market. It is not known whether all the jobbers have received first shipments of their orders or not. The new prices, however, soon will be made known. No one has any definite idea to offer as to what the prices are likely to be. There is a steady spot demand at former figures. Crystal wax and refugee beans are quoted at $1.25 by some jobbers, the advance amounting to 25 per cent.

VEGETABLES	Per Dozen Group B	Group A
2's—Asparagus, tips	2 52½	2 55
2's—Beans, crystal wax	0 97½	1 00
2's—Beans, golden wax	....	1 30
3's—Beans, golden wax	1 37½	1 40
Gal—Beans golden wax	4 02½	4 05
2's—Beans, refugee	0 97½	1 00
3's—Beans, refugee	1 37½	1 40
2's—Beans, refugee, midget	....	1 30
2's—Peas, extra fine sifted, size No. 1	....	1 90
2's—Peas, sweet wrinkle, size No.2	....	1 25
2's—Peas, early June, size No. 3	....	1 50
2's—Peas, standard, size No. 4	....	1 35
Gal.—No. 4 standard	....	....
2's—Spinach, table	....	1 40
3's—Spinach, table	....	1 90
Gal—Spinach, table	....	5 50
Spot tomatoes	1 40	1 45
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
Gal.—Cherries, red, not pitted	....	....
2's Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	2 00	2 02½
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 0	9 25½
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 45
½-lb. flats, per dozen	....	1 55
1-lb. flats, per dozen	....	2 50

After December 1st prices advance 2½ cents per dozen.

Other salmon—all talls—	
Red Sockeye, per case	9 00
Red Spring, per case	8 00
Cohoes, per case	7 50
Pinks, per case	5 00

Lobster—

½-lb. flats, dozen, $2.75, $2.80; 1-lb. talls dozen, $4.50, $4.75
1-lb. flats, dozen, $5.00, $5.10.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef 1s	2 50

TORONTO.—There is certainly no tendency towards easiness in canned goods. On the other hand, there is marked strength in a number of lines and in those particular lines there has been a gradual stiffening in price. The shortage in the deliveries of a number of lines and the belief that present supplies are in a number of cases far from large enough to meet the demand for the coming year, is one of the main reasons for the strength. Then, again, it is generally realized that consumption of canned goods is showing a yearly gain. "Consumption has changed a great deal from what it was ten years ago," said one dealer. "At that time there was a marked decrease in demand during June, July, August and September, but in late years, there has been a good demand all summer. This demand is not alone from the northern districts, but even in the city is appreciable in volume."

Black raspberries, both in heavy syrup and preserved, are held generally at 10 cents higher. Pineapple in 2's, sliced, grated and whole, is quoted at $2.25 per dozen. The tendency is also towards strength in lower priced peas and beans as well as strawberries, all of which were short this year.

Some new pack blueberries are beginning to arrive on the market. Delivery will only be 40 per cent. of orders. It was pointed out some time ago when they were lower in price that they were a good buy. In 2's they are quoted at $1.45 and in gallons at $5.50.

New pack tomatoes and corn are on the market, and as canners have not as yet set any prices, they are held at all values. While a number of dealers quoted $1.50 per dozen, others offered them as low as $1.20. Such is the state of the market at the moment. Opening prices are, however, expected at any time which will settle the question of values. Dealers are wondering what the price will be. It is general opinion that they at least will not be below last year's opening price, namely, $1.15. One wholesaler stated that one canner had advised him that he did not expect to deliver more than 60 per cent.

VEGETABLES	Per doz. Group B	Group A
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 00	1 10
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 00	1 10
3's—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax	....	4 25
2's—Beans, refugee or valentine (green)	1 00	1 10
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand	....	1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½
FRUITS		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05

2's- Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal —Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	....	2 25
2's—Pineapple, grated, heavy syrup	....	2 25
2's—Pineapple, whole, heavy syrup	....	2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	....	2 10
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's Raspberries, red, heavy syrup	2 00	2 02½
2's Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 62½	1 55
3's Rhubarb, preserved	2 27½	2 30
Gal Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	1 85	2 00
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 30
" " 3's	....	1 55
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	1 05	1 10
" fancy, 2's	1 10	1 15
" on cob, gal	....	4 77½
Pumpkin, 3's	....	1 00
" gal	3 02½	3 05
Tomatoes, 2's	1 05	1 07½
" 3's	1 20	1 50
" gals	3 75	4 02½
Turnips, 3's	1 12½	1 15

FRUIT

Apples, standard, 3's	....	1 20
" gal	3 75	4 00
Blueberries, standard, 2's	....	1 45
" gal	....	5 50
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb flats, doz.	1 55	Red Spring, doz.	2 10 2 25
1-lb. flats, dozen	2 50	Lobsters, halves, per dozen	2 75 2 85
Other salmon prices are:			
Humpbacks, doz	1 35	Lobsters, quarters, per dozen	1 60
Finks	1 35		
Northern River Sockeye			2 45
Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Brooms.—Higher.

Tomatoes.—Wide range of prices.

Canned Goods.—General strength.

Pineapples.—Held at $2.25.

Pot Barley.—Higher.

Toronto, Sept. 21.—Grocery trade according to reports of wholesalers is quite favorable in volume. The elections are no doubt creating a great deal of interest throughout the province this week, but are apparently having little effect on general business. Collections are reported fair.

General strength is still prevalent in groceries, with a number of staples included. In this particular might be mentioned sugar, tea, dried fruits, rice and canned goods. The latter is showing some special signs of strength, the result of short packs this year in a number of lines and the ever increasing consumption.

Drought this year in all parts of the world has worked for higher prices on numerous lines which the grocer handles. In this regard, sugar has been most prominent, the drought in Europe working serious damage to the beet crop. Then in the far East rice prices have been boosted on this account, while the production of tea in India has also been affected. The pack of Belgium and French peas has also been seriously shortened, while in our own country we have examples in the general short packs of early fruits and vegetables.

Sugar.—No further change has taken place in sugar in the past week, quotations ruling at $5.95 per cwt. The market is still strong and of a waiting nature, the market being inclined to await more definite reports regarding the probable shortage of beets in Europe. There have been various estimates of the probable outturn, one being as low as 5,865,000 tons as compared with 8,160,000 last year. Licht, in his first expert crop estimate, sets it, if favorable weather continues from the first of September, at a maximum of 7,300,000 tons, or if weather conditions prove unfavorable at a minimum of 6,250,000 tons. With this wide range, dealers are content to wait for the moment until something more definite can be ascertained.

While the raw market eased off slightly at the end of last week, due probably to some taking of profits, it has again reacted and is steady at 18s. 3d. for prompt beets. There is a scarcity of nearby sugar and New York refiners are behind in deliveries. When they go into the market it will likely cause further stiffening in price.

There is, at present, a brisk general demand for sugar, and supplies for a time were none too large. The consumption is quite large on account of the plenitude of preserving fruits.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb "	7 15

Syrups and Molasses.—With the high sugar market there is naturally strength in kindred lines. While prices for molasses have been generally advanced on other markets, no change has taken place here although firmness is not lacking. Trade, however, in this line is none too brisk just at the moment.

There is also a firmness noticeable in compound maple syrups, manufacturers claiming that with the high cost of material the margin of profit is clipped down.

The fall trade in table syrups has set in and from now on should be appreciable in volume. Consumption with cooler weather will be larger.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 75
25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
8 " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—New crop of dried fruits will be arriving on the market shortly. Raisins and currants were shipped at the end of August and should arrive at any time. Prunes and other California fruits are starting to be shipped but none have arrived here as yet. Most lines will be badly needed when they arrive as stocks generally are extremely low.

The markets on dried fruits show no signs of weakening. Prunes which are holding their own are turning out rather disappointing as far as the larger sizes are concerned. The fruit is showing a much higher percentage of shrinkage that is usual and the majority are grading down to 60 to 70's or smaller so that 30 to 40's, 40 to 50's and even 50 to 60's will be scarce.

Raisins, both Valencia and Sultanas, are stiffening up. Sultanas especially, have been moving upward, an advance of from 7 to 10 shillings being reported by one dealer. The crop this year is estimated at from 33,000 to 35,000 tons as compared with 25,500 last year, 59,700 in 1909, and 56,400 tons in 1908. With last year's short crop, the markets are now bare of stocks, thus lending strength to the situation.

Currants continue steady in price.

Prunes—			
30 to 40, in 25-lb. boxes	....		0 17
40 to 50 " "	....		0 16½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes		0 20	0 21
Fancy, " "		0 20	0 22
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 15 0 16
Dried apples			0 09 0 09½
Evaporated apples			0 11½ 0 12
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08½ 0 09
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06½
Full boxes	0 05½ 0 06	Fards choicest	0 10 0 10½

Tea.—The market locally as well as abroad continues in a position of steadiness. Trade on the whole is moderate in volume. A report from Columbo, Ceylon, says: "Supplies continue to come forward slowly and the crop for August when compiled is not expected to be a large one. Latest reports from the Estates are somewhat varied, some

of them report good growing weather, while on others flush has been stopped by the strong wind that has prevailed. Under the circumstances, with supplies from India only about normal and a smaller crop in Ceylon, we can see no prospects of lower prices."

Coffee.—Coffee is steady at present quotations. Coffee options on the New York market are strong. Trade according to local dealers continues good and a fact on which many dealers put emphasis is that retailers are buying higher grades of coffee. This may be partly responsible to the fact that higher grade coffees have not been advancing with the rapidity of the lower grades.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Nuts.—Prices show no change and there is nothing new to report in this regard. Trade is normal.

Almonds, Formigetta		0 16
" Tarragona	0 16	0 17
" shelled	0 35	0 38
Walnuts, Grenoble	0 17	0 19
" Bordeaux		0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils		0 18
Peanuts, roasted	0 11	0 14

Spices.—Prices are unchanged but steady. General trade is good. The pickling season is now at its height and while most retailers were supplied earlier in the season with their main stocks, repeat orders are appreciable in volume. A report from New York on spices says: "Prices are generally higher and likely to be higher yet on short crops and on broad and steady consuming absorption by all the markets of the world. In pepper, nearly every grade has experienced a shortage in production this year, the total falling off being very material and likely to affect prices for a long time to come. In cloves, the incoming crop is very moderate in size, and very large sales have been made against it, the world's supply having been nearly wiped out by the consuming needs so far this year. In nutmegs, production has seriously diminished and visible supplies the world over have greatly decreased."

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 24½	0 25½	0 27½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	
Curry powder			0 25		
Ginger	0 22	0 24	0 26	0 80	0 90
Mace			0 75		2 75
Nutmegs			0 30	90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric			0 16		
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Rice and Tapioca.—Although lower grades of rice have advanced 50 cents per cwt. during the past month, there is fact that the whole country is intensely still considerable strength in the market. Not alone is the short production confined to India, but a shortage of a greater or less extent is reported from a number of the rice-producing districts in the East. The tendency will naturally be to work for a certain amount of strength in the higher grades also.

Pot barley is another line which has been advancing in price of late, an advance of 75 cents per barrel being quoted by one miller. Millers are unable to get supplies for the mill.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 40
Rice, standard B	3 50

	Per lb.			
Rangoon	0 03¾	0 03¾	Tapioca—	
Patna	0 05½	0 06	Bullet, double goat	0 08
Japan	0 05	0 06½	Medium pearl	0 06½ 0 07
Java	0 06	0 07		
Carolina	0 08	0 10	Flake	0 08
Sago, medimm brown	0 05½	0 06	Seed	0 06½ 0 07

Beans.—Supplies of beans at present are extremely small and prices are well maintained. New crop beans should be on the market within another three weeks.

Prime beans, per bushel	2 35	2 45
Hand picked beans, per bushel	2 45	2 55

Evaporated Apples.—There have been some arrivals of new "evaps" on the market although in rather limited quantities. The yield of apples in Ontario is larger than last year but on the other hand this will have a tendency to decrease the amount used for evaporating purposes. Prices range from 11 to 12 cents.

Macaroni.—As suggested some time ago, macaroni manufactured in Italy is higher in price, one dealer quoting a 6 cent advance on 22 pound boxes. The advance is due to higher Russian wheat which is used in its manufacture.

Brooms.—In some quarters, there appears to be some little excitement in the broom market of late. In some cases prices have been advanced 50 cents per dozen by wholesalers who say that a number of manufacturers have withdrawn prices, while others are quoting their product at an advance. One broom manufacturer was inclined to think that perhaps the excitement was a little greater than warranted. "The corn crop is just coming in and, of course, the market is unsettled," he said. "Prices fluctuate from day to day and the exact position is hard to ascertain. We have not as yet raised prices. No doubt, however, there is cause for some strength."

MANITOBA MARKETS.

POINTERS—

Sugar—Firm.

Evap. Apples—New shipment next week.

Coffee.—Advanced 1c per lb.

Beans—Advanced.

Winnipeg, Sept. 21.—In spite of the worked up over the elections, and that reciprocity is the chief argument of discussion, trade in all grocery lines continues active. The present period is one which needs careful planning.

Harvest is completed in many sections and threshing is general. Estimates from various sources continue to be published and so far the consensus of opinion is that a crop of just twice the size as that realized last year will be harvested this fall.

The first shipment of evaporated apples is expected next week. The opening prices are high and will sell around 11 to 11½ cents. It is not expected that these will be maintained, but coming on a bare market it is only natural that the price of the early stuff should be high. Confidential reports from Ontario show that the crop is from 50 to 75 per cent. higher than last year. So it's only logical to expect lower prices as soon as any quantity appears on the market.

New canned tomatoes arrived on the market this week, and one wholesaler who has lately returned from a trip east claims that pretty nearly a full pack will be received this year. The prospects for corn also look bright owing to the good crop to the south. New prices have not been named as yet but are expected shortly.

Sugar.—The market remains firm, and in spite of high prices trade continues to be active. Stocks held are of good size as jobbers have maintained their usual supply on hand in spite of the high price prevailing.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls.	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—These lines at last show a slight movement after the long lapse of inactivity. Prices are unchanged but the demand is somewhat increased as some of the early logging camps are beginning to lay in supplies.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 88
6 10-lb. tins, per cate	2 46
3 20-lb. tins, per case	2 47
Half barrels, per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—There are no changes in prices. Quotations are as follows:—

New prunes.	Per lb.
90-100s, 25, s.p	0 08
80-100s, 10s, s.p	0 09
80-90s, 25s, s.p	0 08½
80-90s, 10s, s.p	0 09½
70-80s, 25s, s.p	0 09
70-80s, 10s, s.p	0 10
60-70s 25s, s.p	0 09½
50-60s, 25s, s.p	0 10
40-50s, 25s, s.p	0 11

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p., per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Coffee.—The coffee market has been extremely active during the week and has taken an advance of one cent per lb. For the last month this line has been exceedingly strong to the south of us, and advances have been expected. Local wholesalers stated that higher prices can be predicted.

Coffee, standard Rio.	0 16	Coffee, choice.....	0 16
		Coffee, extra choice..	0 18

Beans.—The situation in beans appears to be a critical one. Prices during the last six weeks have been advancing steadily on the supposed reports of shortage of crops in Ontario. Reports, however, would indicate that this was not exactly the cause, but that Ontario bean brokers simply refused to sell. One large wholesaler in an interview on the bean situation said: "I saw a confidential wire from one of the largest bean brokers in Ontario yesterday. His representative here wired for information and the reply was to the effect that large stocks were on hand but he refused to sell till the elections were over."

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 65	2 75
Peas, split, 100 lbs.....		2 75

NEW BRUNSWICK.

St. John, N.B., Sept. 20.—The present week is being looked forward to by local dealers, as one which does not hold much encouragement for a brisk business, owing to the minds of the people being taken up considerably with election matters. While the elections are not to be held until the latter part of the week the whole period is expected to be dull. Even now and during the past week, there has been a falling off in trade.

The price of sugar still continues to soar. As a result of this advance molasses has within a short time gone up five cents on the local market. Advices received here are to the effect that the home sugar crop in the United States is quite promising, and that the abundance will mean an easier tone in sugar. The stock of molasses is said to be small, however, and this is especially so as regards fancy quality, so that high prices are looked for.

An advance was noted in cornmeal this week, a difference of ten cents being registered. As was predicted some weeks ago the cost of canned salmon has jumped noticeably, and indications are that it will go still higher, reports here being to the effect that the pack is not sufficiently large to cause a reduction in price.

In the country market while the farmers have not been coming to the city with large quantities of farm produce, many of them being interested in the result and the campaign connected with the elections. However, there is an abundance of fine vegetables on hand, and good prices prevail. Eggs and butter are in good demand, and are fairly stiff in price.

The quotations for this week are as follows:

Bacon.....	0 16	0 18
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb.....	0 21	0 23
Butter, creamery, lb.....	0 24	0 25
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 14½	0 15
Currants, 1's, lb.	0 08¼	0 09
Canned goods—		
Beans, baked .	1 15	1 25
Beans, string .	1 05	1 10
Corn, doz.	1 10	1 15
Peas, No. 4..		1 20
" No. 3..		1 25
" No. 2..		1 30
" No. 1..		1 80
Peaches, 2's, dozen.....	1 95	2 00
Peaches, 3's, dozen.....	3 00	3 05
Raspberries, dozen.....	2 05	2 10
Strawberries.	1 85	1 90
Tomatoes...c.	1 55	1 60
Clams	4 00	4 25
Cornmeal, gran.		5 00
Cornmeal, bags.		1 65
" bbls.		3 45
Eggs, hennery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies ..	4 40	4 50
Fish, cod, dry...	6 00	6 10
Flour, Manitoba	6 25	6 35
" Ontario..	5 45	5 55
Ham		0 16
Lard, compound lb	0 10½	0 11
Lard, pure, lb.	0 12¼	0 13
Lemons, Messina, per box...	4 50	5 00
Molasses, fcy. Barbados, gl	0 33	0 34
Oatmeal, rolled		5 75
Oatmeal, std....		6 35
Pork, domestic mess.....	22 00	23 50
Pork, American clear...	22 00	24 00
Potatoes, bbl..	2 25	2 40
Raisins, Cal., seeded.....	0 10½	0 11
Rice, lb	0 03¼	0 03½
Salmon, case—		
Red spring...	7 75	8 50
Cohoes.....	7 00	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 90	6 00
Bright yellow..	5 80	5 90
No. 1 yellow...	5 50	5 60
Paris lumps ..	6 75	7 00

The peanut crop of the United States for 1908, was valued at $12,000,000.

Fresh Tea Is All Important

—it is the life of your trade. Any tea kept in stock six months loses one cent per pound in value, after one year two cents, after two years it is positively unfit for sale.

Tea is at its best the day it is fired in the gardens, and although in sealed metal packages, it keeps very much better than in bulk, still it loses flavor. We do our utmost to have "SALADA" reach the consumer in all its garden freshness and fine flavor, and ask the co-operation of every retailer in our efforts to serve the public with FRESH tea. Our advice is to buy not more than three months' supply at a time. Eighteen years' experience proves to us that this is vitally important.

If any retailer—anywhere—at any time, has any "SALADA" in stock that is over six months old, ship it back to us (freight collect) and we will refund the full purchase price. We back up our belief in the paramount importance of FRESH tea by this sweepng guarantee.

The "SALADA" Tea Co. Toronto and Montreal

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

The Condensed Ads. in this Paper will bring good results

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

—TO—

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—Your business card on this page will keep
—your name and field of operations before
—Manufacturers, Importers and others
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It costs you little and means much to you if you are looking for agencies.

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"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,
"NAUSICAA," fine FILIATRA dry, cleaned, carton currants.
"VICTORIA;" fine FILIATRA dry, cleaned carton currants,

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

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124 WARREN STREET NEW YORK
THE LARGEST CURRANT HOUSE IN GREECE

"Canada's Best" SOAP

Have You Tried It?

Not actually tested its superior washing qualities, but introduced it to your customers.

There may be better laundry soaps made, but if there are they have not been shown in Canada. That's a broad statement which every housewife who has ever tried "Canada's Best" will back. If you do not carry this soap in stock, try a sample case this fall.

Ask for our special **Direct-to-Office-Order** prices! These will interest you!

UNITED SOAP CO.

OF CANADA, LIMITED

MONTREAL

40 CENT TEA

There is a steady increase in the sale of 40c. Red Rose Tea. I find many merchants are now selling very much more than they did formerly.

Generally, I believe, these increases have been due to merchants trying the 40c. tea in their own homes. They have found on trying it that it was just as economical to use and distinctly finer in quality, so they have recommended it with the result that they are now making much more profit for themselves and giving their customers better satisfaction.

It is the tea that was served at the Toronto Exhibition and was so greatly liked.

If you will try a package yourself, I feel sure you will recommend and sell much more of it.

7 Front Street East, Toronto, Ont.
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T. H. ESTABROOKS
ST. JOHN, N.B.

ROYAL SHIELD BRAND SALMON



We have only been able to secure about 50% of our requirements of this well-known brand of high grade Sockeye Salmon. Order early.

We are booking orders for October delivery at very low prices, from a very favorable contract made in June for 20,000 boxes California Prunes. Anticipate your wants for Foreign and Domestic Evaporated and Dried Fruits and place your order with

Campbell Bros. & Wilson, Limited

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Campbell, Wilson & Smith, Limited Regina

The Benefit of Retail Organization

Secretary of Vancouver Island's Merchants' Association Gives His Opinion of the Advantages of Associations

In a recent issue of The Grocer an account of the British Columbia Merchants' Asociation convention was given. At that time some of the addresses were not available, but have since been received. The following was in part the address of the secretary of Vancouver Island and will be read with interest by all connected with association work:—

"In the twelve months since we last met great progress has been noticed in the growth of our cities and the growth of business and trades. With this growth we find increasing use of improved methods and appliances in carrying on business, and the necessity arises for improved methods in sifting information (usually supplied by the applicant for credit). collecting and compiling data for correct ratings for credit, which the busy, aggressive merchant finds he cannot possibly attend to. What is his remedy for this and many other difficulties, such as, seeing that the manufacturer maintains the selling price which he quoted and by which he induced you to buy his goods, but often, before he has scarce left the city, some one who thinks he will catch the crowd, and get ahead of his competitors, cuts that price and leaves you with an article which does not pay to handle, and takes up the space in your stores which you can so ill afford to spare for another "dead" line.

"The only efficient remedy is organization; meeting and consulting on difficulties as they arise; keeping an up-to-date rating list, notifying your members of the dead beats found locally or arriving from other places; looking after the manufacturer (especially those introducing new articles) and insist on their maintaining prices.

"In the trade journals you will continually find reports of associations being formed, and chiefly for the objects just mentioned. You may be quite sure that those merchants have heard of some of the advantages of associations, and have felt the need of them; we can safely assume that they are progressive men living in growing and progressive cities. By the time the next annual convention is held we may fully expect to double our number of affiliated associations.

"There seems a difficulty in some associations to keep up the interest in the meetings; many ask, when reminded of a meeting, "anything special?" "What's new," etc. Some associations have tried "discussions on special subjects," some have offered premiums among those attending. Personally, I think the members should look upon attending meetings as a necessary duty. If nothing of importance is before them they can exchange views on many trade subjects; closer friendly relations frequently follow, and the finding others at a meeting often induces "one more" to look in. Grocers, like other fellows, love congenial company."

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

Whenever Liquidation

causes the sale of grocery stocks it is interesting to note the absence of any Fels-Naptha soap.

A clear indication of the steady demand and the continuous, even sale: due to the equality of Fels-Naptha soap.



YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move

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HEAD OFFICE - - WINNIPEG, MAN.

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Contractors To The Admiralty

PURNELL'S
Sauces, Vinegars and Pickles



Never fail to give perfect satisfaction. They are unparalleled in quality, purity and flavor and are featured by the best stores in Great Britain and Canada.

You cannot make a mistake in handling "Purnell's" full range of products as there is ready sale for every one of them where a discriminating trade is catered to.

We are large contractors to the admiralty, which in itself is a recommendation which cannot be overlooked and a special selling point in their favor. Sold by all jobbers.



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Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750



The House of Quality

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap--But How Good

GUNNS LIMITED. PORK & BEEF PACKERS TORONTO. ONT. CANADA

HAMS

Are Very Scarce

and probabilities are they will be higher

SO WILL LARD.

We have, however, a good stock of ROLLS, SHOULDERS, BREAKFAST BACON and BACKS and at reasonable prices.

F. W. Fearman Co. LIMITED

HAMILTON

Two Good Reliable Articles to Feature for the Hunting Season

The REINDEER-JERSEY Brand Evaporated Milk, Unsweetened.

REINDEER CONDENSED COFFEE, having the Coffee, Milk and Sugar combined, a cup of delicious Coffee is prepared by simply adding water.

The only manufacturers in North America of prepared Coffee which contains Milk and Sugar.



REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Smoked and Cooked Meats are Easier

Demand for These Lines is Less Brisk—Live Hogs are Lower in Price—Supplies are Larger—English Bacon Market is Less Firm—Heavier Pork is Steady in Price—Butter and Eggs Unchanged—Cheese Continues High.

The trend of live hog prices has again been downward, lower figures being general throughout Canadian markets. The lower prices of the past few weeks are ascribed to the less firm cables from the English bacon market while it is also true that live hogs are wich the arrival of fall in better supply. In sympathy with lower values for porkers there is a less firm feeling in certain lines of provisions. The demand for smoked meats and cooked hams is less brisk contributing to some extent to the easiness in three lines. On the other hand heavier pork is in better demand and firmer. Trade on the whole is on an appreciable scale and considered favorable for the season.

Butter prices in general show no particular change. Demand is fair while production continues quite large. Otherwise there are no features. Eggs show a tendency to strength, the result of decreased receipts and a good demand. There is a good demand for strictly new laid.

Cheese still maintains its position of strength and is at the highest point for the season it has been for many years. Ever since early in June the price has been steadily ascending. At first the advance was due to the decreased production in Canada on account of the dry weather but later on the demand from England entered into the situation. The drought in that country has interfered quite seriously with production with a resulting demand from Canada.

MONTREAL.

Provisions.—The changes predicted in last week's issue have become a fact. Pure lard is down ¼ cent and both live and dressed hogs are easier owing to the influence of the Toronto market, so it is said. Smoked hams are down ½ cent but several lines of pork are higher. Reports show that there is a fair demand

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 11½
Pails wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11
One pound bricks	0 12
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13
Hogs, live, per cwt	7 00 7 50
" dressed, per cwt	10 00 10 50

Butter.—Prices are unchanged this week, the election having had a quieting effect. Many, it is believed, showed no interest for the reason that they wanted to wait for the outcome.

Creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs.—The market is steady with a good demand. No prices have been changed, but the situation is firm.

New laids	0 30
Selects	0 26
No. 1	0 22

Cheese.—No developments are reported this week but with the passing of the political crisis something new may be expected although it may not necessarily be material.

Quebec, large	0 14½
Western, large	0 14½
" twins	0 14½
" small, 20 lbs	0 14½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The general tone of the provision market is slightly easier, the result of a total decrease of 80 cents in live hog prices during the past three weeks. Smoked hams have met with a general reduction of 1 cent per pound while cooked hams, the demand for which has eased off, are lower at 25 to 27 cents. Long, clear bacon tends, however, in the opposite direction, prices ruling at 12 to 13 cents. Lard also seems to maintain a steady position.

Live hogs at country points range around $6.90 per cwt. the lower price being ascribed to slightly decreased cables for bacon and the fact that supplies are now more plentiful. Dressed hogs are lower also, the result of the decrease in hogs on the hoof.

Smoked meats—	
Light hams, per lb	0 16½ 0 17
Medium hams, per lb	0 16 0 17
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 13
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb	0 10½ 0 11
" tubs "	0 10½ 0 11
" pails "	0 11 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 90
Live hogs, f.o.b.	7 20
Dressed hogs	9 75 10 25

Butter.—Butter prices are unaltered as is also the general situation. There is a fair production at the present time. "There is at least no firmness in the market," remarked one dealer.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 24 0 25
Farmers' separator butter	0 23 0 23
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 18 0 20
No. 2 tubs or boxes	0 15 0 17

Eggs.—Production is not on as large a scale as hitherto. Prices are unchanged but firm.

Fresh gathered eggs	0 21 0 22
New laid eggs	0 23 0 24

Cheese.—"New cheese is the highest it has been at this season for several years," said one dealer. "This time last year we were selling at 12¼. Today the lowest price is 15¼ cents." The price is most unusual for this time of the year, the main reason being the reduced production in England and the consequent demand from that quarter.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—Arrivals are fair in volume as is also the demand. Prices show no change.

Fowl, live	0 10 0 11	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices are well maintained but there are no unusual features present just now.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

SCALE INSPECTION.

Editor, Canadian Grocer,—I like Mr. Wotton's letter in last week's Grocer re Scale Inspection. Why under the sun the grocer should pay $4 or $5 every year to have his scales inspected and the public who are so directly interested not pay a cent of it, I don't see. I believe in the United States, scale inspectors only visit you when a complaint is lodged. It is certainly unreasonable for the grocer to pay yearly whether his scales need adjusting or not.

GORRIE & CO.

Haliburton, Ont.

SHOW CARDS ON PRICES.

Prices much in your favor.

Our prices are always money savers.

Whoever you are, whatever you buy, our prices are the same to you as your neighbor.

The employe who says "I'm not going to work myself to death for the pay I'm getting," is probably getting more pay than he is earning.

The Scarcity of the Good Clerk

Montreal Dealers Discuss This Important Question—Much of the Blame Attributed to Lack of Interest Taken by the Proprietor in His Employes—Length of Working Hours.

Montreal, Sept. 24—(Special)—Labor Day was a holiday for the average workman, but among those who were at their accustomed places were the grocery clerks. The previous Saturday afternoon and evening found them toiling, while large numbers of young men in other positions ceased work at 1 p.m. that day.

This bears out what a prominent Montreal grocer said recently in discussing the various reasons for the present scarcity of good clerks. In his opinion, large numbers of young men who might follow the grocery business were attracted to other branches of work because of the shorter hours and better pay. The young man of the present generation, he continued, saw all around him others who had the Saturday afternoon to themselves, and it was not to be wondered that the main body demanded the same short hours.

Another point he dwelt upon was that clerks usually begin at low salaries, and it is many years before they are earning what the present generation calls "big money." Companions who follow some other occupation soon forge ahead of them in this regard, although ultimately the grocery business offers a good living under agreeable conditions. It is not every young man who considers the question in this light, but those who are working away, preparing themselves for the future, are bound to be rewarded.

One Consolation.

From the standpoint of the clerk there is the consolation of knowing that the trade is not overcrowded with brilliant competitors. In this respect, the grocery business makes up for some of its other deficiencies, but to profit by this condition the clerk must be capable. This of course applies to every occupation, but there are reasons why it should be borne in mind by the ambitious clerk. One of these reasons, and it is almost entirely overlooked, is the fact that grocers do not instruct their clerks in the details of the business. They are not impressed with the important points, and from experience the writer believes that the employer depends too much upon his clerk learning by experience business facts which should be presented to him in his first lessons.

The Usual Way.

Some grocers imagine that as soon as a new clerk is familiar with prices, he is ready to go behind the counter. This deals with the ordinary grocery store where the clerk is receiving his grocery education. In the larger stores he is expected to be already schooled in the trade, and considers himself a graduate of the smaller store. In the latter store the clerk learns the prices, takes orders, fills them, and perhaps unconsciously learns the elements of salesmanship. But does he learn all the "ins and outs" about the goods he is selling?

Travelers who posses scraps of this knowledge impart it to the proprietor, but the clerk does not hear it. And then with the little details of marking goods, the keeping of books, the arranging of selling prices, the taking of stock, the question of profits, discounts, and so on, how does the clerk learn these things? They are mentioned to show that he has a great deal to learn before he can call himself a grocer, and many of those who are employers are deficient in many respects.

To sum up, why then is there a scarcity of good clerks to-day?

1. During their apprenticeship many have been engaged with grocers who do not know the business.

2. They have not realized what the grocery business demands of them.

3. The hours are longer and wages less than in other occupations.

Shortcomings.

What the average clerk in the average Canadian grocery store has to contend with:—

1. An employer who thinks he knows all about the business, but doesn't.

2. Who therefore is incapable of instructing his clerk in the present day methods of the grocery business.

3. Who is, therefore, not as interested in how he carries on his business as he should be.

4. And who, therefore, does not take the proper interest in his clerks.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor, Canadian Grocer,—Will you kindly let us know the names of some dealers in New Brunswick "Green Mountain" potatoes?

OTTAWA WHOLESALER.

Editorial Note,—Among the dealers in New Brunswick Green Mountain potatoes are: Clements & Co., West St. John, N.B., and T. Collins & Co., North Market St., St. John, N.B.

To back up his advertising, so that customers will be entirely satisfied when they come should be the plan of every merchant.



Filling up candies with the hand is not an evidence of clean, sanitary methods and will not attract trade.

Grocers: The responsibility for the quality of the well-known and well-advertised branded articles rests upon the manufacturer whose name they bear. You are responsible to your customers for the quality of any private brands you may handle. The consumers of to-day demand quality and have learned by experience to rely upon the well-advertised brands.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



WE WANT DISCONTENTED MEN

that is to say, men who know they could make more money if they had the chance.

HERE IS THE CHANCE

If you will be our circulation solicitor for MacLean's Magazine, we will pay you a good commission on each new subscriber you get as well as on every renewal. You can do the work in your spare time, unless, like many of our successful solicitors, you find it pays to give whole time and attention to it.

ARE YOU PREPARED?

THE MACLEAN PUBLISHING COMPANY

143-149 University Avenue : : TORONTO, CAN.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Poor Pickles

Low Grade Malt Vinegar

We are not advertising these, for there never were any goods of a low order turned out of our premises.

But You

are advertising yourself as a second-rate grocer if you sell them—even once—to a customer who wants something good.

Advertise Your Business Free

by stocking our high-class goods. The quality is the highest.

S. CHIVERS & CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

POT YOUR CREDIT ACCOUNTS ON THE RIGHT SIDE OF THE LEDGER

Adopt the ONLY Way to make credit business SAFE. And at the same time eliminate charging, errors and disputes.

Allison Coupon Books

are in use all over the world.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

The Care of Silver and Plated Goods

NEARLY every housewife knows the great tendency of silver and plate polish is to scratch and mar the delicate finish of these wares. The constant use of

CHIVERS'

PLATE POWDER

will not only not scratch the most highly polished silver or plate ware, but will give them the most brilliant and pleasing effect. When you can introduce Plate Polish do not hesitate to recommend **Chivers'**.

Get particulars from the Canadian Agents:

HARRISON & SON
St. Nicholas Building
MONTREAL

Mention this paper when writing Advertisers.

Confectionery Trade on the Increase

Good Fall Trade is Being Felt—Consumption is Showing Substantial Increase—High Sugar Market Stiffens Prices Somewhat—Flour and Cereals Are Steady in Tone—Normal Volume of Trade is in Evidence.

With the extremely high sugar market now prevailing it is only natural that a stiffening in the price of confectionery would result. Slight upward movements in the quotations for certain lines have taken place.

Manufacturers state that there is not only a good trade in evidence at present in this line but that the consumption is showing a substantial increase. Grocers who have not now a confectionery department should consider the advisability of adding one, while those dealers already handling confections should put forth an effort to secure their share of the increase in sales.

Just at the present there is a general steadiness in flour and cereals. Flour is practically in the same position as last week, wheat quotations having varied little. The same strength is apparent in rolled oats prices of the raw material with the tardy movement of new crop, being well maintained. Corn meal and rolled wheat are on a steady basis.

Threshing delay, due to wet weather in the Canadian North-West, brought out some signs of strength at the beginning of the week, but was counteracted by a big increase in the United States visible supply of wheat. The movement of wheat has so far been very tardy.

Canadian markets will remain somewhat unsettled until the reciprocity issue has been decided. Meanwhile, interest in the elections is apparently having little or no effect on trade.

MONTREAL.

Flour.—The market is steady and unchanged. Naturally, election talk is a big figure this week. Demand has not been materially interrupted, however, and when the excitement passes over it will be found that the depreciation of business was comparatively slight.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Cereals.—Rolled oats remain firm and steady. Just what the future will bring is difficult to tell. It is now strong and steady with a good business passing.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Rolled cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—The flour market shows no particular change from a week ago. Wheat quotations are practically unchanged. Trade is on a moderate scale.

In Ontario, with an increased acreage of 94,019 acres, the Ontario Bureau of Industries estimates that the yield of wheat will only be 17,000,000 bushels as compared with 19,837,000 last year. The production of oats is estimated at 88,261,000 bushels as compared with 102,084,000 last year.

Manitoba Wheat		
1st patent, in car lots		5 30
2nd patents, in car lots		4 80
Strong bakers, in car lots		4 60
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—No further price changes have occurred during the week. The strength in the rolled oats market is still maintained. Supplies of oats are slow in coming out. The set in of the fall demand is helping trade.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 85
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

FOREIGN MARKET NOTES.

The coming crop of Florida oranges will exceed 4,500,000 boxes according to one estimate.

Allspice is higher in Jamaica. One report places the total of the new crop at 40,000 bags as against a normal crop of 90,000 bags.

Reports say that the catch of sardines in France has been poor so far this season, and while in Portugal fishing is better, the fish are larger.

Prospects are good for olive oil this year so far and if all goes well, there should be a good yield this season. However, much may happen before harvest.

It is the general opinion among oyster growers and shippers that the supply of oysters this year will fall short of demand, although they will be of good quality.

At the annual meeting of the American Cranberry Growers' Association, the crop was reported to be equal in quantity to that of last year. It is expected by growers that about a half million barrels will be sent to market. Harvesting will begin in September, and prices are expected to be moderate.

If you expect to make a success of your business, the time to start is right now.



"Perfection"
Popularized Sodas
As No Others Did

and have held the enviable position their name stands for while others have fallen.

"Perfection" Sodas are the standard by which biscuits are judged, both for quality and crispness. There's a difference which is most pleasing to the taste, a flaky crispness that cannot be duplicated in many other brands of sodas.

Your select trade demands them when they ask you for the best.

The MOONEY
Biscuit & Candy Co.
LIMITED
Factories at
Stratford, Ont., Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C B., Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Nfld.



—THE FLAVOR DE LUXE—
MAPLEINE
Original and Distinctive
Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc. and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.
SELLS ON MERIT
Backed up by advertising
See Price List
Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE, WN.

When writing advertisers kindly mention this paper.

Dust Does Damage to Niagara Fruits

So Fruit Growers Declare—Blame U.S. Automobiles—County Councils Make Move to Oil the Roads—Would Like Government Aid, Since Government Collects From These Motorists.

Farmers, those who don't farm will say, are never satisfied. If it rains the country is getting too much rain. If it is sunshiny it is too dry. But the fruit farmers of the Niagara Peninsula have other troubles now—troubles which keep them "from broodin' over" the weather. They have the automobile as a daily companion. They have the dust stirred by the automobile. They have dust on their fruit, and to prevent this settling in, destroying quantities, they have lately undertaken experiments in oiling the county roads.

Speeders the Trouble Makers.

The road from Hamilton to Niagara, as every one living in that neighborhood knows, is one of the best for motoring in the country. Along it many Canadian automobilists travel, and citizens of the United States in the hundreds use it. It is with these visitors from the other side that the fruit farmers of the Niagara peninsula have the great quarrel. They act as if the highways had been made a race track for them, say the growers. They stir up the dust so that it floats in the air for hundreds of yards. It settles on the trees and does a great deal to depreciate the value of the fruit.

Samuel Culp, of Beamsville, Ont., one of the large fruit buyers, says that the speeding automobile is especially dangerous in the spring. Already it has been found that the dust settling upon the blossoms prevents their maturing properly. Sometimes the buds die. Sometimes the fruit is dwarfed. Sometimes it is blighted. The farmers have no hesitation in laying the blame for this upon the motorists.

Blame U.S. Autos.

They are not unreasonable men, these Niagara Peninsula farmers. They do not hope or particularly desire to exclude automobiles from the roadway. But they do hold that exceptional speeding should be stopped—that the law should be kept.

"It is the U.S. motorists who run their cars at 30 to 40 miles an hour who do the damage," stated Mr. Culp.

The harm being done to the country by the automobile-raised dust has been considered at meetings of the county and township councils. As a result, experiments have been tried this year in oiling the roads. A large strip to the west of Grimsby has been thus treated, and the dust on the roadbed between Beamsville and Grimsby is kept down in the same way.

Want Government Aid.

But the expense of oiling miles of road is great. The fruit growers feel they should get assistance in bearing this. A government grant, some of them believe, they should have. As they say: "The Government gets money from these automobile owners while we get dust. The government should vote us part of the tax to help us keep the dust down."

This problem of the Niagara Peninsula farmer is of interest to many of the grocers. If the dust does cause a deterioration in the fruit they will suffer. Some of them indeed have already suffered, by having their shipments of fruit come to them covered with the dust of the road. That, at least, spoiled the look of the fruit, and fruit is one of those things which must look well in order to sell well.

Whenever possible, let experience, not theory, be your guide.

Don't be afraid to fight against odds. The things worth having are hardest to get.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie

Alimentary Pastes of the "Swallow" Brand

(Hirondelle)

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. TRY THEM, You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

LEITCH ANCHOR BRAND OAK LAKE

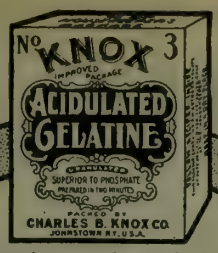
ANCHOR BRAND FLOUR

is pure, wholesome and reliable at all times. It is quite different from ordinary flour and will make the most of your baking. 18

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.



PUSH the sale of



THESE PACKAGES

You will be well paid for every effort you make to push the sale of KNOX GELATINE. You make a good profit on it at 15 cents per package. Our extensive advertising is constantly making KNOX GELATINE easier to sell, and its quality makes each sale lead to others.

Chas. B. Knox Co.
Johnstown, N.Y.

Branch Factory:
Montreal, Canada

If You Went Into

a Drug Store and the Druggist recommended a certain patent medicine you would give it a trial, ten to one. We feel that you should give our goods a fair run on our recommendation, and we are sure, if you do, that you and your customers will both be pleased.

4

BRANDS OF EQUAL PURITY.

"Regal," "National," "Laurentia,"
"Daily Bread."

Made in Canada's newest and most up-to-date mills.

The St. Lawrence Milling Co.
Limited
MONTREAL

SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below;

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing.

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Agencies -

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

Canadian Fruits

Crawford Peaches

are now arriving in good shape, also

Plums, Pears, Grapes and Cantaloupes.

Tomatoes, Cucumbers, Apples, Egg Plant, etc.

Full Lines of

Oranges, Lemons and Bananas

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

"St. Nicholas"

The Lemon Leader for the past

7,500 DAYS

"That's Going Some"

J. J. McCABE

AGENT

TORONTO, : : ONT

Domestic Fruits at Pinnacle of Demand

Big Trade is Being Done in Late Fruits for Preserving Purposes—Height of Season Has Been Reached in Peaches—Plums Are on the Wane—Pears Arriving Freely While Grapes Are in Good Supply.

The height of the season for peaches has been reached and from now on it is generally expected that supplies will become less plentiful. Some excellent stock of late varieties is now appearing on the markets. Plums are on the wane, although what there is are of good quality. Grapes are at the pinnacle of demand, while pears are being taken up fairly well. Dealers are doing a big business in domestic fruits for preserving purposes as is shown by the big trade in sugar at the present time.

Sugar melons are in good supply and are meeting with a fair demand. There is no doubt the grocer could work an improvement in this branch of his trade if he would do a little educative work, as there are a good many of the consuming public not acquainted fully with the sugar melon and its qualities.

Trade in oranges is quiet, the result of the rush of domestic lines, while none too favorable weather is responsible for a lack of briskness in lemons.

A recent report from Florida estimates the citrus fruit crop for 1911-12 at being over one million boxes greater than last season with the fruit uniform in size and of better color. The crop of grape fruit will be smaller than that of last year, but the orange crop will raise the average so that the entire citrus output will total about 25 per cent more than last season and will probably consist of over five million boxes.

MONTREAL.

Green Fruits.—Canadian fall fruits are more than ever prominent this week and home-grown peaches, pears and plums are attracting a large trade. There is also a heavy demand for grapes and apples, and the general fruit trade is heavy just now. Lemons are a little easier in price with the demand lighter with the coming of cooler weather. There is a fair trade in grapefruit, oranges and pines.

Apples, bbl.	2 75	3 50
Bananas, bunch	1 50	1 75
Bananas, crated	2 00	2 25
Cantaloupes	2 50	3 00
Cocoanuts, bags		3 75
Grape fruit, California, case		4 50
Grape fruit, Jamaica	4 00	4 50
Grapes, Canadian, basket	0 20	0 25
Lemons	4 00	4 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 50	5 00
Jamaicas, bbl.	3 75	4 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 75	2 00
Peaches, Can. basket	0 50	1 00
Pears, Can. bas.	0 40	0 60
Pineapples—		
Floridas, case	4 50	5 00
Plums, California box	1 50	2 00
Plums, Can. bas.	0 35	0 75

Vegetables.—New celery is moving freely. Sweet potatoes are in fair demand and are lower in price and tomatoes are quoted at a normal figure. Spanish onions are higher in price. There is a big trade in new vegetables for the grocer whose fruit and vegetable trade just now is an appreciable part of the trade.

Carrots, doz.		0 25
Cabbage, doz.		0 75
Celery, doz.		0 75
Corn, per doz.		0 20
Cucumbers, doz.		0 60
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz.	0 45	0 50
Onions—		
Spanish, crate	3 50	4 50
Sweet potatoes	1 75	2 25
Montreal potatoes, new, bag	1 50	1 75
Tomatoes, Canadian, basket	0 15	0 25

TORONTO.

Green Fruits.—Brisk business is still in evidence on the local fruit market. the domestic fruit trade is over. Plums are noticeably in smaller supply, although the quality of late arrivals is excellent. The same thing is true in regard to peaches, although there are still fair supplies at prices at least no higher. More interest is being directed to grapes, dealers now beginning to push them strongly for preserving purposes. This fruit will be available for a considerable period yet.

"Tomatoes are a glut on the market," declared one dealer, and indeed that seems true. In the first place, there is an abundance of supplies, while in the rush of other fruits, interest is being detracted from them.

A good trade is being done in sugar melons which are plentiful and lower in price. There are no special features to oranges or lemons just now.

Cape Cod cranberries are on the market at $8.50 per barrel.

Bananas	1 00	1 75
Lemons—		
Verdelli	4 00	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 25	4 50
Can. tomatoes, 11-qt. baskets	0 15	0 25
Canadian sugar melons, crate	0 30	0 40
Rockyfords, bsk	0 35	0 40
Rockyfords, salmon, flesh, bsk	0 30	0 40
Watermelons	0 35	0 50
Canadian plums, 11-qt. basket	0 50	1 00
Can. peaches,—		
Best grades	0 65	1 00
Common	0 30	0 40
Canadian pears, 11-qt. basket	0 25	0 50
Grapes, small	0 17	0 20
Grapes, fancy Delaware		0 30
Green grapes, basket		0 25
Cranberries, Cape Cod, brl.		8 50

Vegetables.—There is no particular briskness in general vegetables just now. A fair trade is in evidence. Canadian cabbage are quoted at 75 to $1 per dozen. Egg plant is lower at 20 to 25 cents per basket. Spanish onion arrivals which were interrupted for a time by the strike in England, as they come via Liverpool, are again on the market. They are a good sound stock and are quoted at $3 to $3.25 per case.

Potatoes are slightly lower again at $1.25 to $1.30 per bag. There continues fairly large shipments of New Brunswick stock. Ontario potatoes are re-

ported as being generally small as yet and not fully matured. The crop in no section seems particularly good although prices are just at this time towards easiness. The dry and hot weather was not good for potatoes and the Ontario Government report of August says: "A light yield of small potatoes will be the general rule. Early planted suffered most. Timely rains helped those planted later." The acreage of potatoes in Ontario this year is 162,457 acres as compared with 168,454 in 1910 and 169,695 in 1909.

Canadian beet, basket	0 25	0 35
Cabbage, Canadian, dozen	0 75	1 00
Carrots, new, basket	0 30	0 40
Cucumbers, Canadian, bsk.	0 15	0 25
Green corn, doz	0 06	0 10
Egg plant, bsk.	0 20	0 25
Celery, per doz. heads	0 40	0 50
Cauliflowers, dz.	1 25	
Green peppers, basket	0 35	0 40
Canadian beans, 11 qt. basket	0 25	0 35
Onions—		
American cooking, 100 lb. bag	2 75	3 00
Spanish	3 00	3 25
Canadian, bus		1 50
Potatoes, N. B. stock, bag.		1 30
Sweet potatoes, barrel		5 00
New turnips, per 11-qt. basket		0 20

Cape Cod Cranberries

First arrivals for the Season have reached Toronto. The stock is fine color and size.

Jersey Sweet Potatoes

are coming along in fine shape. "Whitco Brand" Sweets are the best obtainable.

Oysters, Finnan Haddies, Fillets, New Digby Herrings, etc.

WHITE & COMPANY, LIMITED
WHOLESALE FRUIT AND FISH
TORONTO

GRAPES

Concords are now at their best, they are fully matured and sweet.

Our stock is not injured by hail.

Peaches Elberta
Pears Bartletts
fine stock.

Tomatoes
late firm stock.

Muskmelons, Rocky Fords, Onions, Peppers, Egg Plant, Etc., Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN
GROWERS AND SHIPPERS
HAMILTON, ONT.

Peaches

The Best Varieties for Canning will be on this week. Our receipts this week will be very heavy. Let us have your orders.

Grapes

How many do you want for Fair Day? Let us know your needs and we will look after you RIGHT.

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

VERDELLI LEMONS

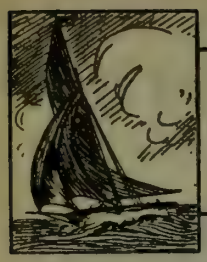
¶ Perhaps I can point you the pathway that leads to more business, this I want to do, and by pointing you the way I find it myself.

¶ Tell every one of your customers you have Buster Brown Lemons---Sell them Buster Brown Lemons. Do not hesitate to hand them Lemons, but be sure you're selling them Buster Brown.



BUY ONLY BUSTER BROWN.

FOLLINA BROS., Palermo, Packers. W. B. STRINGER, Toronto, Sales Agent.



Fish - Oysters



Three Fish Days Improve Demand

Impetus is Given to Trade by Three Fish Days This Week—Business is Encouraging—New Lines Are Arriving on the Market—Oysters Have Met With Good Reception.

With Wednesday, Friday and Saturday of this week fish days, naturally some impetus has been given to trade and business has been very encouraging in volume. Various new lines of salt, pickled and smoked fish are arriving and should work for more business. The weather is not exactly the most favorable for any marked stir in trade but with weather becoming cooler will no doubt show some improvement. Oysters have met with a good reception during the past two weeks.

QUEBEC.

Montreal.—There are three fish days this week, Wednesday, Friday and Saturday, and the orders received for delivery were encouraging. The demand and the new fresh stocks made an effective combination, while prepared and pickled received fair attention. Oysters have been selling well during the past two weeks and business is expected to grow steadily during the fall season. It is announced that brook trout are coming in freely and in good condition. The price quoted shows a reduction. Lake trout, white fish, halibut and salmon are in good demand. New pike and pickerel are arriving daily. The salt and pickled fish on the market include new Labrador herring in barrels and half barrels, green cod, Labrador and B.C. salmon, salt sardines and mackerel. The fish season has now opened in earnest, although it is hardly to be expected that every week will bring as heavy a business as is reported for the present.

FRESH

Bluefish, per lb.	0 12	Halibut, express per lb.	0 10
Dressed perch, per lb	0 10	Salmon, B.C., lb	0 18
Dressed bullheads, per lb.	0 10	Salmon, Gaspe	0 20
Eels, fresh, each	0 25	Sea trout	0 10
Flounders, per lb	0 08	Sea bass, per lb.	0 10
Mackerel	0 12	Trout, brook	0 20
Haddock, per lb	0 05 0 06	Lake trout, lb.	0 11 0 12
Halibut, per lb.	0 10	Pike, per lb.	0 08
Herring, each	0 03	Pickerel or dore	0 11 0 12
Steak cod headless, per lb.	0 05½ 0 06	Whitefish, lb.	0 11 0 12

FROZEN

Haddock	0 04	Salmon, B.C., red	0 10
Halibut, per lb.	0 09	Gaspe salmon, per lb.	0 18
Pike, round, lb	0 05	Qualla salmon	0 10
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Steak cod	0 05	Whitefish, large, lb.	0 08
Mackerel	0 11 0 12	Whitefish, small	0 06

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 25

SALTED AND PICKLED

New green cod, medium, per lb	0 04	Choice mackerel, half pail	2 00
New green cod, small per lb.	0 03	Salmon, B.C., red, bbl.	14 00
New Labrador herring, per bbl.	6 00	Salmon, B.C., half bl.	7 50
New Labrador herring, per half bbl.	3 25	Salmon, Labrador, bl.	16 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 50
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 07
No. 1 mackerel, ½ bbls.	3 00	Salt sardines, bbls.	6 00
Scotia herring, No. 2, bbl.		Salt sardines, ½ bbls.	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
		Sea trout, bbls.	12 00
		Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb.	0 11
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 20
Kippered herring, new, 40 in box	1 25
New fillets, per lb.	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $3.	
Oysters, fancy cup, large barrels	10 00
" " " half barrels	5 50

ONTARIO.

Toronto.—There are no special features of interest in evidence just at the present time. There is some little improvement being noted in the demand for fish, but the weather is not exactly favorable to bring about any marked change. Oysters are beginning to receive some attention from retailers, but dealers are not expecting a large trade until cooler weather arrives. Some additional lines of smoked fish are arriving. Prices show no change.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Ferch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Mullets	0 04
Pike	0 05	Bluefish	0 12
New Pink sea salmon	0 09		

SMOKED

Kippers, per box	1 35	Finnan Haddie, lb.	0 08
Bloaters, per box	1 25		

NEWFOUNDLAND.

St. John's.—A difference of 40 cents regarding warranted prices of fish exists between Labrador fishermen and local buyers, each side contending that conditions abroad warrant the price at which they are holding. It is suggested that the local publication of the prices and their fluctuation at the different selling centres abroad would enable those interested to ascertain prices more accurately. The Government, some time ago, undertook to do this, but so far the information supplied has been rather meagre.

NEW BRUNSWICK.

St. John.—The supply in almost every grade of fish except the pickled variety has not equalled the demand of late. Shipments of salt, dry fish which arrived in the city during the past few days from fishing centres across the bay, have brought high prices, which it seems very likely, will prevail for some time, judging from present indications. Some small schooners from Grand Manan brought in some smoked herring, the majority of which were lengthwise. These brought 12 cents a box, while the others brought 10 cents. From the present outlook, the supply of pickled herring promises to be good.

CONDENSED AND EVAPORATED MILK.

Condensed milk is ordinary milk mixed with certain ingredients to preserve it and as the name implies "condensed." Evaporated milk is fresh milk without anything added, merely evaporated and relieved of the water which it contains.

CIGARETTE PAPER.

Rice paper in which tobacco is wrapped in cigarette form has nothing to do with rice as many believe but is made from the membranes of the bread-fruit tree or more commonly of fine new trimmings of flax and hemp. It is perfectly combustible and gives off the minimum of smoke.

THE TRIALS OF THE GROCER.

A Toronto grocer was on the point of closing the sale of a basket of peaches when the customer, a woman, spied the picture of one of the political candidates in the window, and refused to buy. The grocer is seriously considering entering a suit for damages to his business against the candidate in question.

WHEN SARDINES ARE THE BEST.

"While the new pack goods are no doubt the best in some lines of canned goods," said a dealer, "this is not so with foreign sardines.

"The best chefs will not take them until they are a year old, and they are undoubtedly the best at this age. Some retailers demand the new pack when the old is the best. In 18 months to two years they begin to deteriorate in quality."

YOU CANNOT BUILD UP

A large fish business in one day, but you can get it started in such a time, and every good step you take brings you nearer your goal. We did not "get there" all of a sudden ourselves, but now that our brands are all at the top of the ladder we would recommend you following their lead.

"Ocean" Brand
Haddies
Kippers
Bloaters

Boutilier's Smoked Fillets



"Canada" Brand
Pure Boneless
COD FISH

Canada Tablets
20 1-lb. Tablets

Canada Crate
12 2-lb. Boxes

Canada Strip
30-lb. Boxes, whole pieces

Cod Bits
25-lb. Boxes, bulk

And
Skinless Fish

Mariner Brand
25-lb. Boxes, bulk

Large, Fat, Bright Salt Herrings in barrels and half barrels, for immediate shipment by carload.

The Halifax Cold Storage Co., Ltd.

47 William Street Selling Branch MONTREAL

"Peacock" Pickles

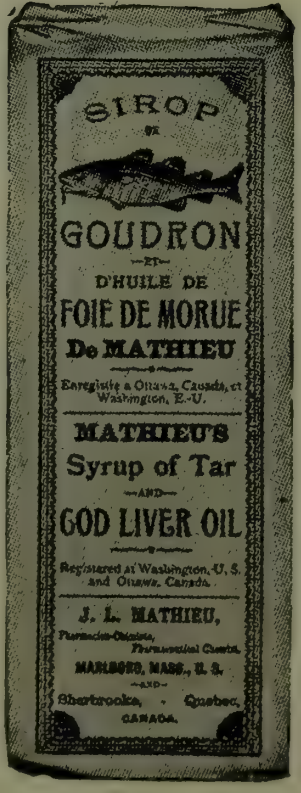
There are still some grocers who do not know the "Peacock" Brand, and who, therefore, have not yet realized their peculiar quality.

Good Sellers Satisfaction Sure

Your most particular customers will be quite pleased with these goods, and will become regular purchasers.

Mathewson's Sons
MONTREAL

Can We Send You a Trial Lot?



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot. Montreal

Wall Paper Season Demands Attention

Some Points on Buying and Selling Which Should Aid the Merchant—Designs Suitable for This Season—Window Display and Advertising—The Power of Personal Salesmanship.

By W. J. B.

The time is now here for those merchants who handle wall paper to be looking to their fall stocks. It will not be long until the housewife will once more be busy at her semi-annual attempt to clean and beautify the home, and now is the time for the merchant to prepare for the consequent demand for wall paper.

Judgment in Buying Needed.

One of the important factors is careful selection of stock. A dealer must stock those varieties that will appeal to the fancy of his customers. This fancy varies greatly with different people and in different communities, and the merchant will have to use his own judgment in buying. He should not stick to the patterns that have been shown before. Chances are the lines that sold good last year, will not do so this year. The people are tired of them, and one must have something new to create interest.

While new patterns are essential, still the merchant should not take this to mean that he is to make selections on the strength of oddity, for while something of this nature may interest a customer by its sheer novelty, still she might not wish to have it for a decoration for her home. Many merchants show lack of taste in choosing patterns that will appeal to customers, and for this reason merchants of this character should secure the help of some competent person—his wife or feminine clerk.

Price is another feature that must be considered in selecting stock, for the merchant must suit the pocket as well as the fancy of his customer. To a merchant who has not had past experience, this can be most easily ascertained by the class of other goods which the customer usually purchases. However, it should be kept in mind that in this as well as other lines of merchandise, quality must be paid for. In wall paper, there are two features of quality, that of the paper to wear and withstand fading and its quality as judged by the design.

Pointers on Selling Wallpaper.

Proper display is an important feature in selling, and should be commenced early in the season. Women are always on the lookout for something new and attractive, and if they see anything that interests them, no matter how early in the season, chances are they will return when they wish to purchase. If possible, one section of the store should be laid aside for the showing of wall paper. The designs shown on the display rack should be changed from time to time, so that customers on each visit will have something new presented to them. A window should be devoted to this line early in the season, followed by other displays when the time for actual purchases is on.

The merchant or salesman who waits for customers to enquire about this line is in error; he should at every opportunity draw their attention to it. Show them some of the new lines with pointers in regard to them, and perchance you may be able to make sales by this method

In handling wall paper it is necessary to do a certain amount of advertising, especially if you are just introducing this line. People cannot be expected to discover for themselves that it has been added. Inaugurate the department with a brisk publicity campaign.

Splendid Lines Inthoduced.

It is interesting to note that for the first time in the history of Canadian wallpaper making there have been produced lines for which it is claimed that they are fit to compete with the highest class of the imported article.

Not only are the designs original and unique, but they are specially adap to the peculiar demands of the tr here. English ideals have been follow to a great extent, but not slavishly. use of improved mechanical devices, finish and surface of the paper has b perfected to a degree which places it the highest rank. Among these is roller which "lifts" the newly-laid color and leaves a mottled or fain patterned background, giving the eff of the handsome embossed paper, wh practicable for extensive surfaces.

Many imitations of leather are be shown, both for a plain filling wh bands and applique panels, borders, e are used, and for a dado. The forn effects predominate for the coming ye

Strapping and Cut-off Designs.

Whereas last season saw much use a panel effect formed by cut-out desig usually in floral patterns, with irregu edges, the new papers have strappi or band trimmings in fancy floral conventional designs, to be pasted in any desired form. Sometimes th strappings are combined with a cut- motif in any fancy shape, or with drop effect in a fancy floral fri Newer than the paneling idea is the of strappings to outline the border the windows and doors only.

The above style is much used w the engraved leathers. The latter s a fine range of colors, tan, mouse, phant, Paris tan, French grey, ch ragne brown and green included. colorings are rich and durable.

TORONTO GROCER CHEATS HIMSELF ON SUGA

Selling Sugar at 5 Cents per Pound—Doesn't Know the Market Has Gone up and That Sugar Costs Him $5.95—One Explanation of the Poor Clerk Problem.

Toronto, Sept. 21 (Special).—A woman shopper entered a Yonge street store the other day and purchased two pounds of sugar. She was charged 7 cents a pound for it. She complained bitterly declaring she could buy it cheaper elsewhere.

The grocer told her that he could sell it no cheaper, refering to the recent unusual advances in the price of sugar.

But the customer was not satisfied. She started out to see if she couldn't buy it cheaper. One block farther down she found a grocer who gave it to her at 5c a pound. She at once returned to the first dealer and berated him for charging her 7 cents when she could buy it for 5 cents.

The grocer had a good argument with which to combat her declaration, however, as the wholesale price to him was $5.95. He asked her to buy a quantity for him at the 5 cent rate.

dealers do not know cost

Just another example of the difficulties with which the grocer has to contend daily. It shows his life is not actly one of sunshine. It, howe brings out another important poi there are dealers on the main street our largest cities who do not k what their goods are costing them. is unfortunate, but nevertheless is t

The second dealer in question, February when he learned that ot had done so put sugar down to 5 c It has been at that price ever since gardless of the big advance. He k absolutely nothing apparently about advance. He bought his goods, for them and sold them without looking at the cost.

Responsible for Poor Clerks.

This is the sort of merchant wh doing harm to the grocery trade, can never expect to make a success it, and incidentally it might be tioned that he is the kind of grocer is responsible for many of the grocery clerks about which we hea much.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Full Value for Your Money

That is what you get when you order "Coast-Sealed" Oysters.

"Coast-Sealed" containers are packed at the sea coast and contain nothing but solid, northern grown oysters, clean, fat and full-flavored and all over four years old.

"Coast-Sealed" Containers

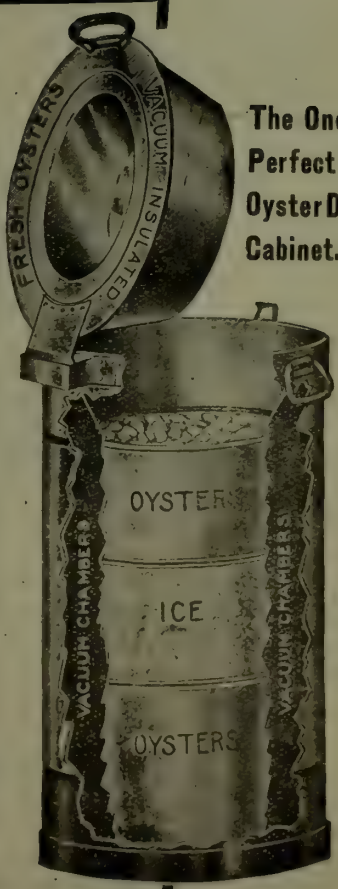
are sealed at the coast. They reach you with the seal unbroken, with all the contents pure and fresh and with that delectable sea-tang absolutely unimpaired. Our Vacuum Insulated Display Cabinet insures their retaining their flavor for the longest possible time.

Write us to-day for partioulars

CONNECTICUT OYSTER COMPANY

Canadian Branch:

88 Colborne St., - - - TORONTO



The One Perfect Oyster Display Cabinet.

Sectional View showing Vacuum Insulation Space and Position of Trays.

The Grocer's Encyclopedia—Spices

Connection of Spices With Early History and Commerce—Efforts to raise Spices on This Continent Have Failed—Interesting Facts About the Growth of the Different Varieties—Demand for Spices Continues to Increase.

"Spices" is a general term embracing all those vegetable condiments employed in seasoning and flavoring food and which are hot, pungent and aromatic to the taste and smell.

They are of special interest to the grocer at the present time, as the annual pickling season now in full swing creates an enormous demand for them.

There is bound up in the history of the spice trade many interesting and important chapters in world's history, frequently resulting in a complete change of the commercial routes and a total shifting of the channels of trade. It was the desire of merchants in the middle ages to find a short cut to the Indies or Spice Islands, and it was just probable in this endeavor that Columbus discovered the new world. History discloses the fact that spices were liberally used by the oldest known nations of the world.

American Efforts Fail.

The efforts to raise spices in this country have failed for one reason or another and there seems little prospect that the American continent will ever compete successfully with the jungles of the East. Many of the richest spice producing districts are interior points rarely visited by white men, while savage beasts and uncivilized people are ever present realities, and civilization advances but slowly if at all. Apparently spice growing is not meant for white men since they do better and are better when supervised almost entirely by the semi-civilized or total savage of the tropical forests. This condition adds materially to the romance which surrounds the production and distribution of the various spices found on every table in the land.

Few people would look for pepper on a vine and fewer still would think that white and black pepper are both products of the same plant. And red pepper, so called, is not a pepper at all, but comes from a totally different plant, related in no way to the one that produces both white and black pepper.

Allspice, cloves and nutmegs are produced on beautiful ever-green trees, covered with gorgeous foliage and emitting a delicate though somewhat pungent aroma. The nutmeg tree is one of the longest lived of any of the spice plants, yielding liberally even up to the century mark. At fifty years it is in its prime and yields the most liberal crops about that time. Mace, which is totally different from nutmeg, is borne on the same tree. In fact, it is derived from the nutmeg itself, being the outer skin or covering of the nutmeg, which grows inside much as the hickory nut or chestnut grows inside the burr.

Waste In Countries of Growth.

No great trade routes have been established in modern times for spice distribution, but they form an important part of the goods handled by every grocer in the country. Their usefulness as articles of food increases each year. Farther and farther into the jungles it is necessary to penetrate to obtain sufficient supplies to satisfy the constantly increasing demand. Ultimately these jungles will have to be cared for by white men to save the immense waste which under present conditions will soon er or later ruin the sources of supply.

WHAT A SALESMAN SHOULD KNOW.

That in filling an ordinary size bag he should hold the bottom of the bag in the open left hand.

That in taking an order he should never lean on the counter.

That in weighing a piece of meat he shouldn't say 5 pounds and 7 ounces but "not quite 5½ pounds."

That packages that have to be carried home should be wrapped before the customer has to request it.

That children should be waited upon in regular form.

MEN WITH INITIATIVE.

(From "Brains.")

Some men are creators. They know what to do on the spur on the moment. Their keen eyes see through things and they bring all their forces into play in the game of life. They are well balanced, tactful, quiet, concentrated, punctual, persevering, determined. Endowed with superb mental poise and calm judgment, they grasp and execute new combinations. The trackless forest recedes where they advance. Great commercial enterprises, the ushering in of a new epoch in the world's industrial workshop invariably originate in the brains of such. Pioneer minds. A sound body and clear head is the secret.

COFFEE FACTS.

Canada consumes annually about 9,875,000 pounds of coffee. United States consumes about 1,000,000,000 pounds and Great Britain around 256,000,000 pounds.

Brazil is the largest producer of coffee. The United States consumes around 60 per cent. of the world's coffee production, a large percentage of which comes from Brazil.

ABOUT HIS PEPPER.

The grocer maintained that his pepper was not half peas.

"But," said the customer, "spell it out and you will see it has three p's, which is half."

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

MAPLE SUGAR CHEWING TOBACCO

has become a great favorite and you should not fail to give this large plug a prominent position in your tobacco department. When the housewife comes along ask her to bring home a trial plug to her husband. She'll then come back for more.

THERE'S MONEY IN THIS FOR YOU.

WRITE

The Rock City Tobacco Co.

QUEBEC WINNIPEG

INVESTIGATE THE 7-20-4 CIGAR

A Fine Cigar at the cost of an ordinary smoke. It's a proposition that is a sure money-getter. The 7-20-4 Cigar coins money for any store that handles it, and gives the kind of satisfaction that brings customers back.

Write for Particulars.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogueand full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

TRY A CONDENSED AD. IN THE CANADIAN GROCER

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
4-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
4-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
1 "	6-oz	Percase
1 "	12 "	$4 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	3 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

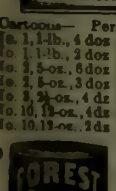
White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 8-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 8-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

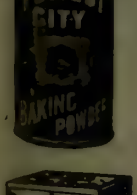
White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

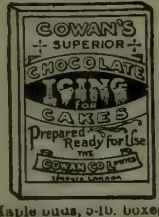
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ¼'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 2¼ bars, per box	0 90

EPPS'S.

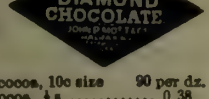
Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ¼'s	0 38
" " " ½'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 24
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 35c. lb.; Breakfast cocoa, 1-6, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 23c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
¼-lb. packages	0 26
½-lb. packages	0 27
¾-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 [illegible]	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "		"	0 31
" " ½ lb. tins, "		"	0 32
Anchor Brand, 2 lb. tins "		"	0 31
" " 1 lb. tins "		"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins,		"	0 18
Grand Prix, 1 and 2 lb. tins.		"	0 30
Demi-Tasse, 1 and 2 lb. tins,		"	0 [illegible]
Flower Pot, 1 lb. pots,		"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	96	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.

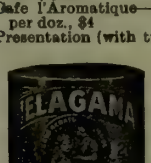


1-lb. decorated tins, 32c lb.	
Mo-Ja, ½-lb. tins	30c. lb.
Mo-Ja, 1-lb. tins	28c lb.
Mo-Ja, 2-lb. tins	28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.



BLACK KNIGHT STOVE POLISH

will earn for you that most desirable of all business assets—the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

F. F. DALLEY CO., Ltd.

Hamilton, Can. Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

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of good character, in each city, town and village in Canada, where we are not already represented, to act as our

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Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

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Brooms Brooms

"BROOMS OF QUALITY"

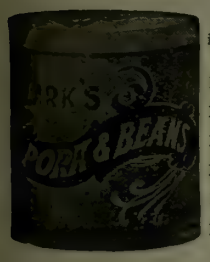
are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½	flacons, 40	Bou. 11 00
" "	tins	½ kilo 100	tins 15 50
Extra Fins	"	½ " 100	" 15 00
Fine Fins	"	½ " 100	" 14 00
Fins	"	½ " 100	" 12 50
Mi-Fins	"	½ " 100	" 11 00
Moyens No. 1	"	½ " 100	" 10 00
Moyens No. 2	"	½ " 100	" 9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
6 gals., 2s	23 00	½ gals., 20s.	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Mattz Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA

POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

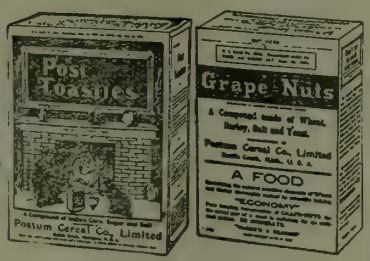
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Mobile

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz..$2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz.. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELL DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½



Lye (Concentrated).



GILLETT'S PERFUMED LYE

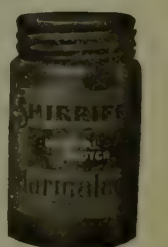
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 05
26 lbs. cases, 1 lb. packages "	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

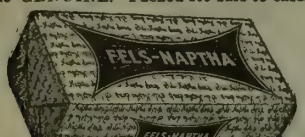
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS

Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.50; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozan Packed 4 dozen in a case.

Soda

COW BRAND



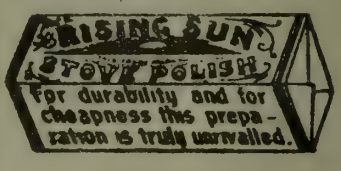
Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
No. 1, cases 60 1-lb. packages	1 case	$2 85
	5 "	2 75
No. 2, " 120 ½-lb. "	1 case	2 85
	5 "	2 75
No. 3, " 30 1-lb. "	1 case	2 85
" 60 ½-lb. "	5 "	2 75
No. 5 Magic soda—cases 100—10-oz. pkgs.		2 90
1 case		2 80
5 cases		

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ½ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
2 lb. tins	2 doz. in case	$3 50
5 "	1 " "	4 00
10 "	½ " "	3 95
20 "	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

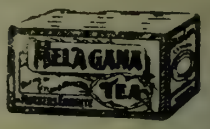
Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to 1lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 32
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $3 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 8 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



List price.

"Shirriff's" (all flavors), per doz. ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD.

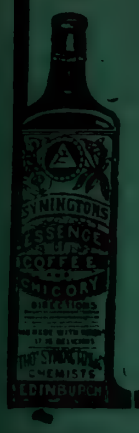
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co, Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

BRUSHES and BROOMS
FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the **Keystone Brand**, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

"COW BRAND"
BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure



Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS - MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS
MONTREAL

IT'S TO YOUR ADVANTAGE

when requiring

SALT

to get prices from

THE SALT SELLERS

Verret, Stewart & Co., Limited

MONTREAL



Telfer's Oatmeal Crackers

The Public Knows A Good Thing

That's the reason why it keeps us hustling to supply the demand for Telfer's Crackers. They're good for everyone and used by everyone

Your profits will prove to you the popularity of Telfer's

Try them at once

TELFER BROS., LTD., Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 29, 1911 No. 39



For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

Toronto Office:
30 Church St.

The Dessert for an Invalid

should be very simple—convalescents require simple things. You might remind your customers that

Benson's Prepared Corn

lends itself to numerous wholesome and appetizing dishes that do not put too great a task on the digestive organs and which are at the same time highly nutritious.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



Over The Heads of all Competitors

in excellence and uniformity of quality is the history of

SURPRISE SOAP

for more than 25 years. Is not this a record to be proud of and does it not go to prove that all the various new brands that have come and gone during that time were ill conceived time wasters for everybody who had to do with them?

Does it not suggest too that there is only one Soap for you to stand by and purchase?



THE ST. CROIX SOAP MANUFACTURING CO.

Factory at ST. STEPHEN, N.B.

Branches:—MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

Wasting Your Energies?

If it pays to push an article, it pays to push it to some purpose and to push more with an object of gaining permanent trade than of temporary profit. If the demand for any article stops when you stop pushing it, 95 per cent. of your energy has been wasted.

You waste no energy whatever in advocating the sale of these Fish, because people who buy them once will buy them again and again. Briefly, the intrinsic merit of both these articles backs up the highest praise you can give them.

SARDINES

(in Pure Olive Oil)

BRANDS

"Albatross"

"Ambrosia"

PACKED BY

OLSEN & KLEPPE

TAVANGER, - - - NORWAY

Finest Quality Only

A. P. TIPPET & CO., Agents

Herring in Tomato

(Moir, Wilson & Co.'s)

Nothing superior is packed.

This is the specialty of

Moir, Wilson & Co.

ABERDEEN

Fine, Fat Fish

(Perfectly Cured)

Arthur P. Tippet & Company

Sole Agents.

It's All in the Name

Isn't it a grand thing when you know just what you are selling?

Everything goes right in the store where "Quality Goods Only" is the selling motto.

Every Grocer in Canada Knows that Clark's Prepared Foods ARE "Quality Goods Only"

Every can bearing the name W. CLARK IS GUARANTEED ABSOLUTELY.

Your customers know the value of this guarantee.

They have TRIED, TESTED and PROVED IT.

The more ambitious you are to rise in the estimation of your customers THE MORE OF CLARK'S FAMOUS PREPARATIONS YOU WILL CARRY.



W. CLARK :: Montreal

MANUFACTURER of the CELEBRATED CHATEAU BRAND CONCENTRATED SOUPS





SANITARY CANS

FOR

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
'Leaders of Quality" Established 1857
Sales Offices and Agencies:—
MONTREAL TORONTO WINNIPEG
and VANCOUVER

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

The shortness and delicious flavour of

"Granola Digestive" Biscuits

appeal at once to the palate and tempt the appetite . . . . .

On account of their high nutritive value they provide a most agreeable and satisfying form of diet for invalids, and should never be absent from the children's luncheon or tea table

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

Beans Make Good, Rich Blood



THE SIMCOE BRAND GUARANTEES GRADE

As a Winter Food—

Baked Beans have a very great food value which is well understood by Canadian housewives.

Beans baked, as are the "Simcoe Brand" Beans, have largely taken the place of the home baked, because they are thoroughly cooked without destroying their form, and the flavoring is much more even and rich.

SIMCOE BRAND BAKED BEANS

are made from selected beans, cooked by the latest scientific methods, all the sauces used are carefully prepared from ripe fruit and pure spices.

The result is a perfect can of delicious beans that you can sell to your best trade and secure repeat orders.

Try a Shipment Now



DOMINION CANNERS, Limited

HAMILTON, :: CANADA

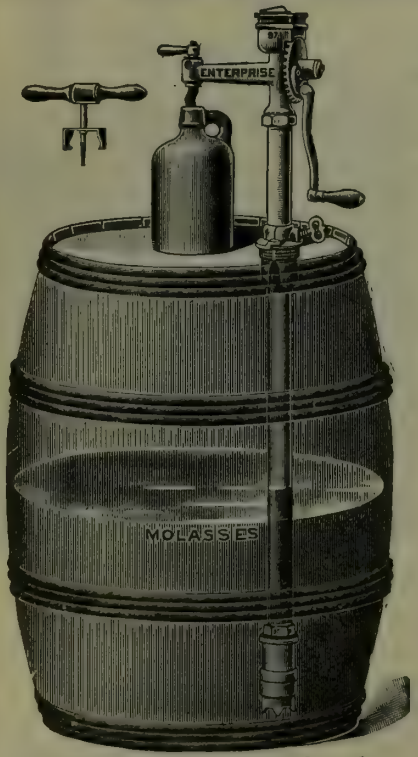
A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."



FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."

CHIVERS' GOLD MEDAL JELLIES

The "**Court Circular**" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES



"**Great Thoughts**":—"Flavor and purity cannot be excelled."

"**Grocers' Review**":—"The highest possible state of perfection.

GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)



YOUR CUSTOMERS WILL APPRECIATE

the quality of our preserves. They are manufactured from selected fruit and the fresh flavour is fully retained.

Apply for price list to our Sole Canadian Distributors

THE MANUFACTURERS' AGENCY CO.

MONTREAL, - J. W. Windsor, 22 St. John St.
ST. JOHN, N.B., S. Cecil Irvine, 48 Princess St.
HALIFAX, N.S., C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A., General Sales Office, 330 Board of Trade Building.

E. & T. PINK

LONDON, ENG.

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



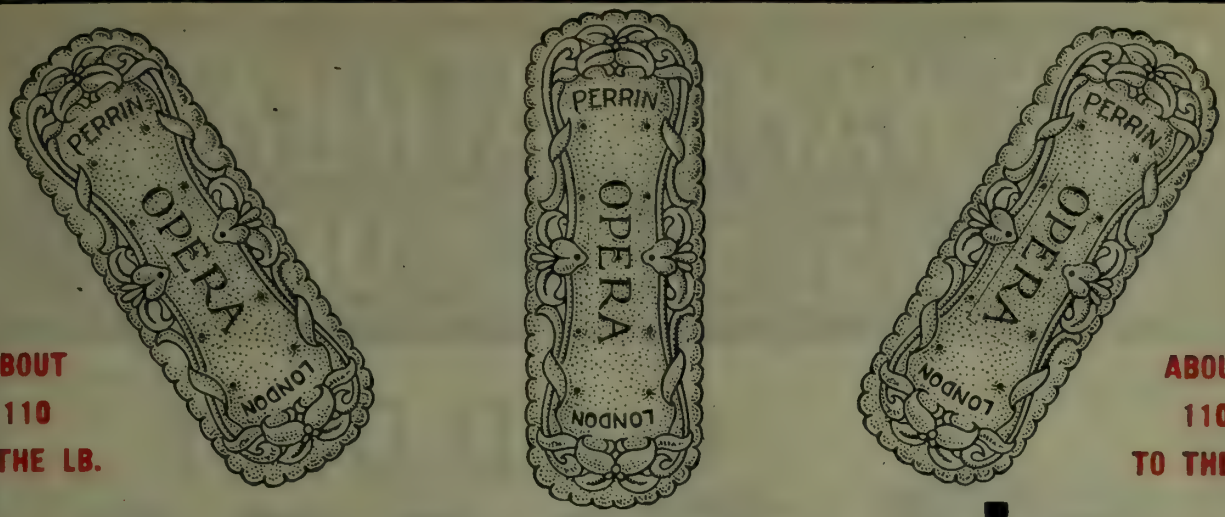
PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



ABOUT 110 TO THE LB.

ABOUT 110 TO THE LB.

PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL



When over 95% of your customers use

WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand? Windsor Salt satisfies everybody, and it's never dead stock on your hands.

THE CANADIAN SALT CO., LIMITED
WINDSOR, ONTARIO.

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL

Regardless of what you're willing to pay for coffee mill service and satisfaction---investigate the

COLES No. 45

A thoroughly reliable mill that has seldom been equalled at any price, and never excelled.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto & Winnipeg; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

MINCE MEAT should bear the

Sterling BRAND

to assure its QUALITY

Only the most carefully selected spices and fruits go into Sterling Mince Meat. It is prepared by our tried processes and is both delicious and wholesome.

This is an excellent line for Fall selling and yields a good profit.

THE T. A. LYTLE CO. LIMITED

Sterling Road - TORONTO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder

etc., etc.

H. W. Carter & Co., Ltd.

BRISTOL, - - ENGLAND



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - - ONT

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

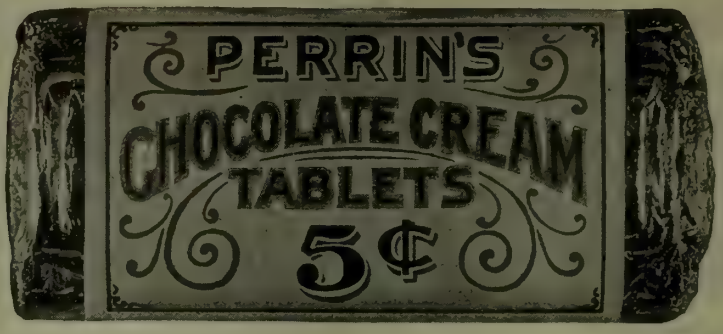
In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

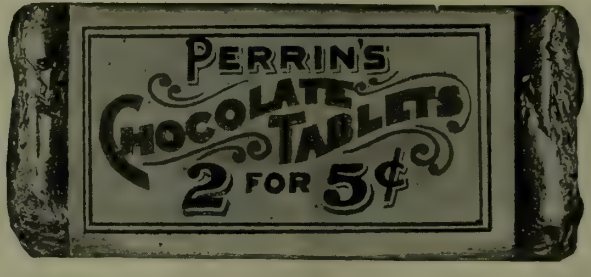
W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA



The Favorite Match is the Silent Match, the

DOMINION MATCH

Its head never flies off and the stick never breaks, because each match is made from straight grained wood, while the tip only blazes when struck purposely.

A Good Stock That Sells.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or Canada Brokerage Company, Limited, Toronto

DON'T CRY OUT

OVER LOST OPPORTUNITIES

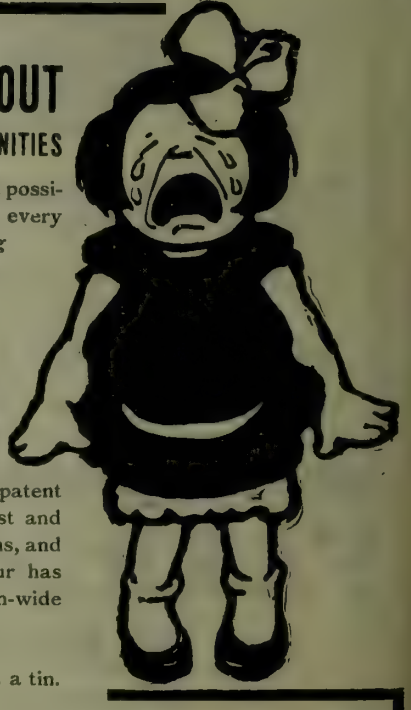
There are unique profit possibilities **AHEAD** for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.



Ask Your Wholesaler

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON :: :: ONTARIO

MADE IN IRELAND



A Difference in Flavor and Color

makes these home grown fruit jams special favorites everywhere.

Your customers will readily come to ask for the Irish Jam—for it is delicious.

MILLAR'S JAMS

allow an excellent margin of profit for the dealer.

Write us for Prices.

Snowdon & Ebbitt

Montreal - - Quebec

Supplies may be had from the following:—Warren Bros. & Co., Ltd., Toronto. A. M. Smith & Co., London. W. G. Craig & Co., Ltd., Kingston. The F. J. Castle Co., Ltd., Ottawa. Lumsden Bros., Hamilton. Laporte, Martin & Co., Ltd., Montreal. Howe, McIntyre & Co., Montreal. Bergeron, Whissell & Co., Montreal. Forbes Bros., Montreal. Watt & Godon, Montreal.

THE RIGHT THING

Confidence is **THE POINT** in all trade.



bring you both—confidence of your customers and the thing you want---more trade.

"ESKIMO" Sardines

are packed from finest selected fish in pure French olive oil.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor.
QUEBEC—Albert Dunn.
HALIFAX—A. B. Mitchell.
ST. JOHN, N.B.---W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---A. E. Richards & Co.
LONDON, ONT.---Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

There is much more profit in keeping

Chase & Sanborn's COFFEES

than in trying to explain to a customer why you don't.

CHASE & SANBORN

MONTREAL

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



PURE SOAP POPULAR IN PRICE

Large sales are founded on large service. When you can make a cake of soap do its work thoroughly, economically, without hurt to delicate fabrics and colors, you are sure of buyers.

Wonderful Soap does all of these.

It's a Business Maker.

Excellent for display.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Tell Your Jobber You Want

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for Fall Delivery

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson A Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



THEY ALWAYS ASK FOR MORE



Club House QUEEN OLIVES

because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

Write your jobber for lists.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

SATISFACTION SATISFACTION

"Melagama"

TEA and COFFEE

Give all around Satisfaction---Satisfaction to you---Satisfaction to your customers---Satisfaction to us
Because we are putting satisfactory quality in every package. You should place an order to-day.

MINTO BROS. - TORONTO



YOU CAN HOLD YOUR ORDER

if you wish, but don't you think it would be better to get it in now rather than have to rush to catch the post and perhaps disappoint your customers?

"L'ETOILE"

MACARONI VERMICELLI SPAGHETTI

are the goods that have come to stay. They are what your most particular customers will be delighted with.

Our Prices are Right.
Our Goods are Fine.
Our Guarantee is O.K.

WRITE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



WHERE YOU PROFIT

You introduce KO-KO-BUT, the cooking specialty, to your customers—with success, we can safely predict.

YOU RECEIVE REPEATS

owing to general satisfaction, because KO-KO-BUT is more economical than Lard or Butter, is 100% pure vegetable fat, and never becomes rancid. Is free from odor.

KO-KO-BUT

"THE PERFECT COOKING BUTTER", is acknowledged by knowing housewives to be the "Key to Cooking Comfort."

Send a trial order. Let your wife test it. Then you'll agree with us.

Packed in tins to suit your trade.

DOMINION COCOANUT BUTTERS LIMITED
MONTREAL

No Alum

in the old reliable

Cook's Friend Baking Powder

The only powder with a pedigree
order from your jobber

MAKE NO MISTAKE

JAPAN TEAS are absolutely PURE.

JAPAN only permits the manufacture of really pure TEAS.

WE HAVE A COMPLETE ASSORTMENT OF NEW CROPS ON SPOT AND TO ARRIVE.

FURUYA & NISHIMURA

NEW YORK CHICAGO MONTREAL JAPAN

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The

Dominion Molasses Co.,

LIMITED

HALIFAX, NOVA SCOTIA



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

ALIKE IN PRICE, BUT NOT IN QUALITY

THAT IS THE DIFFERENCE BETWEEN

CRYSTAL DIAMOND LUMP SUGAR

and other ordinary lump or loaf sugar. For the same cost you can obtain this extra high-class Table Sugar that is the perfection of Sugar Refining, and an added beauty and attraction to every table. Secure a box from your jobber to-day. Sold in bulk or in cartons to retail at popular prices.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

THE TASTY PICKLE!

You can make sure of pleasing the public palate if you are selling

Queen Quality PICKLES



This high grade line is made solely from the freshest and choicest vegetables, and first quality vinegar and other ingredients, and they are handled and prepared in a factory that is a model of sanitation and cleanliness.

Put up in 10 oz. and 20 oz. bottles.

PURE TOMATO CATSUP

Send to-day for prices and discounts.

Taylor & Pringle Co., Ltd., OWEN SOUND, ONTARIO.

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

—

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

THE TEST OF TIME

has both proved the value and reliability of

JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

FIVE CENTS

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

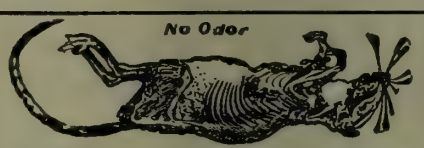
THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

The GRAY, YOUNG & SPARLING CO., Limited
SALT
MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

ALUMINUM ADVERTISING NOVELTIES
CHRISTMAS SPECIALITIES
Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.
H. H. Chambers, 29 Queen City Chambers TORONTO
Write, or Phone M. 6126

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME
Venison
Exporters
CORRESPONDENCE INVITED
ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England

MOP-STICKS
OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder } Stamped Steel Heads
No. 10 Combination Brush }
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario



It dries them up Common Sense
KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS Prompt shipments.
Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

A Good Reputation
Can only be secured by selling first class goods all the time. It is now high time for you to stock
PICKLING SPICES
We recommend a trial of the
PRINCE OF WALES BRAND
which always gives entire satisfaction and ensures repeats.
MINT SAGE
THYME SAVORY
MARJORAM
All herbs packed in ¼-lb. open face cartons.
S. H. Ewing & Sons
MONTREAL, Branch TORONTO



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME
GET PRICES
OCEAN MILLS
MONTREAL



JAMS, PRESERVES and MARMALADE

THAT INSPIRE CONFIDENCE

Boom Your Profits

for it is easier to sell goods that have given satisfaction in the past, and you are free to recommend the E. D. Smith goods. They are honest goods.

Please Your Customers

by their splendid flavor and the extra fine quality of the fruit used in making them up. No preservatives are needed with such fruits. They will come for more.

MADE BY E. D. SMITH,
AT HIS OWN FRUIT FARM
WINONA, - - - ONTARIO

E D S

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



There's No Use Worrying

if your profits are not as large as you expected. You can overcome any shortage by dropping us a line. It will only cost you a cent and you will get in touch with a House offering fast selling and profitable lines to the trade all the time.

Here's Something. An Example.

"Orsenigo" Brand Macaroni

Goods which are guaranteed perfectly fresh, naturally wholesome and delightfully appetising.

25 1-lb. boxes for $2.10

We have various other good propositions for you. It won't do any harm to inquire.

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 90
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

WINTER APPLES
We have a few cars to offer.
WRITE OR WIRE.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont., DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

When writing advertisers kindly mention having seen the advertisement in this paper.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

Use this space to talk to Old Country, Canadian and United States Manufacturers.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

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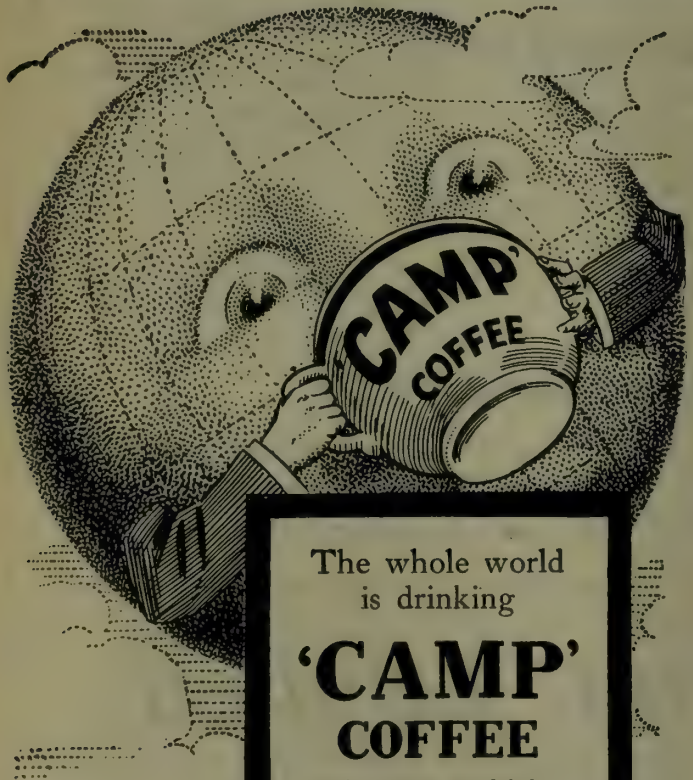
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Tearing Off the Tape

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and be on the **safe side** like the list of merchants below, all of whom had fires destroying their stores and stocks of goods but whose accounts were all saved.

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J. KUMMER & CO., Uhrichsville, Ohio
W. D. DICKEY & SON, Springfield, Ohio
A. F. BENDER, Cumberland, Md.
THOS. H. CARROLL, Hartford, Conn.

Stop Guessing—Write at once for full information.

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NINETY THOUSAND POUNDS



is the increase in "SALADA" Sales for the past four weeks.

For week ending Sept.	2nd	52,343	lbs.	increase	
" " "	9th	11,037	"	"	
" " "	16th	8,553	"	"	
" " "	23rd	18,354	"	"	

a total of 90,287 lbs. This means that over **eighteen million** more cups of "SALADA" Tea were drunk during these four weeks than during the corresponding weeks of 1910.

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Review of Flour and Cereal Markets

Movement in Prices of Flour and Cereals During Past Few Years—Certain Similarity in Price Movement of Flour in Recent Years—Few Changes So Far This Year—Changes in Rolled Oats and Rolled Wheat.

The fall trade in flour and cereals is beginning to be felt, and interest in general is becoming more marked in these lines. It may, therefore, be of interest to the grocer to review the movements of the market during the past few years.

There have been few price changes in flour so far durlng 1911. The year has been most unusual in that regard when compared with the many changes in preceding years. Another feature which may be of interest to the merchant is the fact that flour at the present time is lower than at the same time in 1910 and 1909.

Flour Changes Somewhat Uniform.

There is, however, a certain similarity in the movements of flour in the past few years. In 1909 and 1910 flour went higher during the first half of the year, unfavorable weather during the summer months working for higher prices. Then as the crop began to come forward prices dropped. This year flour on a Toronto basis started at $5.50 per barrel. Slight decreases occurred in March and April, due to a plentitude of wheat. In the middle of August there was a 20 cent advance, bringing prices up to the present basis of $5.30. From April 14th until this advance took place flour was at the lowest point it has reached in three years. Quotations for 1st patents in Toronto during 1909, 1910 and 1911, with the various changes are as follows:

1911.

Jan. 1	5.50
Mar. 3	5.40
Apl. 14	5.10
Aug. 18	5.30

1910.

Jan. 7	5.30
Jan. 14	5.60
Feb. 4	5.70
Apl. 29	5.60
May 6	5.50
June 3	5.40
July 1	5.50
July 8	5.60
July 15	5.80
July 22	6.20
Sept. 9	5.90
Sept. 23	5.70
Nov. 11	5.70
Nov. 25	5.50

1909.

Jan. 7	5.80
Jan. 29	5.60
Feb. 19	5.80
Apl. 16	6.00
Apl. 23	6.10
Apl. 30	6.20
May 14	6.30
June 11	6.40
Aug. 13	6.20
Aug. 27	5.75
Sept. 3	5.60
Oct. 1	5.30
Nov. 11	5.30
Nov. 25	5.30

High Price of Rolled Oats.

Rolled oats with the recent advances have reached quite a high figure, and are at present the highest they have been since Aug. 20, 1909. They are 40 cents per bag higher than at the opening of the year, and 55 cents above the lowest point of the year. which was March 3, when Toronto prices reached $2.05 per bag. Present prices at Toronto are $2.60 per bag compared with $2.20 at the same time last year and $2.50 at the corresponding time in 1909.

Quotations showing the changes in the past three years are as follows:—

1911.

Jan. 6	$2.20
March 3	2.05
April 28	2.15
May 19	2.15
July 21	2.35
Sept. 1	2.45
Sept. 15	2.60

1910.

Jan 7	2.30
Jan. 28	2.40
March 11	2.30
March 25	2.20
April 8	2.00
May 20	1.90
May 27	2.00
July 22	2.30
Aug. 5	2.45
Sept. 23	2.20
Sept. 30	2.25
Oct. 28	2.05
Dec. 2	2.20

1909.

Jan. 1	2.50
Feb. 26	2.60
May 28	2.90
Aug. 6	2.65
Aug. 20	2.50
Oct. 15	2.40
Nov. 26	2.30
Dec. 2	2.20

The Rolled Wheat Market.

While rolled wheat has done some fluctuating during the past 12 months, it is practically back to the same figure as a year ago, when quotations in Toronto were $2.85 per hundred pounds. At the present quotations are $2.90. At the same time in 1909 they were higher, ranging from $3.25 to $3.50.

Procedure in Purchasing a Business

What It is Necessary to Do Besides Handing Over the Purchase Price—Varies in the Different Provinces—Ontario Merchant Raises an Interesting Question—In Manitoba, Quebec, British Columbia and Saskatchewan Creditors and Purchaser are Protected by Bulk Sales Act—The Act Explained.

"When you purchase a business is it necessary to do anything besides hand over the purchase price and get busy?"

There is, if you would fully protect yourself. The procedure accompanying your purchase will vary with the province in which you reside. If you are buying a business in Ontario for instance the operation is easily accomplished. However, if you should be doing the same thing in Manitoba you must take a little more time and trouble.

"Oh, I suppose they have some useless red tape in Manitoba," is the reply one is likely to get, unless the inquirer is acquainted with particulars, for business men in general agree that Manitoba as well as some of the other provinces are far ahead of Ontario in the matter of transferences of businesses. Let us get to the explanation.

The following letter has just been received by The Canadian Grocer:—

> The Canadian Grocer,—I have a friend who is about to buy a grocery business, which is owned by a man who is a stranger to him. He is buying at 90c on the dollar, and is wondering if he pays the money to the man for the stock, and the stock should not be paid for at the wholesale grocer's or any place else, how would that affect my friend?
>
> I told him I would write you, and that you would know.

I think if he buys the stock at 90c on the dollar and pays for it that no one can come on the stock, even if the man he bought it from did not have it paid for; but you will know, and an early reply will be appreciated

W. H. HAYGARTH.

Cayuga, Ont., Sept., 1911.

The reading of this letter will no doubt help to unravel the plot of our story. The reader will begin to have an inkling into the reason that the law in regard to a business transfer in Manitoba is different to that ruling in Ontario. The protection to the purchaser in Manitoba is really no greater than in Ontario, but it is a great deal better for the creditors of the seller. All dealers are in sympathy with any law that requires as far as possible a man to pay his just debts. This is just the good point of the Business Transfer law in Manitoba. It reduces to a minimum the possibility of a man eluding the debts which he has justly contracted.

What to Do in Ontario.

Our correspondent as far as Ontario is concerned, is quite correct in his belief with the exception of a few minor details which the purchaser must deal with. He must find out first if there are any liens against the stock in the way of judgments or chattel mortgages. This may be ascertained at the registry office of the county. If there are no liens against the stock, he is free to purchase it, hand over the money, and commence business without fear of the seller's creditors trying to collect any debts of such seller from him.

The law in Ontario regarding the sale of a business stock is an injustice to wholesale dealers. It gives them absolutely no protection against unscrupulous retailers. A retail dealer may contract a number of large debts, sell his business and receive the money for it, decamp and the wholesaler is without means of securing what justly belongs to him. The law gives every chance to fraudulent dealers to outdo their creditors.

The Bulk Sales Act.

A law known as "The Bulk Sales Act," protecting creditors of a dealer is in force in Quebec, Manitoba, British Columbia and Saskatchewan. Therefore a man purchasing a business in any of these provinces will have to do more than hand over the purchase price if he would fully protect himself. The laws in the different provinces vary to some extent, although all aim at the same thing. The Saskatchewan Legislature has just recently put an act to this effect into law.

This act which will have a far-reaching effect upon the sale of business in bulk in the future, has been enacted for the protection of the purchaser and the creditors of the vendor and to prevent the perpetration of fraud on the part of persons desiring to sell their business, secure the cash for same, and decamp without settling up their outstanding liabilities for the goods that they may have transferred in the transaction of sale.

Briefly, the Bulk Sales Act provides that the vendor must supply the purchaser with a sworn statement containing the names and addresses of all his creditors together with the amount owing. It shall then be the duty of the purchaser before paying to the vendor the purchase price, to obtain the written waiver from the creditors of the vendor before paying over the sale price, or he shall pay the purchase money, or sufficient thereof to satisfy the claims of all the creditors of the vendor into the hands of the official asignee to be distributed pro rata amongst the creditors, less the usual asignee's fees. The purchaser, however, can obtain the consent of the creditors to turning over sufficient of the proceeds to a nominee mutually satisfactory, thus avoiding the expense consequent upon handing same over to the official assignee. If the total purchase price is less than the total indebtedness of the vendor, it is necessary to obtain the consent of 60 per cent. of such creditors before any sale can be effected, thus preventing a bogus sale at a low figure and preventing fraud by any side deal being effected by the vendor in order to evade the provisions of the act.

A sale is considered to be a sale in bulk whenever the entire stock-in-trade of the vendor is sold, or part thereof, out of the usual course of business or trade of the vendor. The act in Saskatchewan covers not only a stock of goods, wares, and merchandise, but also an hotel or wholesale license for the sale of intoxicating liquor.

If the provisions of the act outlined above, are not carried out, the sale is void, as against the creditors of the vendor, unless the creditors are paid in full, and said sale shall be deemed fraudulent, and the creditors are, through the courts entitled to issue a writ of attachment against the goods covered by such sale.

The Manitoba Bulk Sales Act, which has been in operatian for the past two years, and upon whose provisions the Saskatchewan Act was founded, was amended at the last session of Parliament, so as to require the consent of 60 per cent. of the creditors in case of a sale, thus remedying a defect in the original act. This act has been a great protection to the mercantile community and is beneficial in its results.



Sitting on the counter discussing mat-ters with people who come to loaf and not to buy, is not good business. The active wide-awake merchant or clerk is the one who gets the trade.

Errors in Stating Coffee Prices

Some Interesting Data on Cheap and High Grade Coffees—Meeting an Advancing Market with Higher Prices to Consumers—Schedule of Profits—Is Cheap Coffee a Thing of the Past?

*By Henry Johnson, Jr.

Here is a very pertinent comment from one of my attentive readers :

Dear Mr. Johnson :—In The Canadian Grocer of August 11, you have an article on "Raising the Grade of Coffee," in which you state that it would be well to have a coffee to retail at 15c. or 18c. per pound. I am at loss to know where it is possible for a retail grocer to purchase a coffee so as to retail at 15c., 18c. or even 20c. and make any profit. The cheapest roasted coffee to be had, that I know of, is from 18c. to 18½c., which would show very little profit at 22c. In reading your paper I noticed this article and thought I would take the liberty of writing you, as I am interested in all grocery lines.

* * * *

My subject in the article referred to was a series of questions relative to generally raising the grade of our business. In treating the subject, it happened that I used coffee as an exemplar of how persistent effort along certain lines would result in our general betterment. This is how it happened that I did not verify each statement in relation to present market conditions. Even so, however, my correspondent will find that I not only did not urge the dealing in 15c. and 18c. coffees, but said that these should be avoided wherever possible. I had in mind the fact that most grocers do not enjoy such an exclusively high grade trade as I do, hence often feel that they "have to" meet a demand for samething cheap, even with very little profit to themselves. My thought was, that these cheap lines might have to be carried in present circumstances, but the effort of the dealer should be constantly exercised to Raise the Grade—get away from those cheap lines and onto lines which would pay him more margin while also improving the standard of living and bettering the taste of his customers.

Sells Only High Grade Coffee.

Nevertheless, the figures given were misleading ; and I can only account for this by the fact that I have for years roasted my coffee, so have some considerable advantage in my costs, and the further fact that I sell so little coffee below 25c., that I had, for the moment, actually forgotten what that grade cost. I had likewise lost track of the fact that 18c. and 15c. are now out of the question.

So now I have made an exhaustive investigation, which has revealed a good many things, and I am thankful for my own sake that my friend brought up the question, since its treatment will result in my making a good many extra dollars during the next year.

How Advancing Market was Met.

The blends which I am using are almost the same as I had made up for me when, in 1902, I bought my roaster. A few minor changes had been made before the beginning of 1911. Once Maracaibo became too high to use, and we had to change some formulae to meet that condition. Into other blends at other times we put Bucaramangara, or "Bucks," instead of Bogota. On the whole, however, the blends have remained as they were, we being naturally loath to make changes.

In January of this year, it was evident that the steadily advancing market would soon force a raise in our prices, and it fortunately happened that there was a good deal of newspaper talk on coffee at that time ; so it seemed to me that the "psychological" moment to make a general advance had arrived. It was my intention to get busy on an analysis of our blends at that time, but I also knew our margins had been very liberal, so I felt safe and the analysis was not made until just now—for which, as I say, I am thankful to my friend. In January, as stated, we made one sweeping, general advance of 5c. a pound all along the line, excepting that we made our old 32c. blend 38c., and our old 22c. blend 28c., thus advancing these two 6c.

Kept Consumer Advised.

Very little trouble has been experienced because of our way of handling the change. We said nothing unless necessary to any of our customers. The woman who had been using 28c. coffee still got 28c. coffee, and if she did not notice the change, we said nothing. If she did notice it, we explained.. To offset the disturbance liable to result from such a radical change, we advertised our coffees, and have continued to advertise them steadily and exclusively ever since, until now there seems to be nothing to indicate that any change has been made.

But now as to costs. I find that our raws cost us from 26½c. for Java, to 14½c. for the cheapest Rio we use. This makes our roasted Java stand us 32.05c. and roasted Rio 17.76c.; with all the others coming between. This is on the basis that usually prevails, which is to figure 16 per cent. shrinkage in roasting and ½c. roasting charge. As a matter of fact, very few coffees shrink over 14 per cent. and many not more than 12½ per cent.; and it does not cost us ½c. to roast. But these are the customary ratios; men of large experience stick to them ; and they may be considered safe in all circumstances; so it is good business to observe them. It is to be noted in passing, that fine, mild coffees, like Javas, and usually high-priced growths, like Mocha, have not advanced in price, while Rios, Santos, Mexican, Bogotas, have all advanced and the lower grades have advanced proportionately very much more than the higher grades. So one can buy as good a drink as ever for from 30c. to 40c., but from 30c. down the value declines and it is impossible for the consumer to get anything fit to drink for less than 20c. with any margin whatever to the dealer.

Present Coffee Costs.

I find therefore, that my costs to-day are as follows :

The 45c. costs 25.84c.; the 40c. costs 24.82c.; the 38c. costs 20.52c.; the 35c. costs 21.33c.; the 33c. costs 19.43c.; the 30c. costs 20½c.; the 28c. costs 19.55c.; the 25c. costs 20.14c.; the 23c. costs 18.65.; the 20c. costs 17.76.

My margins are : 42 2-5 per cent. on the 45c.; 37.95 per cent. on the 40c.; 46 per cent. on the 38c.; 39 per cent. on the 35c.; 41⅛ per cent. on the 33c.;31 2-3 per cent. on the 30c.; 30 1-6 per cent. on the 28c.; 19.44 per cent. on the 25c.; 14.56 per cent. on the 23c.; 11 1-5 per cent. on the 20c. So everything from 45c. down to 28c. I am making very good money—just about what I have always made on my own roasts ; but below 28c. I am not doing what I should do on coffees, especially considering that I roast my coffees.

Another interesting result of this investigation is the revelation that things have got so far out of line that since the last adjustment that my 35c. costs more than my 38c., and my 30c. more than my 33c. or 35c., and within a fraction of the cost of my 38c.; also that my 28c. costs more than my 33c., and my 25c. more than my 28c. As things stand

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

now, it is best for me to boost my 38c. in preference to any higher-priced coffee I have; and as that will be popular with my customers, I intend to do it. But it is obvious that the schedule calls for readjustment all the way through and I am at it now.

Cheap Coffee Disappearing.

It is the feeling and I may say it seems to be the hope of many large coffee handlers, that we have seen the end of what we have hitherto called cheap coffee. If that really means that we shall in future have no coffee to offer for less than 20c to 25c. and that the drink will be just that much better than it formerly was, I believe I shall also be glad of the change. A blend, say, of 4 or 5 Santos and 7 Rio, with just a little Mexican will make a drink that anybody can like, providing it is properly made; and that blend can be sold, with a fair profit, for 25c. When you get something cheaper than this, you reach a point where even skilful making will not avail; which means that coffee as a drink is discredited just so much; which again hurts all coffee business and is therefore bad for us.

I should delight in hearing more from my readers on this subject. It is important enough to merit full discussion.

How to Advance Trade in October

Methods That the Dealer Has at Hand to Start the Fall Trade Off at a Healthy Stride—Final Effort on Fruits—Opportunities of the Pickling Season—Specializing on One Line During Month.

With the opening of October we are well started on the fall trade. Prospects are excellent for a good volume of business during the coming months and the dealer who goes after it strong is the one who will get the greater percentage. Let the grocer put forth some extra efforts in all directions, including advertising, window display and personal salesmanship. If at all possible increase your advertising, or at any rate make it's sales' value as great as possible. Get your clerks enthusiastic over increasing their own sales and in keeping the window in its best garb. Then try yourself to keep the cash drawer clinking. Now with business conditions at their best is the time to get busy.

Make Final Effort in Fruits.

October is the month in which to make the final effort in fruit. It is a month in which a fair amount of preserving is done by the housewife and should be greater than ever this year because of the small amount of early fruits put away, and as the late fruits such as peaches, plums and pears are still fairly plentiful. Grapes are at their best and their sale should reach an appreciable volume. In some districts only small amounts are sold, while in others large quantities are disposed of. Make your town of the latter variety.

Grape Jelly Recipe.

One merchant last year to stimulate sales, published in his ad. a recipe for making grape jelly which he found of value in increasing the amount "put down."

Get After Pickling Trade.

Another avenue of the housewife's activity this month gives the grocer a cue to increased trade. This is the annual pickling season and from myriads of homes throughout the country is coming the smell and aroma of spices, vinegar and other pickling necessities. This means more business for the wide awake grocer. He will have on hand, a full assortment of these needs, and will give prominence to them both by display and advertising. Move the spice receptacles up to a handy position and where they will be seen. Don't forget to impress carefulness in weighing upon your clerks, if you wish the spice business to be a paying one. See that poor taps or other leaks are not carrying away the profits on vinegar.

Money in Oysters Now.

The oyster season is with us again. Here is presented another opportunity for increased trade. Some months have elapsed since consumers have been able to purchase oysters and their pent up appetite for this line should work for the good of the grocer who gets in a supply. A receptacle with a glass top showing the oysters, which are now packed solid without any water, is an excellent method of display. Proper refrigeration is necessary at this time of the year, however, in order to preserve the quality, so that oysters may have to be mentioned to customers in order to effect sales.

This is a good month to attempt to put fresh life into your provision trade. Smoked and cooked meats should especially be in demand. Let your customers know of the different lines of hams and bacon you carry; show them in a sanitary manner on a special counter with show or price cards attached. In country districts with threshing commencing, bacon, and especially long clear, will be in demand. Acquaint your farmer customers with the fact that you carry this line.

Sold Fresh Sausage.

At this time last year, a grocer, the writer knows, began getting fresh shipments of small sausage twice a week from a packing house. He told his customers the days on which he would have them and worked up a good regular trade. People began to buy sausage, thus affording the opportunity of introducing other lines to them.

A good plan followed by many grocers is featuring some one line each month. Perhaps you have a baking powder, tea, coffee or other line that would stand some special attention. Feature that line during October in your advertising, display and talks and results will be gratifying.

FIRST CANADIAN COTTON SEED OIL REFINERY.

Erected in West Toronto—How the Oil is Manufactured.

Toronto, Sept. 28.—A Cotton Seed Oil Refinery has been erected at West Toronto by Gunns Limited, pork and beef packers. It is the first and only one of its kind in Canada, while in the United States the production reaches 168,000,000 lbs. annually.

Cotton Seed Oil is used for edible purposes, as shortening. Its manufacture is interesting. When the growing crop reaches maturity, the seed is in a position to be gathered. This seed is sent to the mill and put through machines, which first take off the lint and then the hulls, leaving the kernels. These kernels are thoroughly cooked, after which, while yet hot, they are put into bags and pressed in hydraulic presses under an immense pressure. This presses out the oil which runs from the presses into tank cars, thoroughly sterilized before loading. This raw oil is then ready for the refinery.

STRAWBERRY PLANT IN BLOOM.

In his garden at 169 University Ave., Toronto, Geo. Burleigh has a strawberry plant in bloom, a most unusual thing for this time of the year. It is of the Chesapeake variety.

* * *

In regard to brooms some jobbers state that there will be a scarcity of the larger sizes and that they have withdrawn this line.

Some Canadian manufacturers report a decline in the price of macaroni. One half cent a pound is the reduction. Others have not reported such.

THE CANADIAN GROCER

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John Bayne MacLean - - President

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STABILITY IN TARIFF MATTERS.

After an election the partisan element is largely eliminated, and business men are more inclined to discuss questions on their merits.

A manufacturer in Eastern Ontario who worked against the Conservatives in the recent campaign stated the day after the elections he was not sorry the reciprocity bill was defeated, as it would show both political parties that the majority of the peole wanted stability in tariff matters.

There has been a feeling of unrest among United States manufacturers during the past few years, owing to the probability of a reduction in their tariff. Most manufacturers decided not to add any new machinery or make any extensions to their plant till they were assured that the Government was through revising the tariff. Much the same situation has been developing in Canada, but the period of suspense has been of short duration, and the verdict of the people, given September 21, has made it plain that all classes are in favor of stability in tariff affairs.

Canadian manufacturers will now feel safe in going ahead with extensions they had contemplated. A number of United States and British firms, either rightly or wrongly, expected that if the reciprocity agreement carried, it would be followed very shortly by a general reduction in duty on manufactured goods. These firms will now feel more inclined to establish Canadian branch factories, knowing that there is very little chance of any reduction in the tariff during the next decade at least.

Complaint has been made for some years that goods are being "dumped" into the Canadian market. A special clause was inserted in the tariff about seven years ago with a view to making it impossible to invoice goods for duty at a lower price than they were being sold in the home market. This clause has not been strictly enforced, and to meet this competition, some Canadian manufacturers have been compelled to sell their season's output at a loss. This is grossly unfair, both to the Canadian manufacturer and to the buyer who will not make a false statement to secure a lower price. It is putting a handicap on honesty, and the Government will do well to put forth every effort to make the dumping clause serve the purpose for which it was intended.

WHY COCOANUT ADVANCED.

The recent advance in the price of cocoanut does not surprise those who have understood the conditions of manufacture.

The price of cocoanut had not been advanced in years. The cost of the nuts had increased, labor was higher as was other incidentals connected with the manufacture of this article. The price, it is stated, has been simply at a figure in keeping with former conditions. This was one manufacturer's opinion, and while at the time he did not intimate an increase in the price of cocoanut, the news of the advance does not surprise one to whom an explanation was given of the manufacture of this article.

It would appear that there has been no effort at organization among the manufacturers, in fact it was the competition that kept prices at the low figure in spite of the general advance in the cost of production.

THE BROOM SITUATION.

Brooms have been ascending quite sharply in price on Canadian markets of late, the advance being ascribed to the higher prices of broom corn in the United States from where Canadian manufacturers secure their supply.

It was believed at first by many Canadian dealers that prices would recede after the first excitement was over but late information would seem to indicate that this will be a year of high prices in brooms, at least higher than the past twelve months. The situation is a somewhat peculiar one and only by close study can it be analyzed. The fact of the matter is, that the early broom corn crop was just about as heavy this year as last. However, just as soon as the harvest commenced, manufacturers who needed immediate supplies rushed into the market. Farmers noting the keen demand pushed prices upward. The result was an intensely exciting market with prices ranging away higher than last year.

A late report says that 90 per cent of the crop of Kansas and Oklahoma has been contracted for at the high prices.

There is still a late crop to be harvested. It is not known exactly how it will turn out, conditions at the present being unfavorable, rains interfering with the harvesting. Still, with the early crop having sold at a high price, the late one will have a tendency to follow suit. Farmers at least will hold with that in view. Thus, conditions would seem to indicate a continued strong market on brooms.

NOW FOR THE LAST QUARTER.

During the fall of last year a Canadian dealer in totaling up his sales found to his dismay that the business did not equal that up to the same time the previous year. Naturally with expenses continuing just as large as ever, the fact set him thinking.

He called a "council of war" of his entire staff, acquainted them with the fact that business was falling behind, and asked their assistance in making the total sales for the year as large as the one before. A spirit of enthusiasm took possession of the whole staff, with a silent determination that they would not only equal the last year but surpass it.

Each clerk made a stronger effort to increase his sale to every customer who entered the store, the window displays were changed oftener and more care given to them, and more careful planning was given to the firm's advertising. The result was that the sales showed a substantial gain over the previous year.

With October 1 the last quarter of the business year is ushered in. This is the time for the dealer to sum up

his sales for the past nine months and compare them with the previous year. If they have not shown the increase that every sound business should, now is the time to determine you will make it up before the year closes. There is no better incentive to effort than the desire to excel previous records. Therefore let every Canadian grocery dealer decide to make the last quarter of 1911 the best three months in his business history.

Business conditions in Canada are good and the opportunity is presented to surpass previous records.

TRAINING THE CLERK.

The efforts of English grocers to improve the standing of their clerks are practically general throughout England. The following note is from the Grocers' Review: "The Higher Education Authority of the City of Leeds has again agreed to the arranging of courses of study for grocers and their assistants during the coming winter. There will be a preliminary course for younger apprentices, whose general education and experience are not sufficient to allow them to take the first year course with advantage."

Then follows the programme of studies, with the names of the instructors. The first and second year courses have on alternate Mondays, 8 to 10 p.m., "Adulteration of foodstuffs" (with application of tests;) and "Commercial practice and bookkeeping." On Tuesdays, 8 to 9 p.m., tea—characteristics of Ceylon, India and China, with experiments in testing and blending; coffee—description of various growths, roasting, blending, with experiments, coffee mixtures, coffee essences. On the same evenings there will be lectures on knowledge of commodities. On Tuesdays from 9 to 10 p.m. several authorities on the subject will deal with law affecting the grocery trade. Prizes are offered to the best grocers and clerks who take up this course, which is arranged in conjunction with the Leeds and District Grocers' and Provision Dealers' Association, and the Leeds branch of the National Association of Grocers' Assistants.

When practical work of this character is undertaken by Canadian grocers, we will have a higher standard of clerk in this country, which will tend to place trade on a much better basis.

SEEDS HAVE TO BE LABELLED.

During the last session of the Dominion Parliament, important changes were made in the Seed Control Act, respecting the sale of clover and timothy seed which will be of particular interest to the general merchant.

Under the old act the inspector sometimes found it difficult to prove violations though misrepresentations were being made. A dealer might offer red clover seed, containing as many as 92 noxious weed seeds per ounce and an unlimited number of other weed seeds such as Foxtail, represent it as his best grade and charge nearly as much as his competitor asked for No. 1. He would not mark it No. 1 but he might state verbally that it was No. 1 or just as good.

This has often been done, with the result that farmers as well as retail merchants who really wanted to buy pure seed have got badly contaminated seed and paid high prices for it. Under the new Act such misrepresentations will be impossible and both farmers and retail merchants will be able to buy their seed more intelligently.

Four grades are fixed by the Act for red clover, alsike, alfalfa and timothy seed, and all seed sold for seeding purposes by seedsmen must be plainly labelled with the grade. Any seed not grading No. 3, which is a higher standard than the old prohibitive line of five noxious weed seeds per thousand of good seed, is prohibited from sale.

In addition to the standards for freedom from weed seeds, standards for purity in other respects and general appearance are fixed for Extra No. 1, No. 1 and No. 2. Double the number of noxious weed seeds are allowed in alsike on account of the greater difficulty in cleaning this seed.

SUBSTITUTION.

Substituting an inferior article to the one asked for is poor policy on the part of any dealer. He is foolish who would attempt such a thing for he is bound to lose standing and trade.

Before offering one article in preference to another, the dealer must satisfy himself beyond all doubts that his recommendation is going behind goods of the right quality. There are in every store goods that will pay the grocer to push because of the margin of profit. In figuring the margin he gets on goods, the dealer should, however, estimate—and the manufacturer is justified in asking him to estimate—the profit received on the turn-over, as well as on the individual sale. Some lines move more readily than others because of their quality plus liberal advertising, and providing a fair profit is allowed, these are goods it will pay the dealer to push. These are the goods on which it will pay him to broaden the scope of demand by his own personal salesmanship.

But beware of substituting an inferior article to the one asked for. It is business suicide, because it lessens the confidence your customers are prone to repose in you, and even if your profit at the time should be greater you will lose in the end.

TIME FOR GOOD WINDOW DISPLAYS.

With the arrival of the longer evenings, better opportunities for making sales through the medium of the display windows are presented. This will be turned to good use by the progressive merchant.

Not alone are the evenings longer, but the temperature is such that a passerby will be inclined to stop and inspect the window that is attractively trimmed.

The merchant should keep this in view when making his displays and have them so arranged as to catch the eye. The difference between an attractive and unatractive window is mostly in the difference in time spent in planning and arranging it. Time spent in this work is valuable.

That the window may catch the eye during the evening, it is most necessary that it be well lighted. This is another side of the display question that the merchant should consider. Sometimes, proper lighting does not mean so much how many lights are used, as how they are situated. This point needs studying, too.

Good displays with proper lighting during the fall months will bring good results. The grocer should work with that in mind.

EDITORIAL NOTES.

It is not a wise plan to let well enough alone when something better is within reach.

Now it's molasses that is advancing in price. It goes up in sympathy with the sugar incline.

The merchant and his clerks need a reasonable amount of rest, but the store is not the place to take it.

You can never tell when business is going to come your way. The customer who does not want a bag of salt to-day may require a hundred of sugar to-morrow.

Wide Awake Methods of Retailing

Curtain for Window Background—Some Ideas on Ad. Writing—Hunting Season Taken Advantage of—How Price Tickets are Valuable in Making Sales.

The Grocer will pay any dealer or clerk for practical items for this page.

Curtain Used for Background.

Montreal, Sept. 28.—Fraser, Viger & Co. have a simple and effective background for a window that may be of interest to other grocers. The floor of the display window is only about two feet above the store floor, and no board background is used. Instead, about six or eight feet above the ground floor a metal rod extends across the window at the rear. From this a curtain may be hung. The curtain is back about five feet from the glass and thus ample room is allowed for displays. The curtain may be changed as often as desired.

Any dealer will recognize the commendable features of this idea in preference to buliding a permanent wooden background to enclose the window as is often done. During the cooler months when flies are not present, it is the best as it allows a change of background when desired and also allows more freedom in arranging the display.

Cultivates Present Customers.

Edmonton, Alta., Sept. 28.—"I try," said a local merchant, "to sell a customer all her wants. A grocer has in many cases numerous customers who buy a little from him but their purchases do not amount to any great volume. This is the kind of customer whose trade I try to increase. I give her the best goods and service possible, and do everything that will tend to attract her closer to the store.

"Many grocers try to secure as large a number of customers as possible but do not attempt to make each customer's trade as large as it might be made by cultivation. I think it would be much more profitable to cultivate the trade of old customers instead of rushing off for new business."

China Premium With Grocery Order.

Fort William, Ont., Sept. 24—Kirkup & Wilkie, grocers, are clearing out their china stock, and to do so and also help their grocery department, they are giving, free, with every $5 grocery order, two pieces of china. Their ad. in the local paper reads. "Free—Free—To clear out our china stock we will give free with every $5 grocery order, two hand-painted Limoges fruit, soup, dinner, tea or bread and butter plates. These are genuine French Limoges china, beautifully hand painted, and are valued at from 50c to 90c each. You will never get another chance like this. Don't delay. Order now."

A Unique Introdoction.

Sudbury, Ont., Sept. 28.—The J. D. Taylor grocery of this town take a great interest in giving something new and interesting to their customers in their newspaper advertising. The accompanying reproduction of one of their recent ads. illustrates this, particularly the introduction.

AND Behold there was much murmuring of the people because of the high prices of the fruits of the earth and of the vegetables thereof

And Suddenly there came refreshing rains and the fruits and vegetables increased abundantly so that the cost thereof was less than aforetime.

So That the people rejoiced with great joy and with one accord went to the telephone calling for

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Tomatoes, per lb.....10c
Cucumbers, basket...75c
Apples, basket.....75c
Green Corn, per doz.30c
Wax Beans, per lb...10c
Cabbage, each.....10c
Lopes, each.....25c
Peaches, per doz.....40c
Pears, per doz.....40c
Plums, per lb.....15c

And the following day—being Sunday—the people found everything very good

Taylors

PHONE 148 PHONE 148

Taylor's have also a neat letterhead. It contains little type, but is attractive by reason of its neatness.

Catching the Hunter's Trade.

Montreal, Sept. 28.—In keeping with their progressive methods in the grocery business, Fraser, Viger & Co., Ltd., published recently an advertisement that should appeal to hunters. They call attention to the fact that they provide hampers already packed with the necessities and quite a few of the luxuries that make the meal in the woods worth remembering. Part of the introduction to the "ad." reads as follows: "The hunting season is again at hand, and our friends are all getting ready for a few days' sport among the mountains, rivers and lakes. If you are intending going away for a short trip, you cannot do better than let us fit you out with your groceries, provisions, cigars, etc. We have for years made a specialty of this particular class of trade, and understand thoroughly all the details as to the packing, shipping, etc."

Then follows a list of some of the goods that are indispensable to the woodsmen with a six hours' hunger.

Value of Price Tickets.

St. John, N. B., Sept. 28.—"Those little pieces of pasteboard may look insignificant," said a local grocer this week, "but to me they are of value, and are as good as a well-informed clerk about the store." He was referring to price tickets which figure prominently on the greater part of his goods, and which he makes a specialty of having neat, distinct, attractive to a certain extent as regards design. He said that some might not think this latter feature of any consequence, but to his way of thinking, when a price card was cut oval, oblong or diamond shape, it was more noticeable than when in the form of an "awkward square."

"I have noticed women come into the store," he said, "and while making their objective purchase, they will naturally glance about them. These little pasteboard price tickets appeal to them, and I see them pondering as to whether or not the article is worth the money asked. By having the price displayed on the tickets, it relieves them of having to ask questions, or of feeling embarrassed if they have decided to buy and later, on learning the price, decide the article is too dear.

"There is also another good feature in having these price tickets," he contnued. "There s no necessity of any time being wasted in useless conversation in the asking and imparting of information, and this is certainly important on a busy day. That's the time they prove their value."

Latest Review of the Grocery Market

Market News on General Groceries From All Sections of Canada—Sugar Prices Unchanged This Week—Speculation as to Outcome—Coffee in a Firm Position —Prices on Late Fruits and Vegetables Expected Soon—Price of Broom Corn at High Figure—Staples are Generally Steady—Trade in Healthy Condition.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

POINTERS—

Coffee—Advanced and firm.
Valencia Raisins—Very firm.
Cocoanut (bulk)—Slight advance.
Macaroni, etc.—Down one cent.
Cotton Rope—One cent lower.
Shelled Walnuts (halves)—Higher.
Jams—Higher prices quoted.

Montreal, Sept. 28.—Jobbers state that business is highly satisfactory. They apparently speak from a feeling that the people will now resume the even tenor of business, for it is as yet too soon to expect any results from the elections. There is no doubt that until the present week attention was more or less diverted from business, although trade remained good even throughout the crisis. However, with the opening of October real results of the resumption of busines should be apparent. We have had a great harvest, labor has been wholly employed during the year, and there is an air of prosperity that bespeaks a good fall trade, and a bright outlook for Christmas. The dried fruit season is almost here, housecleaning is still under way, the fruit season is at its height and the trade are gradually passing from the summer to the fall demand. Under the existing conditions it is surely worth the effort of making the close of 1911 even more profitable than the seasons that have passed. The country is prosperous and gives every promise of continuing so, a consideration that alone would suggest an attempt at securing an increase over last year's fall and Christmas trade.

Sugar.—Sugar remains at last week's figure. It is difficult to form an opinion as to what the next movement will be. The market is still firm and will apparently retain that position for some time. In the United States new crop sugar is expected shortly and will likely weaken the market, but their price now is greatly in excess of the local figure. Demand for sugar is good the fruit season being still at its height.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Molasses and Syrups.—Molasses are firm and stationary. Of course much depends on the sugar market and it is impossible to tell what sugar will do next.

Fancy Barbados molasses, puncheons	0 33 0 35
" " " barrels	0 36 0 38
" " " half-barrels	0 38 0 40
Choice Barbados molasses, puncheons	0 30 0 32
" " " barrels	0 32 0 35
" " " half-barrels	0 34 0 37
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—Valancia raisins have been advancing and quotations now show an increase of 4s. over the figures offered but a short time ago. Jobbers are now beginning preparations for the delivery of dried fruit orders. There is a sign of new life in the demand for raisins, currants, etc., and it should only be a short time until business in this department will be commanding the most attention. There is a reported scarcity in the larger sized prunes. One jobber summing up the market, said Valencia raisins were likely to be much firmer and that apricots would not likely go any higher.

Evaporated apricots	0 20 0 22
Evaporated apples	0 14½ 0 16
Evaporated peaches	0 17½ 0 18
Currants, fine filiatras, per lb., not cleaned	0 07
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 07½
Dates, Hallewee, loose	0 04½ 0 05
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14

Prunes—

30-40	0 17½
40-50	0 15½ 0 16
50-60	0 15
60-70	0 14½
70-80	0 14
80-90	0 13½
90-100	0 13

Raisins—

Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08½
" " 4-crown, per lb.	0 09½
Select raisins, 7-lb. box, per box	
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07 0 07½
" select, per lb.	0 08 0 08½
" 4-crown layers, per lb.	0 08

Rice.—The market remains firm at former figures. Demand is good, and the possibility of higher prices has not passed yet. Quotations are unchanged from last week, but the situation is just as strong as it was when the advance was quoted.

Rangoons—	
Rice, grade B, bags, 250 lbs.	3 40 3 50
" " " 100 lbs.	3 40 3 50
" " " 50 lbs	3 40 3 50
" " pockets, 25 lbs	3 50 3 60
" " ½ pockets, 12½ lbs.	3 65 3 75
" " C.C., bags, 250 lbs	3 30 3 40
" " " 100 lbs.	3 30 3 40
" " " 50 lbs.	3 30 3 40
" " pockets, 25 lbs.	3 40 3 50
" " ½ pockets, 12½ lbs.	3 45 3 55
Fancy Patna—	
Patna polished	3 70 3 80
Pearl	3 95 4 05
Imperial Glace	4 45 4 55
Sparkle	4 55 4 65
Japans—	
Crystal	4 90 5 00
Snow	5 00 5 10
Ice Dips	5 15 5 25
Carolina Head	6 40 6 50
Brown Sago, lb.	0 05 0 06
Tapioca, medium pearl, lb.	0 07 0 07
Seed, lb	0 06½ 0 08½

Nuts.—An advance in the price of shelled walnuts is one new feature of the market. Demand is fair and shows some improvement.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb.	0 11½ 0 13½
" Barcelona, per lb.	0 10
Tarragona Almonds, per lb.	0 13 0 16
Walnuts, Grenobles, per lb.	0 17 0 18
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb.	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 36 0 37½
Brokens	0 30 0 32

Tea.—One report in regard to India tea says that the average sale price for August was 9 5-8d. as compared with 8¼d. per lb. for the corresponding month of last year. The same report referring to Ceylon tea continues—"The London public sale offerings amounted to 93,000 packages as compared with 141,000 packages for the same month last year. There was a general tendency toward an improvement in quality of the teas from the gardens of high elevation. These, naturally created better competition, higher prices being paid for all those teas showing the improvement. The average sales price for the month was 9d. per lb. against 7 7-8d. per lb. during the same month last year. Another report states that the outturn to July 31st was nine million pounds ahead of the figures for the same time last year. A smaller production was expected during August and September but given normal conditions they estimated that the total crop would be about ten million pounds ahead of last year. Ship-

ments of Indian tea to the United Kingdom from the opening of the season to the end of August were 7½ million lbs. in excess of last year.

In regard to Japan tea the home market for new leaf has continued firm since last issue, but notwithstanding this the demand has beeen quite active at advanced prices. The new teas arriving are giving general satisfaction, there being absolutely no objection to their natural color while there is a distinct improvement in the cup quality.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The market has been advancing during the past few weeks and prices to the trade have shown an increase. Statistics generally indicate the strength of the market. Roasters have recently sent out advices to their customers to the effect that prices have been advancing and that everything seemed to point to still further movement in that direction.

Mocha	0 25	0 30	Santos	0 21	0 23
Rio	0 20	0 22½	Maracaibo	0 22	0 25
Mexican	0 25	0 30			

Canned Goods.

Montreal.—Jobbers expect to have the figures for tomatoes, corn and peaches this week. It is admitted that the canners waited until the disposition of reciprocity was determined, in any event; however, the announcement of prices will be welcomed if it were for no other purpose than settling doubts. There is a healthy demand for canned goods, including fish, vegetables and fruits. This is part of the fall trade and it has certainly made itself felt in no uncertain manner already. Salmon is steady.

Toronto.—Strength is not lacking in general canned goods. The whole tone of the market is one of steadiness. The fact that numerous lines were short and the good demand in evidence is responsible. The dealer has only to recall the short packs in general to sum up the situation.

Jams are short in this year, most particularly raspberry and strawberry. In Canada, strawberry showed the greatest shortage, in England, raspberry.

Salmon is another line in which shortage is present and prices are well maintained, and not alone is this confined to Canada. Most especially is the shortage present in the best grades. Some wholesale houses are said to have held off in purchases in the hopes of reciprocity. "I don't know where they are going to get supplies," said one broker. "I am completely sold out." The total pack of sockeye in British Columbia is set at 365,000 cases as compared with 565,915 in 1910. The total of all kinds is said to be 750,000 cases as against 762,201 in 1910.

Prices on tomatoes, corn, beets, pumpkin, peaches and other late fruits and vegetables are expected at any time. Tomatoes which have been on the market for some time are selling at various prices, which the announcement from canners will settle.

ONTARIO MARKETS.

POINTERS—

Pepper—Higher.

Coffee—Firm.

Cocoanut—Advanced.

Brooms—Corn sold at high prices.

Valencia Raisins—Expected soon, market firm.

Toronto, Sept. 28.—There is a tinge of quietness in the local grocery trade this week, which is almost unexplainable. Perhaps the country has not yet got back to a normal state after the excitement of the elections, but the good business previous to that event would go to prove that trade was influenced but little by it. It is just probable that a part of it can be explained by this being the last week of a month in which retailers bought heavily and they are waiting for October before doing further buying. There are no complaints being heard in regard to collections and conditions generally seem to be in a healthy state. Prospects are also bright for a substantial trade during the remainder of the year.

There is considerable speculation as to the next move in the sugar market and when it will come. There has been a good demand for some time back, but just whether this indicates the amount of consumption is uncertain. There is no doubt though that there has been a good demand for preserving purposes on account of the plentitude of late fruits and the small amount of early fruits that were preserved.

Sugar.—Sugar prices remain the same as last week. The market is apparently steady but the outcome problematic. A variety of different opinions on the probable outcome of the market are expressed. There are some who believe that prices will hold until January, but there are others who expect it to break before then. One sugar man predicted that sugar would ease around November 1st. He said: "A large portion of the Louisiana crop has been sold at prices said to be 40 or 50 cents under to-day's raw prices. This crop will begin to arrive at refineries around the first of November. When they begin to sell it, I expect the market to decline, that is barring any further bad news from Europe or from Cuban cane." This is the opinion of one man, and may probably indicate that the ideas of dealers are less bullish than a short time ago. However, it is not to be denied that there are others who expect the market to hold until the first of the year, but the fact that there is less strength in future raws is worthy of note. The market at the moment is holding steady.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
ed Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrups and Molasses.—The syrup trade has taken on more life during September, as it generally does. However, retailers seem to be taking hold early this year. Prices are steady, while the same is also true of molasses. A routine trade is reported in the latter.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 40	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 1 doz. in case	2 75	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 65	Molasses—	
		New Orleans, medium	0 30 0 35
20 lb. tins, ¼ doz. in case	2 60	New Orleans, bbls	0 28 32
Barrels, per lb.	0 03½	Barbados, extra fancy	0 45
Half barrels, lb.	0 03¾	Porto Rico	0 45 0 52
Quarter " "	0 03¾	Muscovado	0 30
Pails, 38½ lbs. ea.	1 75		
" 25 " "	1 25		

Dried Fruits.—Valencia raisins and currants both maintain a position of strength. There are features bearing on the Valencia raisin market that would not make further advances a surprise. It can be well said that prunes are holding their own. The large sizes will be particularly scarce, even 50 to 60s. being held at a premium. One report says that in California about 18 per cent. will grade into 100s or smaller, sizes which find but little sale on this market or in fact any place. Apricots and peaches are slightly easier on the coast, but they need to be, as opening prices were almost prohibitive.

New crop Valencia raisins are expected to arrive on the Toronto market any day. One dealer quotes new selected at 7½ cents. The market is bare of dried fruits, even raisins and currants. Prunes have been shipped but none have been received.

Prunes—					
30 to 40, in 25-lb. boxes		0 17			
40 to 50 " "		0 16½			
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes		0 25	0 26		
Fancy, " "		0 27	0 28		
Candied Peels—					
Lemon	0 09	0 11	Citron	0 15	0 17
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			

Tapnets, "	0 04	0 04½
Bag figs	0 04½	0 06
Dried peaches	0 15	0 16
Dried apples	0 09	0 09½
Evaporated apples	0 11½	0 12
Currants—		
Fine Filiatras	0 07½	0 08
Patras	0 08	0 08½
Uncleaned ½c less		
Vostizzas	0 10	0 13
Raisins—		
Sultana	0 10	0 13
" fancy	0 11	0 13
" extra fancy	0 14	0 16
Valencias selected	0 08½	0 09
Seeded, 1 lb packets, fancy		0 10
" 16 oz. packets, choice	0 09½	0 09½
Sairs		0 05
Dates—	Package dates,	
Hallowees—	per 1 lb	0 06½ 0 06½
Full boxes	0 05½ 0 06	Fards choicest	0 10 0 10½

Tea.—One tea report on Ceylon tea, dated September, says: "The common and low medium descriptions, in sympathy with the Indian market, showed advances, with the result that the average of public sale prices for the month was 1½d. per lb. more than the average of the corresponding month of last year. The latest news from India is that they are experiencing particularly good weather for the manufacture of quantity. One report says: "It is yet too early to anticipate the extent of the Indian crop, but up to date it is certainly very satisfactory to know that 12,000,000 lbs. more have been manufactured than for the same period last year. With regard to Ceylon, it is hardly likely that production will be more than, if as much, as last year."

Coffee.—The coffee market is firm, both locally and elsewhere, and there is decided strength in local prices. In New York, coffee futures have reached the highest point in 16 years, and similar strength is reflected in spot stocks. With different varieties going upward, the margin on standard blends is being completely cut away, so manufacturers declare. "For instance," said one dealer, Rios in the past year have just doubled in price." Thus is the present strength in the market accounted for.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	0 20	0 22	Mexican		0 25
Maricaibo, "	0 22	0 24	Gautemalo	0 22	0 24
Bogotas	0 24	0 25	Jamaica	0 20	0 22
			Chicory		0 12

Spices.—It will not be a surprise to retailers to find that higher prices are generally being asked for both white and black pepper. The strength in that market has been apparent for some time. There has been a marked falling off in the production of every grade this year. Cloves have been marked up 1 cent per pound also.

Shredded cocoanut is higher, local quotations running from 19 to 22 cents per pound. At one time in certain sections of the West Indies, cocoanuts were somewhat of a drug on the market and producers had considerable trouble in getting rid of supplies. Conditions have, however, changed, for while demand has increased, production has not. One dealer stated that he had advices from Jamaica and Cuba that in recent years a rot has attacked the trees and interfered with the total yield.

	Bbls.	Pails or Boxes	Tins	½-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 25½	0 26½	0 28½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	90	2 00
Pepper, black	0 16	0 17	0 19	0 75	0 90
Pepper, white	0 25	0 26	0 27	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20
Shredded cocoanut, in pails				0 19	0 22

Nuts.—There are no new features of interest. Trade is somewhat inclined to quietude. Shelled varieties are in fair demand. Prices show no change.

Almonds, Formigetta		0 16
" Tarragona	0 16	0 17
" shelled	0 35	0 38
Walnuts, Grenoble	0 17	0 19
" Bordeaux		0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils		0 18
Peanuts, roasted	0 11	0 14

Rice.—The tendency of strength in the rice market is still in evidence. That there is a considerable shortage in production in the east is true. Prices in the producing sections of the United States are firm, under inquiry from abroad. Trade continues normal.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 40
Rice, standard B	3 50

	Per lb.		Tapioca—	
Rangoon	0 03½	0 03¾	Bullet, double goat	0 08
Patna	0 05½	0 05½	Medium pearl	0 06½ 0 07
Japan	0 05	0 06½	Flake	0 08
Java	0 06	0 07	Seed	0 06½ 0 07
Carolina	0 08	0 10		
Sago, medimm brown	0 05½	0 06		

Beans.—Any dealers who have supplies of beans are getting high prices for them. There are but few to be had. This year's crop will apparently be a trifle larger than last year, and the quality so far is better, "Even if the crop is a little larger," said one dealer, "I expect to see prices rule firm during the year as there will be a big demand from construction and lumber camps." There will be some arrivals within the next week. Prices will undoubtedly lower as supplies come on the market.

Prime beans, per bushel	2 55	2 65
Hand picked beans, per bushel	2 65	2 75

Evaporated Apples.—"Evaps" are being made quite freely throughout Ontario, and the tendency is towards a lower market. There has been quite a good demand owing to the clean-up of old stock.

Broom.—Last year the broom corn market opened around $85 per ton, while to-day sales are ranging around $140 to $150. That is the reason for the recent rise in brooms and the present strength. A local broom manufacturer just returned from a trip through Illinois, Kansas and Oklahoma, the broom corn producing districts, says that the early crop of corn was just as large as last year but manufacturers who needed supplies rushed in and the result was an excited market, while prices rushed upward. At first under such conditions he believed the market would recede to a lower level, but in his own words, "Broom manufacturers went crazy," with the result that 90 per cent. of the crop of Kansas and Oklahoma has been sold at high prices. "Under such conditions," he said, "there is only one conclusion I can come to and that is that the ensuing year will see high prices on brooms."

There is still a later crop of corn to be harvested and just how it will turn out is uncertain, as is also the possible effect, if any, it will have on prices. Farmers will no doubt hold for the high prices of the early crop. Present circumstances would seem to indicate a higher range on brooms than during the past season.

MANITOBA MARKETS.

POINTERS.—

Salmon.—Market bare.

Syrup.—Advanced.

Coffee.—Advancing.

Beans.—Steady.

Winnipeg, Sept. 26.—Trade during the week was broken into to some extent by the Dominion elections, but is expected to return to its normal basis before many days are out. It is predicted that an increase will be noticed in the next month as men will be able to settle down to their own business, and that a wave of prosperity will continue to spread over the entire West.

Harvesting is almost completed except in the late sections, and threshing operations are in full swing throughout the length and breadth of the country. Many encouraging reports are being received to the effect that threshing results are turning out better than the most optimistic had claimed they would. This fact is creating a feeling of safety and business men as well as farmers feel more than ever that great results can be expected from the West.

In general grocery lines, trade has been normal with orders a little on the small side this week on the account of the elections. Syrup which has been very quiet during the last three months showed its awakening by advancing 5 cents per case during the week. The high price of sugar at present is attributed to the advance. Salmon at present cannot be secured at any price, the market being completely bare.

Sugar.—The upward march in sugar appears to have received a temporary check at least. Wholesalers refuse to offer any predictions, but the feeling seems to tend towards steady prices for a while at any means. Stocks are of

medium size and while the market remains strong the demand is normal. Prices remain unchanged.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Considerable activity was noticed in syrup during the week, owing to the high price of sugar. All corn syrup advanced slightly during the week. Molasses, however, remains unchanged. Orders for logging camps are beginning to arrive and it is expected that with the arrival of cold weather an active movement will be noticed. New prices are :

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 63
6 10-lb. tins, per cate	2 51
3 20-lb. tins, per case	2 52
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—Nothing new is noted this week in these lines. The market is perfectly bare and is awaiting the arrival of the first shipment which is expected towards the end of next week. Prices remain unchanged from opening list, but are expected to decline after the first rush orders have been filled.

New prunes.	Per lb.
90-100s, 25, s.p	0 08
90-100s, 10s, s.p	0 09
80-90s, 25s, s.p	0 08½
80-90s, 10s, s.p	0 09½
70-80s, 25s, s.p	0 09
70-80s, 10s, s.p	0 10
60-70s 25s, s p	0 09½
50-60s, 25s, s.p	0 10
40-50s, 25s, s.p	0 11

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p , per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Evap. Apples.—Nothing new and same feeling prevailing as regards dried fruit. New supply expected shortly. Prices prevailing 11 to 11½c per lb.

Salmon.—As stated above, the market is bare and is expected to be in this predicament till the new pack arrives about the middle of next month. Quotations are as follows :—

Sockeyes, clover leaf brand, tall, 48 x 1s, per case	9 35
" horseshoe brand, tall, 48 x 1s, per case	9 35
" flat, 96 x ½s, per case	11 50
Cohoes, talls, 48 x 1s, per case	7 35
Pinks, ta l, 48 x 1s, per case	5 00
" flat, 48 x 1s, per case	5 00
" flat, 96 x ½s, per case	7 00

Nova Scotia Markets.

Halifax, Sept. 21.—The wholesale grocery business was practically at a standstill during the past week on account of the elections. High prices still prevail in all lines, and this has a tendency to restrict business. In sympathy with the high prices in the sugar market, molasses has been advanced. Fancy Barbados is now quoted at 35 cents per gallon. The new crop of Valencia raisins is now on the way, and will be sold for about eight cents per pound.

New Canadian onions are being offered to the trade at $1.90 per bag. This advance is considerable over last price.

NEW BRUNSWICK MARKETS.

St. John, Sept. 28.—The past week was a quiet one on the local market, and interest seemed centred more in the elections than in business. There were few changes in prices of any importance, and with the majority of business houses, the travelers came into the city off their territory in order to vote.

Molasses has been following close after sugar, and with indications that another advance may soon be looked for, fancy Barbados in casks is selling at 34 cents. There has been no change in sugar on this market since the 8th inst., but advices received here are to the effect that New York refiners have advanced another 75 cents per hundred. The American jobbers are now paying $7.50 per hundred for standard granulated in New York.

The highest point this year has been reached in pork, and the market at present is at a standstill. Lard is firm. Cheese, eggs and butter are also firm, cheese being up a cent.

Bacon	0 16	0 18
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb	0 21	0 23
Butter, creamery, lb	0 24	0 25
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 15	0 15½
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 05	1 10
Corn, doz.	1 10	1 15
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 55	1 60
Clams	4 00	4 25
Cornmeal, gran.		5 00
Cornmeal, bags		1 65
" bbls.		3 45
Eggs, hennery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies	4 40	4 50
Fish, cod, dry	6 00	6 10
Flour, Manitoba	6 25	6 35
" Ontario	5 60	5 70
Ham		0 16
Lard, compound lb	0 10½	0 11
Lard, pure, lb.	0 12½	0 13
Lemons, Messina, per box	4 50	5 00
Molasses, foy. Barbados, gl	0 33½	0 34
Oatmeal, rolled		5 75
Oatmeal, std.		6 35
Pork, domestic mess	22 00	22 50
Pork, American clear	22 00	24 00
Potatoes, bbl.	2 25	2 40
Raisins, Cal., seeded	0 10½	0 11
Rice, lb	0 03¾	0 04
Salmon, case—		
Red spring	7 75	8 50
Cohoes	7 00	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 90	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	6 75	7 00

LIBRARY VOTING CONTEST.

Hamilton Retailer Opposed to It Strongly—Compares It to Trading Stamp Episode.

Editor Canadian Grocer :—A regretable feature in trade circles here just now is the introduction of a scheme to lure money from the pockets of business men, who should manifestly have a little more sense than to have got caught. I refer to the Library Voting Contest. If I remember rightly it has been fully explained in your columns, it is just as bad for the dealers as the old trading stamp episode, only I think in the long run it will cost the merchants more. I am sorry to say that one of our leading wholesale drug and specialty manufacturers has been caught in the net, and as they control a number of retail stores it puts the voting on in all corners of the city. E. M. Trowern, secretary of the Retail Merchants' Association here of the consequences of the scheme, and am pleased to say that only one grocer is in the game. I think it would be a kindness on your part to once again explain to the merchants how the scheme works out.

Hamilton, Ont. RETAILER.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer :—Can you give one of the names of some London, Eng., grocery trade papers ?

DUNCAN & GRAY.

Vancouver, B.C.

Editorial Note.—The Grocer, London, Eng.; The Grocer's Journal, 29 Rood Lane, E.C.; Grocery, 150 Holborn, E.C.

Editor Canadian Grocer :—Will you kindly give me name and address of firm that makes waste-paper balers in next issue of The Canadian Grocer, if possible ?

J. H. Kadwell.

Chatham, Ont.

Editorial Note.—The Handy Press Company, Inc. 251-263 South Ionia St., Grand Rapids, Mich.

Editor Canadian Grocer :—If not too much trouble will you kindly let me know if the London (Eng.) "Grocer" gives a list of the Danish and Irish killings. (Hogs.)

JAMES AUDLEY.

Ottawa, Sept. 11.

Editorial Note.—The list mentioned is given in the London Grocer.

Editor Canadian Grocer :—I have been a reader of your most valued trade paper for "twenty years" and have received many helpful suggestions. The articles of Henry Johnson, Jr., are very practical and well written. The Grocers' Letter Box would be far more helpful if more of us would use it. Will you kindly answer the following : "Mr. and Mrs. Brown have been steady regular paying customers for ten years. Mr. Brown contracts heavy cold, which develops into a fatal disease. After Mr. Brown's death Mrs. Brown pays some on account ; then Mrs. Brown marries Mr. Jones. Can I sue Mr. and Mrs. Jones jointly for balance ? The answer to same will much oblige.

G. NORMAN WILLITS.

St. George, Ont.

Editorial Note.—Can any of our readers give an example of a test case which would cover this point ?

Seeded Raisin Special

We offer for delivery Oct. 15th, the following brands of Seeded Raisins. By comparing with other prices you will find that it will be much to your advantage to place your order with us for your season's requirements.

Red and Gold Choice, 16 oz., 8¾

Monarch, Fancy, 9¾

Raven, Fancy Quality, under choice label, 9

Griffin, Fancy, 9¾

Prunes

We have a car of assorted Santa Clara Prunes, in twenty-five and fifty pound boxes, for immediate shipment. The bulk of the car is sold, but there is a part left for you who may want prunes for your trade **now.**

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MONTREAL - - QUEBEC

Put Your Soap Sales in Our Hands

if you are not getting satisfaction out of the lines you are now handling. We can increase your sales to a large degree if you place an order now for

"CANADA'S BEST" SOAP

The quantity you will sell will depend on your introducing it to your best customers, for every introductory sale will mean a steady customer for this popular laundry soap. It has given entire satisfaction to thousands of Canada's particular housewives. It will please yours.

Write for special quotations on "Direct-to-Office" Orders

United Soap Company

OF CANADA, LIMITED

MONTREAL

ROYAL SHIELD BRAND TEAS



Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention.

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

FORMER TRAVELER KNEW VALUE OF THE CANADIAN GROCER IN HIS BUSINESS

"Never mind showing me a copy", he said to our subscription salesman in Saskatoon, Sask., "I know it well, though I never subscribed for it. I want it now. Send it along and if possible send every copy for the last few months."

Manufacturers who tell their stories through a medium with such a reputation are sure to get a good reception.

How Montreal Grocer Extends His Sales

Prints Show-Cards With a Five Cent Brush and Bottle of Stove Polish—They Are a Part of His Salesmanship Campaign.

Montreal, Sept. 21.—(Special)—A five cent brush and a bottle of stove polish is the equipment with which one Montreal grocer prepares the show-cards he places in his windows and in conspicuous points throughout the store. E. P. Dame does not attempt artistic flourishes. "I leave that to the millinery stores where it is appropriate. The plain style is all I ever tried and I think it is sufficient here when you are selling butter, cheese and the other commodities." But he has succeeded very well in acquiring a bold letter that makes his words stand out. It is just a little proof that others can do the same thing and should even do better in these days when every opportunity is presented to the aspiring clerk of facilitating the elementary steps.

M. Dame values his show-cards for the salesmanship assistance they lend him. "It is strange," he said recently to The Grocer, "that so many customers do not know what they want and moreover, they do not know what they need. You have to suggest one thing after another. This becomes monotonous at times, and by a glance around the store the customer's memory will be called to the various articles she may need. There is a sign in regard to tea. Well, my customer may not want that kind of tea, but she remembers that the tea canister is nearly empty and she asks for the kind she prefers. While you are serving one customer, another can see for herself what the various prices are. Then there is less interrupting you for the time being. Besides it concentrates their interest upon new honey, cheese, eggs, butter, etc., when they see the price and a written assurance of the quality of the various staples. Eggs on display are merely eggs, but with a card telling the customer that they are fresh and also giving the price—well, what more could I say? I might say it differently, but after all, the card had practically done the greater part of a salesman's work. This applies to all the staples. Eggs are but an example."

M. Dame's cards might not elicit the admiration of show-card experts, but he says that there are few of these same experts entering his store. Besides, he does not pose as an artist. It is sufficient to say that the letters are plain, that the different notices attract attention, that the ability to write them was self-acquired and that they are an asset in this particular store. The point to be emphasized is that others who may have responsible positions in the grocery business have the opportunity to acquire even greater results than has this grocer who uses only a five-cent brush and stove pipe polish. The style of lettering in one locality might not appeal to the customers of a store in a different locality. In the one, the women are the wives of workingmen, in the other they possibly have an art association, and while they may not expect a Durer or a Holbein's work they might look for something that does not suggest materials such as those mentioned above.

M. Dame also uses an outside board regularly. This is to attract the attention of the passersby. The writer has met quite a number of grocers who by dint of practice learned to write a fair letter for sign purposes. They had not the advantages of the youth of to-day, and yet under the circumstances they did well.

WATCHES FOR GROCERS.

Watch the profits on every line, and in every department.

Watch the leaks that they may not eat up the profits.

Watch your advertisements that they may bring the best results.

Watch the appearance of your store and keep it bright and cleanly.

Watch that no overweight is given in the weighing of goods.

Watch your book accounts and keep them as low as possible.

Watch your stock that you may keep it complete.

Watch your delivery that you may give the best possible service.

Watch not your watch. Work with your mind and interest in your work.

WHEN YOU'RE ASKED FOR YOUR BEST FURNITURE POLISH, PULL DOWN

CHIVERS'

You can go other brands one better by recommending it. Made in Bath, England, for a long term of years, and improved until it now stands pre-eminently ahead of all others for an unequalled quick polish and durable lustre on all kinds of furniture from the kitchen chair to the highly polished piano.

ENQUIRE **HARRISON & SON,** St. Nicholas Building, Montreal

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

What Do You Earn ?

DON'T think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more ?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Publishing Company

143-149 UNIVERSITY AVE. TORONTO, CANADA

PURE-HONOR PRODUCTS
THE SEAL OF PUBLIC APPROVAL

The House of Quality

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap--But How Good

GUNNS LIMITED. PORK & BEEF PACKERS TORONTO, ONT. CANADA

HAMS

Are Very Scarce

and probabilities are they will be higher

SO WILL LARD.

We have, however, a good stock of ROLLS, SHOULDERS, BREAKFAST BACON and BACKS and at reasonable prices.

F. W. Fearman Co. LIMITED

HAMILTON



REINDEER CONDENSED COCOA

(Liquid form)

like Reindeer Condensed Coffee is combined with milk and sugar.

Simply add boiling water and you have a delicious beverage for the casual guest or roomer. Also good for chocolate frosting.

We will supply FREE a limited number of small water heaters to roomers using REINDEER COCOA and REINDEER COFFEE.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Easiness Continues in Live Hog Prices

Prices are Easier Again This Week Under Liberal Supplies—Trade Continues on a Moderate Scale — Smoked Meats are Slacker—Better Demand for Lard—Butter and Eggs Maintain a Steady Tone—Cheese at a High Price.

The tendency in live hogs is still one of easiness, further declines in price being reported from most markets this week. This is the season of the year when receipts of hogs are generally quite liberal, and in this regard this year is no exception to the rule. This present abundance of porkers with none too encouraging cables from the English bacon market has been responsible for the recent decline.

Trade in pork products is an appreciable scale. The demand for smoked and cooked meats is naturally not so brisk as during the summer, but any lack of briskness in these lines is made up for in others. With the cooler weather lard is in better demand and the price is ruling steady. With the recent decline in live hog prices, there is at least no firmness in general provision prices.

Butter prices exhibit a tone of steadiness. In the east the production seems to be quite large, but in the West it has been dropping off, and prices have been advancing. The result is that any surplus of stocks on Ontario or Quebec markets is taken by the West. Egg production just at the present is not large, although receipts are rather liberal in some districts. The demand is good, especially for best grade, and the market is generally firm.

Cheese still maintains its position of firmness, and although high prices are no doubt curtailing trade somewhat, there is still a fair demand in evidence. The demand from the English market has not been so brisk, although prices continue steady there. Indeed, by the high price of cheese, many combination factories which were engaged in making butter have changed to cheese-making.

MONTREAL.

Provisions.—Pure lard has been firm during the past week, but live and dressed hogs are a little easier. There is a fair demand for hams and bacon, but barrelled pork is reported a little slow.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 12
Pails wood, 20 lbs. net, per lb	0 11½
Pails, tin, 0 lbs. gross, per lb	0 11
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3 5 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs. per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	23 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	3 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13
Hogs, live, per cwt	7 00 7 25
" dressed, per cwt	9 75 10 25

Butter.—Prices are unchanged this week, but the market is steady with something of an upward tendency.

Creamery	0 26½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs.—Receipts of eggs have been market is firm with a continued steady demand.

New laids	0 30
Selects	0 26
No. 1	0 22

Cheese.—Demand for cheese is still a feature. Prices are unchanged, but the market is held firmly at the last advance.

Quebec, large	0 14½
Western, large	0 14½
" twins	0 14½
" small, 20 lbs.	0 14½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—Live hogs are 15 cents per cwt. lower again this week. On September 1 they reached the highest point since October last, but have since declined a dollar all but 5 cents. One year ago hogs at country points were quoted at $8.75, as compared with $6.75 to-day. The late decline is attributed to the larger hog supply, which is always freer at this time of the year.

Provisions are unchanged, but with lower hogs, prices at least are not marked by any firmness. One year ago breakfast bacon was 20 cents, while to-day it is 16 to 18 cents; roll bacon 15 cents, to-day 11½ to 12; long clear 15 cents, to-day 12 to 13; while lard in tierces then 15, is to-day 10½ cents.

Smoked meats—	
Light hams, per lb	0 16½ 0 17
Medium hams, per lb	0 16 0 17
Large hams, per lb	0 15½ 0 16
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 13
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb	0 10½ 0 11
" tubs "	0 10½ 0 11
" pails "	0 11 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 75
Live hogs, loaded	7 10
Dressed hogs	9 50 10 25

Butter.—Butter prices exhibit a steady tone. There is apparently considerable butter coming along, but there is a good demand. The West has been taking a good share of Ontario's production.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 24 0 25
Farmers separator butter	0 23 0 23
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 18 0 20
No. 2 tubs or boxes	0 15 0 17

Eggs.—We reported firmness in the egg market last week. This week a general advance of one cent is quoted. The ruling price for fresh gathered is 22 to 23 cents. The production as is usual at this season is showing a falling off. Demand in on a large scale.

Fresh gathered eggs	0 22 0 23
New laid eggs	0 24 0 25

Cheese.—Prices of cheese are on the same level as last week with a tone of steadiness prevailing. Trade locally is moderate in volume, although the high prices will no doubt tend to curtail it somewhat.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—There is at present a free offering of general poultry. Fowl are not scarce and prices are easier at 9 to 10 cents.

Fowl, live	0 09 0 10	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices on honey are well maintained, stocks when compared with other years not being large. The yield of dark honey this year is about the same as that of 1910. Owing to the shortage in fruits resulting in less home canning, dealers expect a good demand for honey during the coming season.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 50

WINNIPEG.

Poultry.—All classes of poultry at the present time with the exception of spring chickens are being received on the market, but the lack of chickens is beginning to cause serious comment. Prices at present quoted are:

Boiling fowl, delivered Winnipeg	0 10	Spring chickens	0 15
Turkey, del. Winnipeg	0 14	Ducks	0 14
		Geese	0 10

Butter.—The receipts of both dairy and creamery butter are very light and as a result prices have started to rise rapidly. Manitoba creamery bricks are now quoted at 28 cents per pound, an advance of two cents per pound over previous quotation, while the shortage may be attributed somewhat to harvesting operations, there is evidence of an almost universal shortage in Canada. Manitoba fresh made boxes are ½c per pound below the bricks. Dairy remains unchanged, strictly No. 1 delivered Winnipeg being quoted at 17c, No. 2, at 12 to 14 cents and No. 3 at 7 to 9 cents.

Cheese.—Predictions to the effect that very high prices will prevail this year are being heard from all quarters. Supplies have been light during the week, one large company receiving only 50 boxes and claim that it is impossible to get any more. Statements are made that there is going to be a big shortage of this product and that higher prices will prevail.

SHORT TALKS TO CLERKS

The Clerks of To-day are the Merchants of To-morrow

All clerks are not salesmen. Many are merely waiters. This is a fact that merchants are well aware of. The sales sheets of the different members of the staff demonstrate the fact most plainly. The ability of a clerk to make sales above actual demand is generally the gauge for the size of his pay envelope. Therefore, it behooves the clerk to develop his salesmanship ability.

Just because in the past you have not been a top notcher is no reason why you should not become so. The main essentials in this regard are increased efforts backed by a certain amount of study and common sense. Instead of merely handing over the counter the articles which customers ask for, make an effort to sell them other goods which you carry in stock. This will necessitate a little study to ascertain the talking points to be used with each article and the exercise of judgment in your attempt to introduce the additional lines.

Assist Sales by Display.

Every clerk, as well as the proprietor, recognizes the value of a properly dressed window in attracting the attention of customers and in selling goods. It is well for the clerk to work with a view of presenting better dressed windows and to increase their value as a selling agent.

He should constantly be on the outlook for any manner in which he can prepare a better window. He should carefully study all grocery windows he sees. From the good ones he will be able to ascertain new ideas along this line, while from a poor one he may study out what it lacks to be attractive. Then in his own displays he can avoid the bad features.

Study your own window and find out just the manner in which it should be trimmed to show up to the best advantage. A little effort in this direction will do a great deal.

Be on Time.

Much has been said in regard to punctuality. The desirability of the clerk being on time is so great that the question scarcely needs emphasis. However, even if he has determined to get down every morning on time there is apt to be some back-sliding unless he renews his good resolutions at times.

When the writer was a clerk he used to see how much he could accomplish, how nicely he could have the shelves arranged and how much business he could do before the proprietor arrived in the morning. He took an interest in getting down in the morning with this end in view. The employer realized the endeavors to do this, as every proprietor does, and gave full credit for it.

The Importance of Knowledge.

As in every line of endeavor, knowledge is a valuable asset in the grocery business. It allows the possessor of it to accomplish greater things both in sales and general advancement. Knowledge however, cannot be secured without study.

There are many things to be studied in the grocery business, among them, the sources and uses of goods handled, methods of selling goods, how to approach customers, how to display goods properly, management of the store, etc

A Practical Instance.

An example of how a little knowledge of goods helped one clerk will not be out of place here. He read an article on pineapples, their growth and food qualities. The next day by using the information when talking to customers he was able to interest them and make several sales.

In other lines handled, information regarding them can be turned to the same use.

The writer visited two stores the other day, both about of the same size and both carrying about the same stock; but one appeared to carry a good deal more goods than the other. The appearance of a small stock on the part of the one one store was the fault of the clerks. They had not given the proper attention to keeping it on the shelves in order. The appearance of a large stock is not the only value of well kept shelves. The shelves are in a manner silent salesmen, showing the goods up to the customers. Therefore you should have them so arranged that they will attract attention. The shelves are not merely a place to be filled up the same as under the counter. They are for showing goods to make sales.

Plan for the Future.

Ambition on the part of the clerk is something to be recommended. It will do much to bring advancement and success and the accompanying higher wages. Ambition is the something in the make-up of the clerk which engenders in him the desire to learn more about the business in which he is engaged. The result is increased interest in the business, a better knowledge of salesmanship, and all those many other features which eventually lead to success.

It is well that he possess that desired quality—initiative. The clerk with the inventive mind, who can think out new and improved methods of doing things, is the one in demand by business men throughout the country.

The mainspring of initiative is ambition and a desire to do things.

TRADE NOTES.

Holbrooks, Ltd., Toronto, are moving to larger quarters at the corner of King street and Atlantic avenue on Oct. 1, where they will have a railway siding to their building.

Some grocers in the United States use ice boxes on their delivery wagons during the warm weather. Their endeavor is to send out such goods as butter, lard, etc., under ideal conditions. Butter for instance is safeguarded from losing its firmness, and it finds its way from the grocer's refrigerator to the consumer's without any intermediate melting. The idea looks like a good one for more articles than have been named.

Fraser & Gaetz, Rocky Mountain House, Red Deer, Alta., are erecting an addition, 18 x 28 feet, to their general store. They are making special provision for a cellar for storing potatoes, apples, etc.

Down at Houston, Texas, housewives have started a movement to boycott the use of sugar on account of the high price.

Norman McLeod, president of the London Retail Grocers' Association, has the sympathy of many in the trade on account of the death of his mother last week.

A boy went into a shop to buy a ha'-pennyworth of nuts. The man at the counter, a cheery, good-natured soul, said to him:—

"You can have them mixed if you like."

"All right," said the boy; "you may put one or two cocoanuts in, if you please."

Grocers: The permanent success of any line of goods depends upon maintaining the quality. The cost of manufacture increases in proportion to the increased cost of labor and material. These facts and conditions must from time to time be considered by the manufacturer, and he must decide whether he shall increase the selling price or lower the quality of his goods.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



New Valencia Raisins

NOW IN STORE

New Cherries, Marasquino

QTS. PTS. and ½ PTS.

L. A. PRICE & CIE.

Full assortment of finest and choicest groceries coming in every day.

Communicate with us for prices.

L. CHAPUT, FILS & CIE.

WHOLESALE IMPORTERS — WHOLESALE WINES

Montreal, Canada

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

"Peacock" Brand Pickles

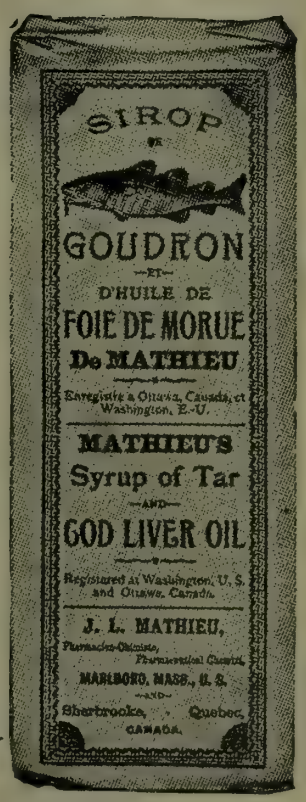
should now receive your attention, in fact you should endeavor to keep your customers constantly supplied, as they are **Quality** and **Purity** in the highest.

The "PEACOCK" Brand

has made many friends both for the packers and retailers. You want to make more friends?

WRITE

Mathewson's Sons
MONTREAL



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver
L. Chaput, Fils & Cie., Wholesale Depot, Montreal

Rolled Oats Highest in Two Years

Not Since August, 1909, Has Price Been as High as To-day—Mills Sold Well Ahead—Should be More Activity in Both Flour and Cereals at This Season of Year—Wheat and Oats Are Slightly Lower.

This is the season of the year when flour should take on more activity through the medium of the grocer. It is true that housewives are with cooler weather returning to the making of their own bread, but the chief reason lies in the general increase in activity at this time. Cereals also show a marked improvement at this time, and this year has been no exception to the rule. Dealers from various parts of the country report a better consumption, while the mills are already well sold ahead in this line.

Canadian wheat and oat prices affected to some extent prior to the elections are now adjusting themselves. Both of these cereals are slightly lower, although to no great extent. There are certain dealers who think that wheat prices may show some further easing. In this regard one dealer said that with the large yield of wheat in the West he didn't think prices could hold when deliveries start in full force. So far they have been small, only about one-half of the amount to the same time last year. This has been due to a later harvest, and the reciprocity issue also held back deliveries. Lower prices, he believed, will be necessary to get rid of the supplies as prices are now too far away from an export basis.

A bulletin from the Census Office, Ottawa, sets Canada's total wheat yield at 204,634,000 bushels as compared with 149,989,600 in 1910. Of this the three western provinces produce 184,728,000 bushels. The same report sets the oat yield in Canada at 368,153,000 bushels as against 323,449,000 last year. A department of agriculture report estimates the yield of wheat in eighteen of the principal producing countries of the world at 2,882,178,000 bushels as compared with 2,958,844,000 in the same countries last year. In the estimate is included Russia, United States, India and France, four of the big producing countries.

Ontario's crop of oats was poor this year, while that in the West showed a substantial increase. There will probably be considerable low grade oats.

MONTREAL

Flour.—The fall season usually begets increased flour trade for retail grocers throughout the country. Business is reported good just now with prices unchanged. The situation does not apparently suggest any particular change.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Cereals.—Rolled oats are in good demand and are unchanged in price. The present is a good time for a little extra effort behind rolled oats. The market is practically in the position it held last week.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—Flour prices are unchanged but steady. Trade is normal, the fall generally being the season of more activity in this line. Wheat prices influenced to some extent prior to the elections are adjusting themselves, and while there has been some decline, it has not been great as yet.

Ontario wheat is coming out but slowly, 86 cents being reached this week. The present is a fairly busy season for the farmer, but it is believed that deliveries will soon be freer. From New Brunswick, an advance of 15 cents per barrel on Ontario patents is reported.

Manitoba Wheat		
1st patent, in car lots		5 30
2nd patents, in car lots		4 80
Strong bakers, in car lots		4 60
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—Rolled oats at the present are at the highest point reached since August 1909. Prices of the raw material are slightly easier this week. Western Canada has a large yield this year, although a considerable quantity will grade low. Mills are sold well ahead in rolled oats at the present time. Trade in cereals in general is taking on more life.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots, 100-lb. barrels	3 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

STREETS FLOODED BY MOLASSES.

One million gallons of crude molasses went to waste with a loss of $100,000 at New Orleans, when a storage tank, the largest of its kind in the world, collapsed and sent a flood of molasses 15 feet high sweeping through the streets adjacent. Streets, yards and people were turned into sticky masses and it was several days before the mess was cleaned up. Millions of flies were immediately attracted by the sweet stuff.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY, VANCOUVER, B.C. ST. JOHN'S, NFLD

PROPER PACKING

The best of biscuits will spoil if they are carelessly packed. The best packed biscuits will sell but once if they lack the quality in material and manufacture.

PERFECTION Cream Sodas Satisfying, Delicious

are both properly baked and rightly packed by the most expert workmen after the most approved methods.

They have a crispness and a flavor that's all their own.

TRY THEM





—THE FLAVOR DE LUXE—

MAPLEINE

Original and Distinctive

Flavors Cakes, Candies, Ices, Ice Cream, Puddings, etc. and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

SELLS ON MERIT

Backed up by advertising

See Price List

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE, WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

His Knowledge of Geography is Quite Amusing

Montreal, Sept. 28.—What some clerks do not know about the grocery business has been the subject of many an amusing story, and J. A. Sharwood, an English grocer tells of an incident which came under his notice. He related it to show the necessity of an institute of certificated grocers.

A woman had been instructed by her physician to discontinue drinking tea. This was quite a sacrifice and she asked if she might not take a little. The doctor relented and permitted her to drink lightly of China tea, but it must be of the best quality.

She told the clerk at her grocery store that she must have some of his choice China tea. In a matter of fact way he made up a parcel, and several times the customer emphasized that this tea must be a China and it must be good. Finally she asked as the package was handed to her, "Now you're sure this is China tea?"

"Oh, yes, madam its one of our best, and I am sure you will like it."

Smilingly she explained why it must be that particular kind of tea, and as a last assurance the clerk said pointing to the package from which he had taken this pound—"Oh, its China alright. See there is the name Ceylon, on the front side."

BUSINESS FOR SALE.

FOR SALE—First-class grocery; latest store fixtures; clean stock. Good reasons for selling. For particulars apply Box C, CANADIAN GROCER, Toronto.

THE GROCER'S TASK.

To attract attention to his goods.
To arouse an interest in them.
To create a desire for the goods.
To inspire confidence in the goods.
To bring about a decision to buy them.
To create satisfaction for the goods.

AN ADVERTISING NOVELTY.

Toronto, Sept. 21.—East & Co., a Yonge street retail firm recently issued a small four-page booklet, that was unusual to say the least, as an advertising novelty. Its size was only 2x3 inches. On the front page were these words: "How we lost a customer," also adding the firm's name. The reader naturally opened it up to read the story, and his eyes met two simple words encased in a border of black. Those words were "He died." On the back the firm carried a small advertisement. These booklets which were distributed at the Exhibition attracted considerable attention and comment.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario
and Sault Ste. Marie



Magic in the Kitchen.

From the seven different flavors and seven colors of Jell-O not only seven kinds, but several hundred kinds of desserts can be made. Many of them can be made in a minute.

It is all very much like magic.

Frappes, sherbets, souffles, charlottes, salads, puddings, plain Jell-O desserts and fruited Jell-O desserts—all can be made of

JELL-O

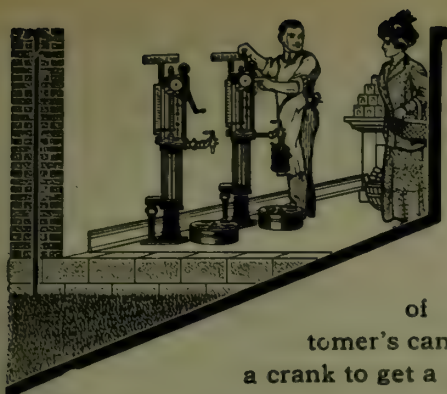


A package of Jell-O and a pint of boiling water are all that is needed.

The flavors are: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't, it isn't Jell-O.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---
No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

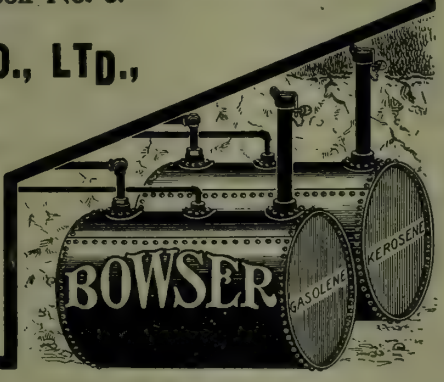
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask For Book No. 5.

S. F. BOWSER & CO., LTD.,

TORONTO

66-68 Fraser Ave.



ALLEN'S
Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

A trial order will convince you

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

S. ALLEN
Norwich, Ontario

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

PUT YOUR CREDIT ACCOUNTS ON THE RIGHT SIDE OF THE LEDGER

Adopt the ONLY Way to make credit business SAFE. And at the same time eliminate charging, errors and disputes.

Allison Coupon Books

are in use all over the world.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO

GRAPES

Canadian stock is fine and prices low.

Grape Fruit, Jamaica
Good heavy Fruit.

Late Valencia Oranges

Jersey Sweet Potatoes
"Old Honesty Brand," none better few as good.

Cape Cod Cranberries
are reasonable, now is the time to buy, will be higher.

Peaches
A few days will take all the good stock, get your orders in.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

"St. Nicholas"

The Lemon Leader
for the past

7,500 DAYS

"That's Going Some"

J. J. McCABE
AGENT
TORONTO, : : ONT.

Domestic Fruit Trade on the Wane

Rush of Domestic Fruits Will Soon be Over—Supplies are Not So Plentiful—Considerable Trade in Grapes Expected Yet—The Yield of the Different Fruits—Prospects for Lemons—New Crop Arrive in November—Cranberry Prospects.

Not yet, but soon, will the rush of the domestic fruit season be over. Already a certain slackening can be felt. Although trade is as yet considerable, there is not the same continued hum around the fruit marts as has been in evidence. Supplies of late fruits are not so plentiful as has been the case for the past month or so. Plums have all but seen their day, while peaches are on the wane. Pears are still fairly plentiful while there will still be a considerable volume of trade in grapes.

Plums were earlier than usual this year, the crop being fairly good, but not excessive. In peaches, early Crawfords were light and late Crawfords somewhat better. In British Columbia, the crop was good but the area not large. Bartlett pears in Ontario were a medium crop, while some of the late varieties approached nearly a full yield. British Columbia showed a light yield of pears except Nelson, where a good crop is reported. Grapes are continuing to work generally for a full crop.

The warm weather of last week caused some revival in the lemon trade, but prices show no change. According to reports, present stocks are not heavy, and it is expected that decks will be well cleared before the arrival of new crop. They are not expected to arrive in any quantity before the middle of November. One dealer remarked in regard to the new crop that the early shipments will be rather light, due to an exceptionally heavy demand in European countries. The crop will probably not be as heavy as last season, although the quality will be good. Prices on the average may be a little higher due to increased general demand.

The weather has been a little warm for the sale of cranberries, and demand has been somewhat retarded. Prices rule about the same as for first arrivals. A recent report from producing centres says that the hopes of a big crop of cranberries this season by the growers on Cape Cod have been dashed by the extensive invasion of the fruit worm; and the estimates, which at the recent meeting of the Cape Cod Cranberry Growers' Association were placed at a figure that would indicate a 11 per cent. increase over 1910, are far above the crop that will be produced by the growers. The early brand, Early Blacks, which is now being picked on the bogs, has been found in poor condition, and it is very probable that the Howes, a berry which is picked later in the fall, will be affected by the same breed of worm.

MONTREAL.

Green Fruit.—The new apples are naturally creating an interest on the market. Quite a number of varieties are represented and there is a good general demand. Grapes are moving freely as also are pears, peaches and plums. There is nothing particularly new to report in this market. Business on the whole is good, but it is beginning to show signs of the transition of summer to fall trade.

Apples, bbl.	2 50	3 50
Bananas, bunch	1 50	1 75
Bananas, crated	1 75	2 00
Cantaloupes	2 50	3 00
Cocoanuts, bags		3 75
Grape fruit, California, case		4 50
Grape fruit, Jamaica	4 00	4 50
Grapes, Canadian, basket	0 20	0 25
Lemons	4 00	4 50
Limes; a box	1 25	1 50
Oranges—		
Valencia	4 00	5 00
Jamaicas, bbl.	2 75	3 75
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate		1 25
Peaches, Can. basket	0 50	0 75
Pears, Can. bas.	0 40	0 50
Pineapples—		
Floridas, case	4 50	5 00
Plums, California box	1 50	2 00
Plums, Can. bas.	0 35	0 75

Vegetables.—The vegetable market is steady. Onions are in good demand, likewise tomatoes and potatoes. Jobbers are also showing new cranberries.

Carrots, doz		0 25
Cabbage, doz		0 75
Celery, doz		0 75
Corn, per doz		0 20
Cranberries, bbl.		8 00
Cucumbers, doz		0 60
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 45	0 50
Onions—		
Spanish, crate	3 50	4 50
Canadian reds, 100 lbs		3 00
Sweet potatoes	2 00	2 50
Montreal potatoes, new, bag	1 50	1 75
Tomatoes, Canadian, box		0 60

TORONTO.

Green Fruits.—The hum around the fruit market this week was not quite so marked. While a good trade is still in evidence, there is not the same abundance of fall fruits as during the past few weeks. Plums are on the wane, the best quality this week selling as high as $1.25. Shipments of peaches have also dwindled down, with some good quality still coming along, however, at unchanged prices. There will still be quite plentiful shipments of late pears to come along, while grapes will also be in evidence for a time. Supplies of Canadian sugar melons are getting smaller and the tendency of prices will be upward. Watermelons are off the market completely.

There has been a better demand for lemons during the temporary warm spell but prices show no change. Dealers say that stocks will be well out of the way before arrival of new crop which are not expected in any quantity before Nov. 15 or 20. Cranberries rule around $8.50 per barrel. The warm

WHAT'S THE MATTER

with your pickle sales? You must be selling an inferior brand otherwise the returns would be more satisfactory and kicks fewer.

TRY

CHIVERS'

for a change. They are quality all through, "money-back goods."

CHIVERS

the people with a reputation, the people that guarantee their products.

S. CHIVERS & CO., Limited
CARDIFF WALES
CANADA:
112 St. Francois Xavier St., Montreal

Cape Cod Cranberries

First arrivals for the Season have reached Toronto. The stock is fine color and size.

Jersey Sweet Potatoes

are coming along in fine shape. "Whitco Brand" Sweets are the best obtainable.

Oysters, Finnan Haddies, Fillets, New Digby Herrings, etc.

WHITE & COMPANY, LIMITED
WHOLESALE FRUIT AND FISH
TORONTO

GRAPES

Concords are now at their best, they are fully matured and sweet.

Our stock is not injured by hail.

Peaches Elberta
Pears Bartletts
fine stock.

Tomatoes
late firm stock.

Muskmelons, Rocky Fords, Onions, Peppers, Egg Plant, Etc., Etc.

Wire, phone, or mail your orders to

STEVENS & SOLOMAN
GROWERS AND SHIPPERS
HAMILTON, ONT.

Peaches

The Best Varieties for Canning will be on this week. Our receipts this week will be very heavy. Let us have your orders.

Grapes

How many do you want for Fair Day? Let us know your needs and we will look after you RIGHT.

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



BUSTER BROWN
LEMONS



¶ Are the greatest value in Lemons since two eight one apple and Central gave the wrong number—and admits it.

¶ We want you to buy Buster Brown.

¶ We want all "worth while" trade to buy them. Mention in your order to your wholesale Buster Brown.

W. B. STRINGER, Sales Agent, Toronto. FOLLINA BROS., Packers, Italy.

weather has somewhat retarded their sale.

Bananas	1 00	1 75
Lemons—		
Verdelli	4 00	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 50	4 75
Can. tomatoes, 11-qt. baskets		0 25
Canadian sugar melons, crate		0 50
Rockyfords, bsk	0 35	0 40
Rockyfords, salmon, flesh, bsk	0 30	0 40
Canadian plums, best	1 00	1 25
common	0 65	0 90
Can. peaches,—		
Best grades	0 65	1 00
Common	0 30	0 40
Canadian pears, 11-qt. basket	0 25	0 50
Grapes, small	0 17	0 20
Grapes, fancy Delaware		0 30
Cranberries, Cape Cod, brl.		8 50
Apples, brl.	2 75	3 25

Vegetables.—While Spanish onions are again on the market, shipments are rather irregular. Quotations are $3.50 per case. Canadian onions are selling at $1.25 per bushel. There still continues a certain demand for pickling necessities. Canadian cabbage are quoted at 65 to 75 cents per dozen.

New Brunswick potatoes are quoted at $1.20 per bag. Prices in the east are slightly higher due to a big general demand. Ontario stock which are coming along in rather limited quantities are not the best in quality, some arrivals not having fully matured.

Canadian beet, basket	0 25	0 35
Cabbage, Canadian, dozen	0 65	0 75
Carrots, new, basket	0 25	0 30
Cucumbers, Canadian, bsk	0 15	0 25
Green corn, doz	0 06	0 10
Egg plant, bsk	0 20	0 25
Celery, per doz. heads	0 40	0 50
Cauliflowers, dz.		1 25
Green peppers, basket	0 35	0 40
Onions—		
American cooking, bag		1 75
Spanish		3 50
Canadian, bus		1 25
Potatoes, N. B. stock, bag		1 20
Sweet potatoes, barrel		5 00
New turnips, per 11-qt. basket		0 20

WINNIPEG.

Fresh Fruit.—There has been a further reduction in the price for peaches from Washington. Fruits continue to come in in good quantities and Ontario shipments are in good shape. Nova Scotia Gravensteins are in good demand and many carloads have already been sold in the West.

Bananas, bunch	2 75	3 50
Valencia oranges		5 25
California lemons, crate		6 00
Wash. peaches, box	1 15	1 25
Wash. Italian prunes, box	1 40	1 50
Cantaloupes, crate		4 00
American Wealthies, bbl		5 00
American Peerless, bbl		6 00
Nova Scotia Gravensteins	4 25	4 50
B. Hardy pears		3 00
Ontario grapes, per lb.	26	0 28
Cal. Tokay grapes, case		2 50

Green Vegetables.—Large quantities of native vegetables continue to arrive. The quality is even better than usual. Onions show a slight decline, while lettuce has advanced slightly. Native beans and peas have not arrived on the market yet.

Native mint, per doz		0 20
Native green onions, doz		0 20
Native parsley, per doz		0 20
Native lettuce, per doz		0 25
Native watercress, doz		0 30
Ontario tomatoes, large basket		0 60
Native head lettuce, doz		0 50
New cabbage, per lb		0 01
American peppers, doz.		0 30
Native carrots, per lb		0 01
Native beets, per lb		0 01
Native radishes, per doz		0 20
Native turnips, per bus		0 40
Native celery, doz	0 40	0 75
Native cucumbers, doz		0 25
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01½
Sweet corn, per doz		0 20
Small pickling cucumbers, per pail		1 00
Citron, lb		0 02
Hubbard squash, lb		0 02

Potatoes.—Supplies of potatoes have also increased during the week, a recent spell of warm weather enabling the farmers to not only dig up but to market a large portion of their crop. A slight reduction will be noticed in prices, five and ten bushel lots now being quoted at 70c per bushel, ten to twenty bushel lots at 65c per bushel, and car loads f.o b. Winnipeg, 53 to 55c per bushel.

Manitobas, 5 to 10 bus		0 70
Manitobas, 10 to 20 bus		0 65
Buying price, carlots, f.o.b. Winnipeg	0 53	0 55

FRUIT NOTES.

The first shipments of Florida grapefruit and oranges have arrived on the New York market.

The New York market is just now practically bare of limes. They come from Dominica.

Advices from Cape Cod state that the early cranberries are running far short of the estimates, the fruit worm being largely blamed.

The Ontario Apple Shippers' Association at a recent meeting passed a resolution to the effect that the closed auction rooms of England are detrimental to the Canadian apple shippers' interest, being, according to the wording of the resolution, "almost a combine."



Fish - Oysters



Bright Spots After Summer Dullness

Interest in Fish is Beginning to be Awakened — Favorable Improvement is Already in Evidence—Three Fish Days Last Week Helped Demand—New Lines are Arriving on Market—Halibut a Favorite—Oysters Doing Better.

Favorable improvement in the fish trade is in evidence in most of the centres of the Dominion. At some points trade has started off with a brisker stride than others, but business generally is reported quite good for the season.

Three fish days last week worked for a better demand and from now on with cooler weather the trade should gradually show increased activity

Halibut is still in good supply and continues one of the trade leaders. New fish lines are continuing to arrive, and with increased varieties, there should be more incentive for the retailer to take hold. Smoked and prepared lines are doing better, as are also oysters.

QUEBEC.

Montreal.—The cooler weather has been beneficial to the trade and business is progressing favorably. The season should take on new activity as it goes on, from now until the first of the new year. Brook trout is arriving freely and the price is low. The season for this fish closes October 1. Halibut are arriving freely and salmon are in good supply. Lake trout are also plentiful with the price slightly reduced. Most of the fresh fish lines show fairly good supplies just now and if every week were as good as last there would be but little more to ask for. The demand for boneless and prepared and other varieties is improving. Oysters are in good demand and a good trade is reported. There is room for still further seasonable business in this department.

FRESH

Bluefish, per lb		0 14	Halibut, express per lb		0 10
Dressed perch, per lb		0 10	Salmon, B.C., lb	0 15	0 18
Dressed bullheads, per lb		0 10	Salmon, Gaspe		0 18
Eels, fresh, each		0 25	Sea trout		0 10
Flounders, per lb		0 08	Sea bass, per lb.		0 12
Mackerel		0 12	Trout, brook		0 20
Haddock, per lb	0 05	0 06	Lake trout, lb.		0 10
Halibut, per lb		0 10	Pike, per lb.		0 08
Herring, each		0 03	Pickerel or dore		0 10
Steak cod headless, per lb	0 05½	0 06	Whitefish, lb	0 11	0 12

FROZEN

Haddock		0 04	Salmon, B.C., red		0 10
Halibut, per lb.		0 09	Gaspe salmon, per lb.		0 18
Pike, round, lb		0 05	Qualla salmon		0 10
Pike, dressed & headless, cases 150 lbs., per lb		0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.		0 07
Steak cod		0 05	Whitefish, large, lb.		0 10
Mackerel	0 11	0 12	Whitefish, small		0 08

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb		0 04	Choice mackerel, half pail		2 00
New green cod, small per lb		0 03	Salmon, B.C., red, bbl.		14 00
New Labrador herring, per bbl		5 50	Salmon, B.C., half bl.		7 50
New Labrador herring, per half bbl.		3 00	Salmon, Labrador, bl.		16 00
Labrador sea trout, bbls.		12 00	Salmon, Labrador, half bl.		8 50
Labrador sea trout, half bbls.		6 50	Salmon, Labrador, trcs, 300 lbs.		21 00
No. 1 mackerel, pail		2 00	Salt eels, per lb.		0 07
No. 1 mackerel ½ bbls.		8 00	Salt sardines, bbls.		6 00
Scotia herring, No. 2, bbl.			Salt sardines, ½ bbls		3 50
Lake trout, half bbl.		6 00	Sea trout, ½ brl.		6 50
			Sea trout, bbls.		12 00
			Scotch herring		6 00
			Scotch herring, keg		1 00
			Holland herring, ½ bl.		5 50
			Holland herring, keg		0 75



Now Is The Time

to build up that fish department. The cool weather is here and it is now easy to handle all the popular lines. There's no use holding up the faithful timepiece any longer. You have promised yourself a fish department time and again. Here you are in the season of 1911 and the clock is still creeping on. A word to the wise!!

Begin your department with:

"Canada" Brand

Pure Boneless Codfish

CANADA TABLETS -	20 1-lb. Tablets
CANADA CRATE - -	12 2-lb. Boxes
CANADA STRIP - -	30-lb. Boxes, whole pieces
COD BITS - - -	25-lb. Boxes, Bulk
and SKINLESS FISH	
MARINER BRAND - -	25-lb. Boxes, Bulk

Ocean Brand Kippers & Bloaters

Boutilier's Fillets

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR-LOAD

NEW FAT JULY SALT HERRING

These are really bright and extra fine goods. "Just a little better than the other fellows' best."

WRITE US, OR ASK YOUR WHOLESALER

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL



Display your Oysters in a "Coast-Sealed" Cabinet

This is the handsomest, most practical and convenient oyster display cabinet made.

It requires but ONE-EIGHTH the amount of ice used in other cabinets, owing to the vacuum chamber construction.

Ice tank sits in the centre, with three gallons of stock below and two above—thus enabling you to keep your stock absolutely fresh until the last pint is sold.

Sold Outright $17.00 f.o.b. Toronto

No strings attached—no jug-handled loaning agreements with the view of coercing you into buying any particular line of oysters.

Your own judgment will suggest that you handle only "Coast-Sealed" Oysters, because they are the cleanest, fattest, best flavored oysters on the market. They reach you in a container that is sealed at the coast and which holds nothing but pure oysters—all over four years old and with the real salt sea flavor unimpaired.

Write us for Prices and Particulars

Connecticut Oyster Company

CANADIAN BRANCH

50 Jarvis Street : : : : Toronto, Ont.

SMOKED	
Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 20
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10
SHELL FISH	
Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats—Standards, gal., $1.75; selects, gal., $2.	
Oysters, fancy cup, large barrels	9 00
" " " half barrels	5 00

ONTARIO.

Toronto.—Trade is again showing bright spots after the summer dullness. There has been no remarkable improvement, but there is an awakening of interest, which is regarded as favorable by dealers. New lines are arriving at intervals, Imperial cod, Quail on-toast and pickled lake herring having been added this week. Oysters are meeting with a fairly good reception, which will be improved as the weather gets cooler. Prices show no change.

FRESH CAUGHT FISH			
Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Ferch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10
FROZEN FISH			
Gold eyes	0 05	Mullets	0 04
Pike	0 05	Bluefish	0 12
New Pink sea salmon	0 09		
SMOKED			
Kippers, per box	1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	0 08		
PICKLED			
Lake herring, per keg	4 00	Oysters, standards, gl	1 70
Oysters, selects, gal.	1 90		

Description of Goods Advertised Helps in Sales

Bare mention of goods even when prices are added will not sell in the same manner as if some description of the goods offered were given. In the first place people like to know something of the goods before they buy. Description is necessary if you would appeal strongly to the appetites and tastes of your customers. For instance you might say in your ad. "Lime juice—25c a bottle," but how much better it would be, and how much more it would be likely to interest customers if you said: "Lime juice—there is no more wholesome and refreshing drink than the pure juice of the lime fruit. That is what our lime juice is—25c a bottle."

It would undoubtedly require more space but results would well justify it. It will pay to mention less lines and describe them better. Herewith are some phrases you may use in the description of your goods:—

Our Cocoa—delicious, rich and pure. Unusual strength. Goes farther than most brands.

Peas—that are unusually sweet and tender.

Olives—popular with those who wish a rich appetizing olive.

Olive oil—The flavor is richer and smoother than most oils.

Cheese has as much nutriment as its weight in bacon or ham and is more digestible.

Flour—Blank brand bakes creamy and light bread, biscuits and cakes.

Corn starch—Quality always uniform. A wholesome, nutritious and palatable food.

Shredded cocoanut—Not sugared, but rich with its natural sweetness.

Brooms—The day of the big cumbersome broom in the home is past. Ours is light weight but the kind that wears well.

Coffee—Never a cup of more delicious coffee than is made from our brand.

The dealer should take plenty of time in writing his advertisements, to describe the lines mentioned so as to create the largest number of sales.

DONE UP IN BRIEF HINTS.

Do not only advertise, but give your ads. such attention that results will be profitable.

He is a wise merchant who has his eyes open to the wants of his customers.

Never allow your supply of change to get so low that you cannot handle the largest bills that are likely to come your way.

The Finest Fish Obtainable



Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbour, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



HOLBROOKS LIMITED

OF BIRMINGHAM, ENGLAND

REMOVAL NOTICE

Our Toronto offices will be removed on September 30th to larger and more commodious premises at

KING and ATLANTIC AVE.

TORONTO

The Grocer's Encyclopedia—Coffee

How This Well-Known Beverage Was Discovered—It's Original Habitat was Probably in Southern Abyssinia—Facts Relating to It's Growth, Preparation and Roasting—Lose One-Sixth of Weight in Roasting—Information That Should Interest Both the Grocer and His Customers.

Starving and parched, a wanderer in the Arabian desert arrived at an oasis, and in despair threw himself down in the shadow of a tree to die. On the ground near him he found some berries that had been scorched in the ashes of a camp fire of former travelers. In desperation, he chewed the berries, was invigorated—and the world has been happy ever afterwards with its non-intoxicating cup of coffee.

The goats of an Abyssinian herdsman came home intoxicated every night and held high carnival instead of sleeping peacefully in the fold. Investigation showed that the goats owed their hilarity to some berries they found on certain bushes. The watchers gathered some of the berries and made an infusion of them in water which they drank. They became so invigorated that the habit grew throughout the tribe, and coffee becgme a national drink.

In contradiction of the first story, the Persians claim the discovery of the process of roasting coffee berries. However the important feature is that we have this invigorating beverage.

The Coffee Tree.

The coffee of commerce is the fruit derived from the Coffea Arabica, a tree belonging to the family Rubiaceoe. In its natural or wild state, it grows to a height of eighteen or twenty feet, but for the convenience of the pickers on the coffee plantation the plant is kept down to ten to twelve feet.

The original habitat of this extensively cultivated plant was probably Southern Abyssinia, but at least as early as the sixteenth century it was introduced into Arabia. Thence it found its way into Ceylon and the East Indies. It is also a historical fact that the inhabitants of Constantinople were enjoying their daily coffee in 1554. In 1714 an Amsterdam magistrate sent a coffee plant to Louis XIV., of France, propagations from which tree found their way to Martinique and Hayti. Porto Rico obtained her first plant from these sources. In the 16th century, Java acquired the first plants.

How the Berries Grow.

The fruit of the coffee tree grows on branches under the leaves. The seeds or berries are plano-convex and are enclosed in pairs with a paper like membrane between them. A thick husk or fibrous coating envelops the seed. For commercial purposes the coffee fruit should not be picked until ripe, when they much resemble cherries in color.

The process of preparation of the fruit before being ready for the market is not a simple one. The first requirement is to free the berries from their surrounding husk. This process is known as "pulping," and the primitive method was prolonged soaking in water and then drying in the sun, the pulpy mass afterwards separated from the berry, after bruising in a trough with stone rollers, by fanning. The present scientific method is to place the fruit in water tanks until the husks are in such condition that they are easily removed, when they are transported to the "pulping" machine. The latter consists of a revolving cylinder coated with an irregular surface that scrapes away the fibrous envelope and frees the berries, which are carried away automatically.

Next comes a fermenting process in water for about two days to soften the saccharine covering on the berries, when the sticky coating is removed by stirring in a stream of water. The berries are now dried on cemented floors or by hot air in a revolving iron cylinder. After drying they are subjected to a cleaning process in a machine that removes the skinlike covering that still encloses them. An air blast then eliminates the objectionable skins and the beans are ready for the "separator," which latter machine assorts the seeds according to their different sizes. After the defective berries are removed by hand, they are what is known to the trade as "green" coffee and are ready for shipment.

Lose One-Sixth in Weight.

On arrival, the berries are again assorted and put through a further cleaning process. They are now ready for "roasting," which is done in a heated cylinder having automatic apparatus for its continual agitation. This parching operation is carried on at a loss of about one-sixth in weight, the bulk, however, being increased a third.

A rapid cooling of the beans becomes necessary when they have attained a satisfactory brown color, in order that all the heat be eliminated, or the roasting will continue fed by latent heat. The cooling method consists of loading the berries in metal cars with perforated bottoms, through which suction pumps draw off the heat. This latter process "seals up" the essential oil in the bean (on which coffee depends for its aroma and flavor) by hardening the glutinous surface of the berry.

Although everyone is familiar with coffee as a beverage, few know much about it's origin or history, where it is grown, cultivated, or cured. Perhaps you have found something here of interest to you. It is just probable that those same facts will interest your customers.

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

MAPLE SUGAR CHEWING TOBACCO

has become a great favorite and you should not fail to give this large plug a prominent position in your tobacco department. When the housewife comes along ask her to bring home a trial plug to her husband. She'll then come back for more.

THERE'S MONEY IN THIS FOR YOU.

WRITE

The Rock City Tobacco Co.

QUEBEC **WINNIPEG**

INVESTIGATE THE 7-20-4 CIGAR

A Fine Cigar at the cost of an ordinary smoke. It's a proposition that is a sure money-getter. The 7-20-4 Cigar coins money for any store that handles it, and gives the kind of satisfaction that brings customers back.

Write for Particulars.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

PERIODICAL DEPT.

THE MACLEAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. MACLEAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Maclean's Magazine, Toronto.

TRY A CONDENSED AD. IN THE CANADIAN GROCER

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
1 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	
1 "	16 "	$6 00

Special discount of 5 per cent allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.

Borwick's Baking Powder 5 COUNTRY SEALS

Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 2, 8-oz., 3 doz	1 75	No. 14, 8-oz., 3 dz	1 75
No. 2, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10 12-oz. 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	
Red currant	1 75	Crabapple	

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85

Marmalade

Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple bars, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

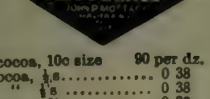
Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	90 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	Pails.	25 and Tins.	50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	"	0 30
Flower Pot, 1 lb. pots,	"	"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases	1 dozen	2 75 "
Tumblers, cases	2 dozen	1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms— Net days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof,
"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks

The F. F. Dalley Co., Ltd.
HAMILTON, ONT. and BUFFALO, N.Y.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT

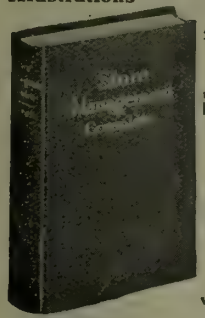


SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

Reciprocity?—Why not?

Cook's Friend Baking Powder

is made in Canada from the purest of Grape Cream Tartar and is equal to the best imported and sells at half the price.

There's no alum in it.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - - WINNIPEG



CLARE'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 00
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 1 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Roya'

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
20-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H CATELLI CO., LIMITED, MONTREAL, CANADA

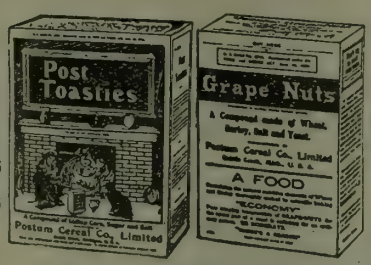
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36 s..... 2 95

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz..$2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz.. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELL DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ¼-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" ½-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special"	per box 0 22
8 lbs. " "	" 0 44
5 lbs. " "Standard"	" 0 27½
10 lbs. " "	" 0 55
66 lbs. cases or 75 lbs. bbls	per lb. 0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	" 0 06

Globe Brand.

5 lbs. box "Standard"	per box 0 30
10 lbs. " "	" 0 60
25 lbs. cases (loose)	per lb. 0 06
25 lbs. cases, 1 lb. packages	" 0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

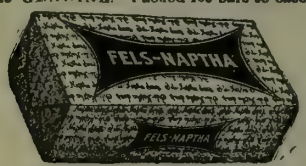
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
240 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch	0 04½

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

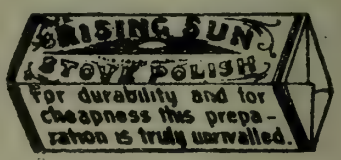
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Ontario and Quebec Prices.	Per case
Case No. 1,	60 1-lb. packages	1 case	$2 85
		5 "	2 75
Case No. 2,	120 ½-lb. "	1 case	2 85
		5 "	2 75
Case No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75
Case No. 5,	100 10-oz. "	1 case	2 90
		5 "	2 80

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—					Per case
2 lb. tins, 2 doz. in case					2 65
5	"	1	"	"	3 00
10	"	½	"	"	2 90
20	"	¼	"	"	2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

					Case
2 lb. tins, 2 doz. in case					$3 50
5	"	1	"	"	4 00
10	"	½	"	"	3 95
20	"	¼	"	"	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	58
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will Do No Other Hand Cleaner Can Do

Snap Company, Limited
Montreal, Quebec

SNAP IS GOOD STOCK



SNAP WILL PAY YOU

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



Why Two Flours—If One is Better?

Remember this, Brother Grocer—
FIVE ROSES is not milled for *pastry* cooking alone.
Nor for *bread* baking alone.
But for BOTH — it's meant for both—*milled* for both.
A *general* household flour —a genuine *family* flour.
Milled entirely from the best *pastry* producing parts of the Manitoba wheat berry.
From the driest, whitest, purest parts.
Ground much finer than a flour meant exclusively for breadmaking.
Just as our *second* grade (called HARVEST QUEEN) is meant for bread bakers.
FIVE ROSES is infinitely superior than such flours —better *color,* better *flavor,* easier to handle, keeps better.
But to make good pastry and equally good pastry, FIVE ROSES needed *Strength.*
In order to make big, fat, healthy loaves with tender crust and spongy crumb. It had to contain *more gluten*—more of the purest quality gluten, neither too soft nor too tough.
Also remember, Brother Grocer—
The woman proud of her bread wants to be proud of her pastry.
She wants to be a good cook all 'round—sell her flour that is good *all 'round.*
She uses the same butter, the same sugar, the same eggs, the same oven.
Why not the *same* flour?
Most flours are not made for every recipe in her cookbook—but made for only *one* purpose.
Takes time, and trouble, and knowledge, and milling science to produce a flour to suit your customer's every wish.
But FIVE ROSES makes good *bread* and good *pastry.*
It is milled *on purpose.*
Therefore it is best for the housewife, best for your customers—best for *every single one of them.*
Don't *you* see the opportunity to give better service, better *flour* service?
Serve best and you profit best, Brother Grocer.
And then, just see how your sales are simplified by selling *only* FIVE ROSES:
Less bookkeeping — less correspondence—less mistakes—less excuses — less trouble—smaller stocks—steadier sales—regular repeats—stronger salesmanship through specializing.
If others are doubling their sales — why not YOU?
Don't delay — ask your jobber—or write our nearest office.
DO IT NOW!

FIVE ROSES
is packed to suit your trade in barrels and halves—also in bags of 7, 14, 24, 49 & 98 lbs.

—CAPACITY—
10,500 Barrels Daily

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" *MONTREAL*

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, OCTOBER 6, 1911 No. 40



For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

Toronto Office:
30 Church St.

TELL MRS. SMITH THAT HER CHILDREN

can have all the creams, custards, puddings, ices and other light and dainty desserts that they want if they are made with

Benson's Prepared Corn

The wholesomeness of Benson's Prepared Corn and the ease with which it is assimilated, makes it more desirable than flour in dishes prepared for the very young, the very old and the delicate.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

MacLAREN'S IMPERIAL PRODUCTS

QUALITY

PROFIT



VALUE

RELIABILITY

MacLaren's Imperial Cheese
MacLaren's Canada Cream Cheese
MacLaren's Pimento Cheese
Imperial Dessert Jelly Powder

MacLaren's Imperial Peanut Butter
MacLaren's Imperial Prepared Mustard
MacLaren's Imperial Olives
Imperial Sterilized Gelatine

Have enjoyed the support of the public of every civilized country on the face of the Globe, as well as the support of the Canadian public for over twenty years.

The Reason

is no secret. It has always been our policy to give to the consumer a sound and pure product at a fair and just price.

Our Aim

in manufacturing has been to make each package sell the next one.

Your Aim

should be to see that MacLaren's Imperial Products receive the same position on your shelves as they have in the homes of the millions of consumers throughout the world.

For Sale by all First Class Jobbers.

For Full Particulars Write

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MAUUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES:—NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES:—WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH.

THE EVER-READY DESSERT



Young Housewives Appreciate

COX'S Gelatine

Quality Never Varies.
Absolutely Pure.
Most Quickly Prepared.



Over Seventy Years the Leader, because its equal has not yet been manufactured.

Sold by Leading Dealers Everywhere

MADE ONLY BY J. & G. COX, Limited, Edinburgh.

Mince Meat Talk

¶ If there is any article that people should be able to pass judgment on as to quality, it is Mince Meat.

It must be therefore to the great advantage of every store to sell only the best.

¶ Beyond a shadow of doubt **Clark's English Mince Meat** IS ABSOLUTELY THE FINEST PROCURABLE.

Only the very best of Selected Fruits and Spices are used, and, to sum up the whole question of Mince Meat quality, Clark's is equal at least to any home make.

CLARK'S ENGLISH MINCE MEAT IS PUT UP IN

5, 10, 25, 45 and 85 lb. Pails. 1, 2, 3, 4 and 5 lb. Cans and 1 lb. "Inglass" Brand.

Make a point of getting your supply of CLARK'S MINCE MEAT early. It's better to be a little in front than behind.



W. CLARK :: Montreal

MANUFACTURER of the

CELEBRATED "CHATEAU" BRAND SOUPS





SANITARY CANS

FOR

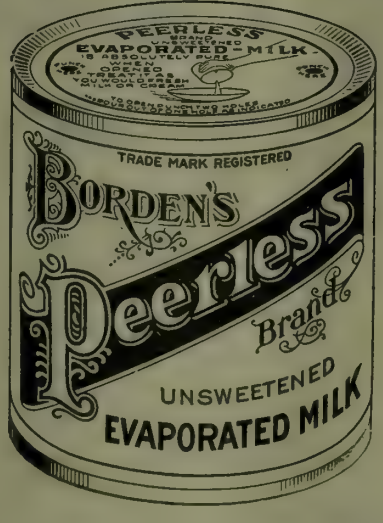
Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver



ABOUT
110
TO THE LB.





ABOUT
110
TO THE LB.

PERRIN'S
OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED

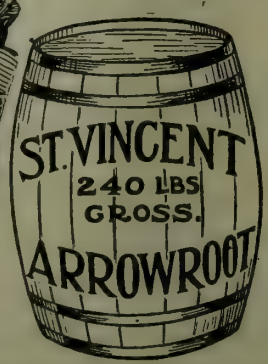


A SOURCE OF PROFIT IN ARROWROOT

One of the best gifts of the New World has only recently come to its own in a large way. For a century or more St. Vincent has shipped the bulk of the world's supply because St. Vincent Arrowroot is the best.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

There is a large profit for the dealer in handling Arrowroot as it rapidly makes its way among the consumers.



Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Samples, recipes, grades and prices given on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.



AS WHOLESOME AS THEY ARE DELICIOUS

You cannot find a staple stock that is more attractive and meets the requirements of your customers more satisfactorily than

SIMCOE BRAND BAKED BEANS

THE COOKING METHODS are much superior to those of the home cook, and the materials used in Simcoe Brand Baked Beans are the best to be had on the market.

It's Gilt Edged Stock for high grade grocers. The profits will meet your expectations and surpass them.

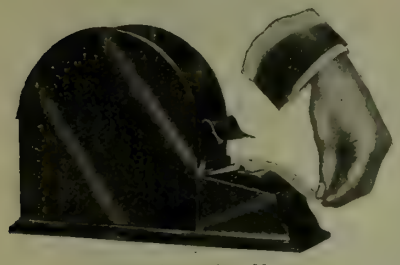
TIME TO STOCK FOR WINTER TRADE



DOMINION CANNERS, Limited

HAMILTON, CANADA

Comfort Soap Sealing Machine



Wetting the Tape

Free with 25 Cases Comfort Soap
Or with 10 Cases Comfort Soap and $2.00
Or with 5 Cases Comfort Soap and $2.50

ADVANTAGES

SAVES TIME
SAVES TWINE

Parcels are securely fastened and cannot be tampered with as is the case with twine.

Advertisement of Grocer enters each customer's house on one or more parcels daily.

Each roll of tape is 9,600 inches long and capable of sealing 2,400 parcels.

Rolls of tape with our advertisement only are supplied by us absolutely FREE.

Rolls of tape with CUSTOMER'S ADVERTISEMENT alternating with ours are supplied at 25c. per roll or given free as premiums. No orders taken for less than 20 rolls of tape.

DIRECTIONS:—Draw required length of tape across the roller, pressing it on roller to moisten, then lift upward and press it against cutter and seal parcel. When roll of tape becomes smaller, tighten thumb-screw which is located under the cutter to prevent tape sliding too freely. Always keep plenty of water in the pan.



Tearing Off the Tape

ADDRESS

PUGSLEY, DINGMAN & CO., Limited
TORONTO



Contractors To The Admiralty

British-Made Pickles Sauces and Vinegars

are making a stand for first place the world over. They are recognized the standard by which others are judged.

PURNELL'S

are the favorite British-made goods and are first in point of purity, flavor and quality.

We are large contractors to the admiralty, which should be a good selling point with discriminating customers.

You will find quick sale for Purnell's goods. Order now.

Our Canadian Agents

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding, Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

E. & T. PINK'S

OLD ENGLISH

Xmas Puddings

and

Mincemeat

Famed throughout the world for their Purity and Flavor.

Care in the selection of ingredients and skill in their preparation are the secrets of the popularity of these "Home Delights."

ORDER YOUR SUPPLIES EARLY FROM OUR SOLE CANADIAN DISTRIBUTORS.

THE MANUFACTURERS' AGENCY CO.

MONTREAL, - J. W. Windsor, 22 St. John St.
ST. JOHN, N.B., S. Cecil Irvine, 48 Princess St.
HALIFAX, N.S., C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A., General Sales Office, 330 Board of Trade Building.

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.,

Glasgow, Scotland.

Canadian Distributors,—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis and Co., Vancouver, B. C

As full of fine quality and as dainty in design as the finest imported Biscuits—and at one-third less cost. Almost as rich as short bread.

McCORMICK'S "ARISTOCRAT" BISCUITS

ABOUT 80 TO THE POUND

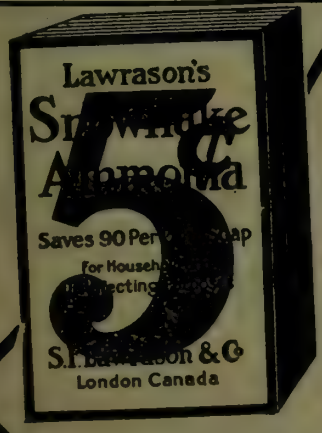
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London, Montreal, Ottawa, Calgary
Hamilton, Kingston, Winnipeg

This line is being advertised extensively in the Daily and Weekly Newspapers.

We are confident of a large demand and advise that you get in an ample supply.

McCormick
Mfg. Co.
Limited
LONDON
ONT.



Lawrason's Snowflake Ammonia

equals in power any similar powder on the market selling for twice its price.

5c. PER GIANT PACKAGE 5c.

5c.

LAWRASON'S SNOWFLAKE AMMONIA

A Canadian Product of Highest Merit

All the materials used are obtained in Canada and Canadian labor is employed in every process of its manufacture.

HENCE ITS EXTRA LOW PRICE

Housewives know **"Snowflake"** as the purest washing powder and the one sold at half the price of its competitors.

THE ONLY MINCE MEAT YOU CAN SELL IS MINCE MEAT YOU CAN GUARANTEE

Sterling BRAND

LYTLE'S MINCE MEAT

has established a reputation for the best flavor, most clean preparation, selection of ingredients and general goodness.

You can push Lytle's Mince Meat for use in cakes and pies with a certainty of repeat orders.

A large size package for the price.

Other Lytle Products are Sterling Brand Pickles, Catsup, Relishes and Fruit Flavors.

EVERY ONE GIVES A PROFIT FOR YOU

THE T. A. LYTLE CO., LIMITED, Sterling Road, TORONTO



YOU CAN HOLD YOUR ORDER

if you wish, but don't you think it would be better to get it in now rather than have to rush to catch the post and perhaps disappoint your customers?

"L'ETOILE"

MACARONI VERMICELLI SPAGHETTI

are the goods that have come to stay. They are what your most particular customers will be delighted with.

Our Prices are Right.
Our Goods are Fine.
Our Guarantee is O.K.

WRITE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

"CANADA'S BEST" SOAP

A Winner Every Time

Prevail upon your customers to take a sample cake of all your best laundry soaps home with them, including a cake of "Canada's Best." You will find that our soap will be, as usual, *a winner.* It is a moderate priced soap of high grade quality and a good profit attached to it for you.

The kind of soap it pays to keep—the satisfactory kind.

When writing, ask about our special quotations on "direct-to-office" orders.

UNITED SOAP CO.

OF CANADA, Ltd.

MONTREAL, P.Q.

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

Sweetheart Brand Coffee



With the fall evenings, comes the demand for Coffee. Your customers will be delighted with our appetizing and refreshing

QUEEN OF BLENDS

QUALITY GUARANTEED AND INCREASED SALES ASSURED. In bulk, 8 oz. and 16 oz. tins.

I X L Spice & Coffee Mills, Ltd.

LONDON, ONTARIO

Trade Mark of Quality

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers

H. J. HEINZ COMPANY

New York Pittsburg Chicago London



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

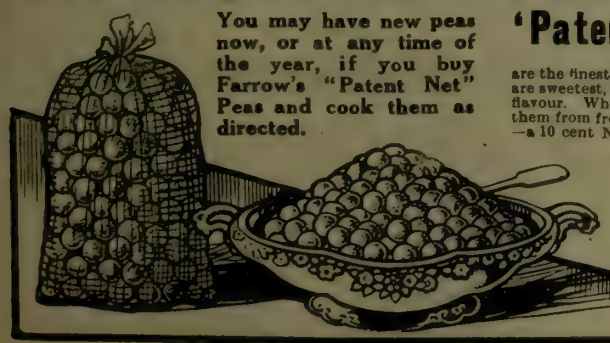
St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - - - ONT

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.



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T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA

SURE **STRIKE**

EVERY MATCH A LIGHT

Your customers will refuse to be without them once they have used **DOMINION SILENT MATCHES.** They are safe because they cannot be accidentally set off, yet when struck purposely, they light easily. The heads never break off or fly wild to the endangerment of curtains and clothing. **Stock them and prove it.**

THE DOMINION MATCH CO.

LIMITED

DESERONTO, ONT

OR

Canada Co., Limited **Brokerage Toronto**



NO GUESS WORK



It is not easy to cut cheese exactly to the ounce, oftentimes more than the order calls for is cut and it is left to dry up and waste. That will continue to be your loss if you cut cheese by guess work.

THE

Perfection Computing Cheese Cutter

can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

American Computing Co. of Canada

HAMILTON, ONT.

BE CAREFUL

Weather conditions were bad during harvest and in consequence much of the Currant crop is rain damaged.

Your Safeguard is the Packer's Name

Ask for

Meyer's Currants

Do not stop at asking—there is too much at stake—see that you get Meyer's.

Pay no attention to high sounding brands. It is the name of the packer, "Meyer," that insures your getting Currants that are sound and the best grade of the growth, indicated on the case, obtainable. Not only this, but "Meyer's" Currants are packed loose in the case and reach you unbroken and unbruised.

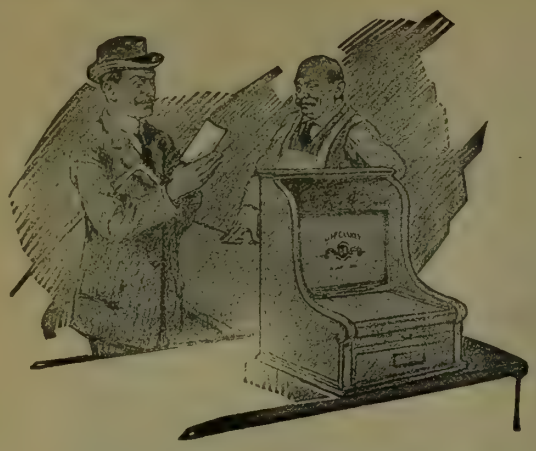
For high grade fruit—bold and bloomy with that rich wine flavor—we commend to you—

Meyer's "Ideal" Gulf

W. MEYER & COMPANY

Patras, Greece

Packers of high-grade Currants and Ripe Olives.



A Statement in Full

That is what the user of a McCaskey Account Register gives his customers after each purchase.

At the time of the sale the merchant who uses the McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless bookkeeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same handwriting as he has, prevents forgo ten charges; that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster

Seventy thousand retail merchants are using the McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

Only One Writing

The McCASKEY SYSTEM

First and Still the best

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time, labor and money.

A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address, and we'll know you want information.

THE DOMINION REGISTER CO., Limited - 90-98 Ontario St., Toronto, Can

Manufacturers of Surety Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties

519-521 CORN AND PRODUCE EXCHANGE
Manchester, Eng.

BRANCHES:
New York, Boston, Pittsburg, Chicago, Minneapolis, Kansas City, San Francisco, Atlanta, Memphis, Washington

THE McCASKEY REGISTER CO
Alliance, Ohio, U.S.A.

TO THE WHOLESALE TRADE!

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.

The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Dried Fruit For Particular People

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Will Satisfy

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S
Powdered
GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

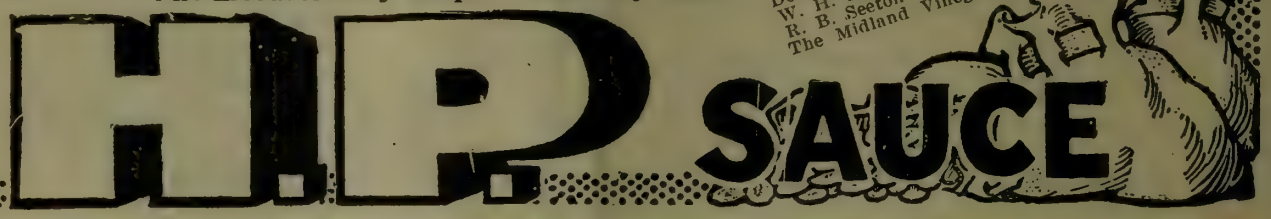
C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it---be progressive---be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple---and very sound

W. G. Patrick & Co., Tor., Mont. and Van., B.C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng



WALKER PATENTED -BINS-

THE "WALKER BIN" SYSTEM

WALKER PATENTED -BINS-

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



THEY ALWAYS ASK FOR MORE



Club House QUEEN OLIVES

because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

Write your jobber for lists.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

Canada First



Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

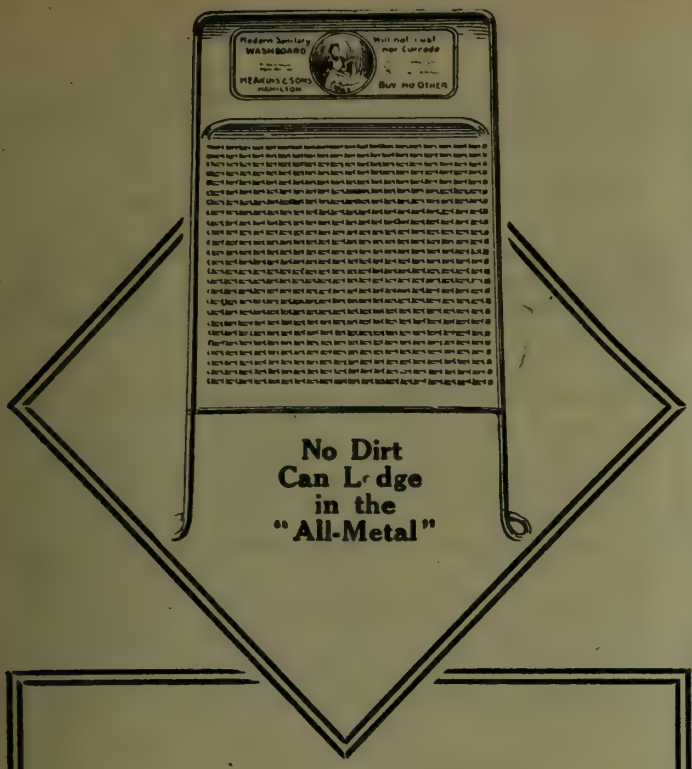
The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Clean Washboards



MEAKINS' SANITARY WASHBOARDS

keep out dirt and the germs that lodge in it.

They are made in one piece without any cracks or wood to absorb the filth and disease that always lodge in the ordinary kind.

They are everlasting. The heavy metal cannot be worn and become rugged, tearing the clothes, as does the ordinary zinc covering.

Women buy them on sight.

Excellent profits assured.

WRITE TO

Meakins & Sons

Hamilton, Ont.

Don't Depreciate Your Store

in the eyes of your customers, by selling an inferior grade of goods. No matter what your customer asks for, from clothes-pins to caviare, let it be a superior line.

You **must** realize what effect this policy will have in the long run. We are interested, among other things, in supplying you with the finest line of extracts.

More Than Ninety Flavors



More Than Ninety Flavors

Sell this line to your most discriminating customer and the result will be one of two things. Either she will know the goods and tell you she is "so glad you have them," or she will make their acquaintance and thank you afterwards.

Like to test that statement? We'll send you a sample of our

Shirriff's TRUE VANILLA

and you can test that and the statement at one and the same time.

It's made of real Mexican vanilla beans, not from any of the artificial bases which make most of the so-called "vanillas" offered you to-day. To most people it is a **new experience**—tasting genuine extract of vanilla.

WE GIVE YOU A GOOD PROFIT ON EACH SALE *WITHOUT* LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO., TORONTO

MAKE NO MISTAKE

JAPAN TEAS are absolutely PURE.

JAPAN only permits the manufacture of really pure TEAS.

WE HAVE A COMPLETE ASSORTMENT OF NEW CROPS ON SPOT AND TO ARRIVE.

FURUYA & NISHIMURA

NEW YORK CHICAGO MONTREAL JAPAN

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS
"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure
Sold from Ocean to Ocean
ON MERIT

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD
BRAND
Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.
The Dominion Molasses Co., LIMITED
HALIFAX NOVA SCOTIA



By Special royal permission

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS
JOHN W. BICKLE & GREENING (J. A. Henderson)
HAMILTON ONTARIO

YOUR PARTICULAR TRADE

may prefer a certain grain in Sugar

FINE, MEDIUM, OR COARSE.

ST. LAWRENCE GRANULATED

may be had from your jobber in any sized grain that suits your special requirements.

This is an important feature for you to know

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.



IT IS NEW

Different, Better,

one of the handsomest packages you have ever seen and yet retails at

10c. Per Package

giving you a fine profit.

MEADOW-SWEET CHEESE

Its own peculiar nip and appetising flavor, combined with an ever fresh appearance, readily win it friends.

Rightly styled

"The King of all Package Cheese"

WRITE FOR SAMPLE

The Meadow-Sweet Cheese Co.

21 Bonsecours Street, : MONTREAL

AGENTS:

LANG BROS., 307-309 Elgin Avenue, Winnipeg.

FRED COWARD, 402 Spadina Avenue, Toronto.

'CAMP' COFFEE *Stands on its* MERITS

It Appeals to the Public

because of its exquisite flavour and the ease and swiftness with which it can be perfectly prepared.

R. Paterson & Sons Coffee Specialists Glasgow



It should appeal to you

because it is the most popular of all coffee essences; because it means quick sales, big sales, and good profits.

Ask your Wholesale House

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,

A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.

Canadian Agents HUGH LAMBE & CO., TORONTO

J. HUNTER WHITE, ST. JOHN, N.B.

CECIL T. GORDON, MONTREAL



Cocoanut

THAT SELLS

McLean's "WHITE MOSS"

sells because of its rich, nutritious flavor, its long fine cut shreds.

Canadian Cocoanut Co., SOLE MAKERS, MONTREAL

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax

If you want to buy or sell any store equipment article, to buy or sell a business, engage as clerk or manager, etc.,

TRY A
Condensed Ad.
IN
The Canadian Grocer

For two cents a word you can talk across the continent.

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO. ONT. GEO. J. CLIFF, Manager

ALUMINUM ADVERTISING NOVELTIES
CHRISTMAS SPECIALITIES
Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.
H. H. Chambers, 29 Queen City Chambers TORONTO
Write, or Phone M. 6126

THERE ARE GOOD
JELLY POWDERS

and bad, nice packages and ugly. Ours are neither middling nor poor, but

Absolutely Superior

to anything you handle to-day. That is saying a lot, but we can back it up and want you to test such a statement by sending a small order.

Package contains both
JELLY and CUSTARD POWDER

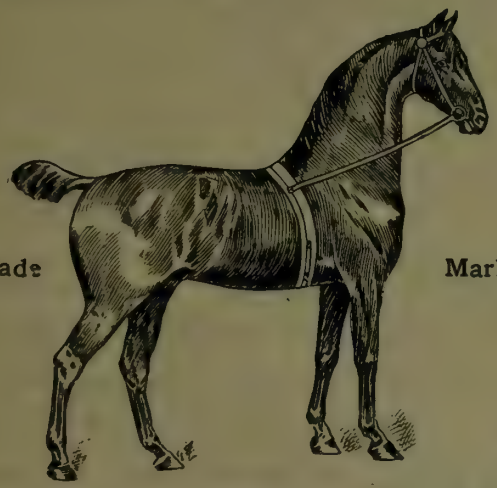
and consumers frequently testify in writing to the great value contained in our fancy carton.

The "DOUBLE EVENT" Package
?

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

QUINQUINOL



Trade Mark

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons.

50% Profit Guaranteed

$4.00 per doz. gall. tins Retails $6.00

Packed in tins to prevent loss against vermin and moisture
Recommended by the Minister of Agriculture.

Only Stock Food awarded a diploma at the Exhibition of Three Rivers, Sherbrooke and Ottawa.

Your Sales are Safeguarded

If you desire to stock we will write you and state in black and white that any tin sold and not proving satisfactory after being used as directed can be taken back by you and the money refunded. In fact, we will pay $500 to any person who proves that the goods are not all we claim for them.

One Dealer in Each Town Wanted

You have exclusive sales. Advertising matter provided. Write Immediately.

The American Pure Food Co.

MONTREAL

THE RIGHT THING

Confidence is **THE POINT** in all trade.



bring you both—confidence of your customers and the thing you want---more trade.

"ESKIMO" Sardines

are packed from finest selected fish in pure French olive oil.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor.
QUEBEC—Albert Dunn.
HALIFAX—A B. Mitchell.
ST. JOHN, N B ---
W S. Clawson & Co.
TORONTO---A E. Richards & Co.
HAMILTON---
A. E Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track-Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. West - - TORONTO

When writing advertisers kindly mention having seen the advertisement in this paper.

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

A CONFECTIONERY CONTEST

To Dealers and Clerks:—

¶ Your ideas are worth money to us. We will pay you for them.

¶ Believing there is a still brighter future for the retail grocery dealer who lends his *Selling Power* and that of his clerks to the **Confectionery Department,** we are offering prizes for best methods of handling this class of goods.

THE QUESTIONS TO BE ANSWERED ARE THESE:

Why should every grocery dealer handle Confectionery and how can it best be handled to produce the maximum turn-over, profit and good will?

¶ For the four best essays on this subject we offer the following: First prize, $5 in cash; Second, $3 in cash; Third, The Canadian Grocer for one year and Fourth, The Canadian Grocer for six months.

¶ All articles must be in by Saturday, October 28. Sit down *now* and send your ideas. The more you study this problem the more profitable will your Confectionery Department become.

Results will be given in our big Fall Campaign Number of November 3.
Decisions will rest with committee composed of nine of the Editors of the MacLean Trade Newspapers

THE EDITOR, The Canadian Grocer
143-149 University Avenue
TORONTO



There's No Use Worrying

if your profits are not as large as you expected. You can overcome any shortage by dropping us a line. It will only cost you a cent and you will get in touch with a House offering fast selling and profitable lines to the trade all the time.

Here's Something. An Example.

"Orsenigo" Brand Macaroni

Goods which are guaranteed perfectly fresh, naturally wholesome and delightfully appetising

25 1-lb. boxes for $2.10

We have various other good propositions for you. It won't do any harm to inquire.

WRITE IMMEDIATELY

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Only a limited quantity being packed.

ORDER QUICKLY, PLEASE, FOR THE SEASON

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - Canada

The letter reproduced below is a facsimile of one received by us from the President of the Company, Mr. P. C. Larkin. We publish it because we think it will prove of interest to our many friends in the Grocery Trade—particularly the latter part.

THE "SALADA" TEA CO.

TORONTO : : : : : MONTREAL

ADRESSE TÉLÉGRAPHIQUE
ELYPALACE-PARIS

ÉLYSÉE PALACE HÔTEL
AVENUE DES CHAMPS ELYSÉES
PARIS (8e)

21st Sept. 1911

Dear Thomas

Your figures for the first 35 weeks of the year are magnificent your increases wonderful, the only drawback is the Light market

Kindest regards

P C Larkin

WE HAVE ARRIVING THIS WEEK

ONE CARLOAD

New Santa Clara Prunes

60/70 70/80 80/90 90/100 in 25 and 50 lb. boxes

OUR QUOTATIONS ARE RIGHT

IN STORE

A CARLOAD OF

"Blue Standard" California Seeded Raisins

These are choice freshly seeded - at 9½ c. lb.

GET OUR QUOTATIONS ON OUR

"Old English" MINCE MEAT in Pails and Tubs

THE FINEST MINCE MEAT PUT UP. WE ALSO HAVE SOME LOWER-PRICED LINES.

EBY-BLAIN, LIMITED

Wholesale Grocers. TORONTO

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Opening Prices on Late Canned Goods

Majority of Late Fruits and Vegetables Have Opened at 2½ Cents Higher Than Last Year—Plums a Good Pack, and the Price is Lower Than Last Season—Only About 40 per Cent. of Tomatoes Will be Delivered—90 per Cent. of Corn—Blueberries Scarce and High.

The opening prices on late canned fruits and vegetables, which have been eagerly awaited by the trade in general have been named. The anxiety to ascertain these prices has been greater on account of the outturn of the earlier varieties, and it was wondered what relief, if any, from the general situation the later packs would bring.

While none of the prices when general information which we have had concerning the prospects are considered, are in the nature of a shock to those interested, still it brings out the fact that quite high prices on general canned goods will rule during the ensuing twelve months.

Early Estimates Favorable.

On account of the ever increasing demand for canned goods, canners this year put forth every effort to put up as large a pack as possible. Early estimates indicated a big yield but the hot dry weather early in the season acted adversely on the production. In the late varieties of fruits and vegetables, the majority show an increase of 2½ cents per dozen over last year's prices. Plums is one line lower in price, being 7½ cents per dozen, less than last year. The percentage of deliveries on each of the different lines is not known yet, the packing of some lines not having as yet been completed.

Tomatoes Open Higher.

Tomatoes, one of the lines in which the grocer is deeply interested, have opened at $1.17½ per dozen for group A, which is an advance of 2½ cents over the opening prices of last year. From information gleaned by The Grocer, it would appear that the pack of tomatoes this year is about the same quantity as in 1910. There is still some little packing going on, but which will not have any great bearing on the total. The demand is much keener. This is shown by the fact that with practically the same quantity packed as last year, canners will only be able to deliver about 40 per cent. of orders as compared with a 60 per cent. delivery last year. New pack tomatoes have been on the market for some time now, and in the absence of any named price have been selling at whatever each individual wholesaler thought they were worth.

Corn a Good Pack.

Corn, like tomatoes is 2½ cents per dozen higher, the opening price for 2's being 97½ cents. The pack is a fair one, and deliveries will be much larger than that of the kindred line, peas. It is believed that 90 per cent. of orders will be delivered.

Plums have been a good pack and fully 100 per cent. of orders will be delivered. Prices are materially lower than last year, with the exception of the green gage variety. Damson and lombards 2's in light syrup are 7½ cents less than last year, being quoted at 90 cents. In the heavy syrup these same lines are at $1.05 as against $1.12½ last year. On account of their abundance and reasonable price, these should be big sellers this year.

Small Pack of Blueberries.

Blueberries as it has been known for some time would be the case are considerably higher than last year. Standard 2's have opened at $1.50 as compared with $1.27½ last year. The pack has been materially smaller than last year, and one Nova Scotian firm states that it will only be able to deliver 40 per cent. of orders.

Cabbage, carrots, pumpkin, cauliflower, parsnips, squash, apples, grapes, peaches and pears are all 2½ cents per dozen higher than last year's opening prices. The delivery of these lines is not known. Packing of some of them has not as yet been completed. Fairly good yields of peaches, pears and grapes can be expected. The same may be said of apples. The hopes, however, of some retailers that a gallon of apples might be placed on the market that would sell at 25 cents have been blasted. The accompanying comparison of opening prices on some lines for 1911 and 1910 are for group A. Group B are 2½ cents per dozen less. Those who ordered previous to June 1, receive their canned goods at 2½ cents per dozen less than opening prices.

Comparison of opening prices of 1910 and 1911:

	Vegetables.	1911 Group A. per doz.	1910 Group A. per doz.
3's	Tomatoes	$1.17½	$1.15
2's	Tomatoes	1.07½	1.05
Gal.	Tomatoes	3.45	3.42½
2's	Corn	.97½	.95
2's	Corn, fancy	1.07½	1.05
2's	Beets, sliced, blood red	1.00	.95
2's	Beets, whole, blood red	1.00	.95
3's	Beets, sliced, blood red	1.35	1.30
3's	Beets, whole, blood red	1.40	1.35
3's	Cabbage	1.00	.97½
2's	Carrots	1.00	.97½
3's	Pumpkin	1.00	.97½
Gal.	Pumpkin	3.12½	3.02½
3's	Cauliflower	2.10	2.07½
3's	Parsnips	1.30	1.27½
3's	Squash	1.15	1.12½
	Fruits—		
3's	Apples, standard	1.10	1.07½
Gal.	Apples, standard	3.05	3.02½
2's	Blueberries, standard	1.50	1.27½
Gal.	Blueberries, standard	5.30	5.27½
2's	Grapes, white, preserved	1.55	1.52½
Gal.	Grapes, white, standard	3.55	3.52½
2's	Peaches, white, heavy syrup	1.90	1.87½
3's	Peaches, white, heavy syrup	2.90	2.87½
2's	Peaches, yellow, heavy syrup	1.90	1.87½
3's	Peaches, yellow, heavy syrup	2.90	2.87½
3's	Peaches, pie, not peeled	1.50	1.47½
3's	Peaches, pie, peeled	1.70	1.67½
2's	Pears, Bartlett, heavy syrup	1.80	1.77½
2's	Pears, Flemish Beauty, heavy syrup	1.80	1.77½
2's	Pears, light syrup, globe	1.35	1.32½
3's	Pears, pie, peeled	1.55	1.52½
2's	Plums, Damson, light syrup	.90	.97½
2's	Plums, Damson, heavy syrup	1.05	1.12½
2's	Plums, Lombard, light syrup	.90	.97½

Tracing Shortage in Goods Received

The Probable Cause Not Due to the Transportation Company, Claims Railway Man—What the Retailer Should do on Discovering a Shortage—Study Nature of Route Over Which Goods Traveled.

Many a retailer is worried considerably when he receives a shipment of goods from some wholesaler and finds that one or more of the articles that should have gone to make up the consignment have been left out. He doesn't understand the situation exactly, and, after silently, or otherwise, criticising the shipping house, comes to a decision that the non-appearance of the goods might be charged to the transportation company that handled the box. This is most frequently the opposite to the fact, although, of course, there are cases in which the goods have been damaged or tampered with in transit, where the railway company can be approached as responsible for the injured property. But, generally, the fact is that some part of the consignment has been left out, with or without reason, by the jobbing house, and for that the transportation company cannt be held responsible.

Patience Necessary.

Because of these things it will be to the advantage of many a dealer to listen to the views on this matter as propounded by a freight official high up in one of the leading transportation companies. This man makes clear the way in which any "shorted" retailer may have his loss made good in the shortest possible time. It is all considered from the standpoint of system with him, and his explanation of the tangle shows that the great trouble lies more in not knowing the facts than for any other reason. Patience is the principal virtue, as he sees things.

"First of all," says this official, "every dealer in the country who receives shipments of goods from transportation companies, should study and discover just how these goods are transported. When a man has learned that much, there is only patience left for him to acquire. A little knowledge is really a dangerous thing in this connection; a man must know all he can. Apart from this, the dealer should try to emulate some of the methods practiced as continually by some of the largest shipping houses in the country."

Request to Note Shortage.

"For purposes of comparison," he continued, "it would probably be best from the retailer's standpoint, to discuss the thing from the retail end. There is no better way of illustrating the case. Let us suppose then, that a mail order house is sending a bill of goods to some customer in the country. Along with the invoice there is sent out from the shipping house offices, a blank form with a note inviting the customer to go over his goods as he receives them and note any shortage. If this latter contingency should be a fact, the shipper asks the man getting the shipment to fill in the blank form, clearly setting forth the shortage and to forward this form at once. It would be an added precaution of value to have the local railway agent endorse the shortage. The company shipping on receipt of this card could then take the matter up without loss of time with the transportation company, and the question would then be threshed out before the complaint has been filed away for further information thereon. As a general thing this speed of taking action brings about the desired result. The shortage is accounted for and the company and customer satisfied and pleased, as well.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer,—Will you kindly let us know who are the agents in Montreal for Crosse & Blackwell?

W. R. & CO.

Toronto, Oct., 1911.

Editorial Note.—C. E. Colson & Co., Coristine building, are Crosse & Blackwell's agents.

Editor Canadian Grocer,—Can you give us the names of some parties in Toronto from whom we could secure a carload of potatoes?

PEARCE & MARETT.

Editorial Note.—Among the potato shippers in Toronto are J. J. Ryan, 81 Colborne St.; Ferrier & Co., 62 Colborne St.; R. W. Hannah, Board of Trade building; A. A. McKinnon, 74 Colborne St.; Chris. Barrett, 64 Colborne St.

Editor Canadian Grocer, — Can you give me the address of the Siche Gas Co., as I wish to communicate with them?

L. C. RIPLEY.

Elgin, Ont., Oct., 1911.

Editorial Note.—Address of the Siche Gas Co. is 10 Lombard St., Toronto.

CARTOON TALKS ON SERVICE



Discussing Outside Topics with Friends is not Good Business when a Customer is Waiting to be Served. This is a Common Error on the part of Many Dealers and Clerks.

Lesson 5--Course in Card Writing

Illustrating the Numerals Used With the Two Foregoing Alphabets, Showing the Various Strokes Practised in Forming Each Figure.

By J. C. Edwards. Copyright, Canada, 1911.

The numerals are almost as important as the letters themselves, and in many cases they are even more so. Good price tickets form a strong link in the chain of direct advertising. Where a card bearing only a few words referring to the goods may command attention, yet it tells only half the story and does not suggest a good reason for buying from the price standpoint.

The accompanying plate shows the single stroke block and the single and double stroke block numerals. The former are made as the single stroke block letters, with a series of single brush strokes, as indicated by the small figures and arrow.

The single and double stroke numerals are formed with single and double strokes, the same as the letters of the same name and are used when prices are necessarily large and in need of prominence.

Pronounced Price Tickets.

The single stroke numerals make very pronounced price tickets, and are quite speedily executed. They can be made of double thickness where a large figure is necessary and rival in popularity the single and double stroke.

The complete combination is shown in the show card which is illustrated here. The single stroke lettering and price are used for the inscription of lesser importance, while the stronger line and price are made prominent by the single and double stroke style. It will also be noticed that in this card the important words are made with capital letters, and that in the minor phrase, "our regular price," the lower case or small lettering is brought into use.

Strokes the Same.

In the single stroke numerals the student will find that the strokes are practically the same as found in the lettering. 1 and 4 are the only two formed of straight lines exclusively; 2, 3, 5 and 7 combine the curves and straight lines, the curves ranging from the slightly curved lower portion of the 7 to the almost full oval of the 5.

One stroke is sufficient for the 1; 3 strokes are required to form the 2, commencing with a slight curve as indicated by stroke and arrow 1, then No. 2 stroke, which is joined by a straight bottom stroke, completing the letter as shown.

The 3 is often a difficult figure to make, but if the strokes, as shown, are practised and combined in the order indicated, the 3 will be as well formed and easily executed as any other.

Note.—The third or centre stroke of the 3 may be straight, as shown in the large figure, or curved, as is seen in the small shaded index figure, preceding the strokes. The 4 is composed of three strokes only, the first being a 1, is made within a quarter of an inch of the extreme right-hand side of the space, No. 2 crosses it about the same distance from the bottom, the two determining the height and width of the figure. No. 3 stroke joins the two, thus completing it.

A Common Mistake.

The first mistake the amateur card-writer makes in making a 5, without proper instruction, is to form the lower portion first, getting it too large, not allowing room at the top for the horizontal stroke. If the strokes are followed as shown in the plate, this trouble will be avoided.

The figures 6 and 9 also give a similar trouble if care is not taken, but a close study of the strokes will put the student right. The 8 will bother the beginner more than any other, but is simple enough when he considers that it is practically composed of two Os, the top one slightly smaller than the bottom with the centre stroke joining the two together in such a way that they are made into one figure.

Note the order in which the strokes are made, also that the last or 4th stroke serves three purposes, viz: the completing of the top circle, the completing of the lower circle, and the looping of the two together. Care must be taken in making figures, as with lettering, to see that they do not lean either to one side or the other.

This style of figure does not lend itself to the slant style with very much grace. It is a straight up-and-down letter absolutely, but can be made either normal, elongated or condensed, the normal being formed in a space the width of which is the same as the height, the elongated or extended is wider than it is high, and the condensed is higher than it is wide.

The single and double brush stroke block figures are made with practically the same strokes as the other style, with the added double strokes as shown, giving the figure a heavier appearance.



Always remember that when cents follow dollars, as in the card shown, a period should be placed after the dollars under the first figure of the cents, or when the cents are made the same size as the dollars, the period should be between the two. Always use the dollar mark before dollars, and when the card shows a price below a dollar, the cent mark should invariably follow. It makes the card stronger to follow this rule.

The shading in these figures will easily be understood, as each style practically



repeats that shown in their respective lettering plates in previous lessons. Use the red sable flat brush in albata. A number 7 is the most useful and was used in the execution of the accompanying work. Note the methods of holding the brush.

The Outfit for a Beginner.

One brush, as suggested above, one T square (2 feet) and a bottle of letterine in black. Always rub the brush out flat on a piece of cardboard before writing, and often during writing. Wash the brush well in water after you are through, and gently draw it out to a chisel point before laying it away to dry.

Further information re brushes, outfit, etc., by writing the author, J. C. Edwards, c|o MacLean Publishing Co., or The Canadian Grocer, 143 University Ave., Toronto.

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John Bayne MacLean - - President.

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SPOT TOMATOES HELD HIGH.

Prices on spot tomatoes are already considerably higher than the opening figure on this vegetable. For instance in Montreal, wholesalers quote $1.50 for 3's, while in Toronto, $1.40 and above is being asked. In fact, jobbers, until they find out how they stand in regard to supplies are not anxious to take further orders.

While the total pack of tomatoes this year will be about the same as last season, canners will only deliver 40 per cent. of wholesalers' orders as compared with a 60 per cent. delivery last year. This indicates that the volume of orders this year was much above that of last. Whether this means they expect that much larger consumption or whether they were guarding against a short delivery is a question.

However, it is true that the consumption is yearly increasing in Canada. The West is a big consumer of all kinds of canned goods. Last year production did not come up to the demand and it was found necessary to import from the United States.

Prospects for tomatoes across the line are none too favorable, goods cannot be imported to break the price, so that it looks like a relatively high market on tomatoes for the next twelve months.

DROUGHT AND HIGH PRICES.

The year 1911 seems destined to pass into history as a period of almost world-wide drought coupled with extremely warm weather which has been responsible for higher prices on many foodstuffs.

In Canada, this has not been so marked as in certain other countries, although the heat waves of June and July are yet fresh in our memories with their adverse effects on certain crops.

From Germany, France, the United Kingdom and other parts of Northern Europe, come reports that the highest temperature in many years has been detrimental to crops in general.

Perhaps the most prominent example of the effect it has had on prices, is sugar, which through the damage to the beet crop in Europe has been forced upward to the highest point in 22 years.

Then, we have rice, the yield of which has been materially cut down in the East and which advanced 50 cents per cwt. in Canada within a month.

In England, the production of cheese is said to have decreased 20 per cent. this year. This, coupled with a none too plentiful make here has put prices at an extremely high figure. In the United Kingdom, butter has been similarly affected while this year's crop of raspberries and strawberries there, particularly the former, have been short.

Rioting in France over food scarcity and prices, reached the point recently where the government was compelled to take measures towards relieving conditions, as well as suppressing disorder. The cost of everything eatable is said to be higher throughout France to-day than ever before. Prices suddenly increased this summer as they did all over Western Europe, principally on account of the drought and the consequent failure of fodder and vegetable crops. A line which Canada imports from there that was affected is canned peas, which were also short in Belgium and Holland, from where we also import.

In United States the oat yield as well as that of corn has been shortened, although wheat was not materially reduced. In Canada, we have been particularly fortunate in having a bumper crop of both wheat and oats.

Throughout the Dominion, the crop of early fruits and vegetables was reduced considerably by the dry, hot weather. The fact that only 65 per cent. of strawberries and 63 per cent. of peas was delivered shows this.

However, on the whole, when compared with other countries, Canada seems to have been fortunate in her productions this year.

TAKE ADVANTAGE OF FREIGHT RATES.

The attention of the trade is directed to the possibility of saving money on express rates by securing deliveries by freight before the cold weather makes the latter method prohibitory. This applies particularly to grocers who have the choice of boat delivery.

When the navigation season closes express charges become dearer and there are many articles that may be carried by boat from now until the ice forms.

Looking over the list, there are mineral waters, light wines, pickles, ketchups, vinegar and other articles that are put up in liquids. Those who can afford to purchase their supplies for winter now for shipment by freight will be able to make a saving over the other method of buying from hand to mouth and securing the goods by express. Little savings like this ultimately make the large gains. Some grocers may not be so situated that they can take advantage of the freight rates referred to, but there is a large number to whom this reminder may be opportune.

EGGS TO ENGLAND AGAIN.

Last week some 250 cases of Canadian eggs went forward to England, which is the first shipment in about two years.

At one time Canada's shipments to England were very large, for instance, in 1901, 231,532 cases were exported from Montreal. Since then our export trade in eggs with Great Britain has gradually decreased, and a year or so ago ceased entirely.

This falling off in shipments was due to the fact that values were higher in Canada than in England, owing to our increased home consumption, along with decreased production.

STANDARD FOR BROOMS WANTED.

A good many grocers in Canada are asking why there is no agreed standard for brooms in this country. If there were it would greatly simplify buying and give the grocer some idea of what he is purchasing and how prices compare with those quoted by other manufacturers.

For instance, if he wishes to find out exactly what kind of a broom he is purchasing he must ask first the weight, the number of strings, the kind of binding as well as the quality of the handle. Then, he has great difficulty in comparing it with other brooms.

In the United States, brooms are standardized and a broom of a certain weight, number of strings and quality of binding and handle is known by a certain number. Thus, the dealer, when made acquainted with the number, knows exactly what he is getting and whether the price is right for the grade offered.

There has been some effort put forth in this direction, but results, as yet, have not been forthcoming. By standardizing brooms, it would greatly simplify matters for all concerned, manufacturer, wholesaler as well as retailer. It is something in which the grocer should interest himself.

COMFORT HELPS PURCHASES.

Was your store comfortable last winter? If not, now is the time to make arrangements so that it will be during the ensuing season. Most especially in the country districts is it well that the store be kept comfortable during the winter months. Customers, after driving a distance, like to have some place to warm up after their arrival as well as before they leave.

If a customer is not comfortable in your store, her purchases are likely to become less. Warmth and comfort put them in a buying mood.

COLLECT ACCOUNTS NOW.

This is the season of the year when the grocer should make a special effort to collect outstanding accounts. If there is any time at which debtors are more able to pay than another, it is the present. Employment in the cities and towns lately has been good and here money should be free. In the country district the farmers are now beginning to reap the fruits of the season's work. Crops are being turned into money, proceeds from the butter and cheese factories are being received and the farmer's finances should be in a rosy state. Now is undoubtedly the time for the grocer to go after that which belongs to him.

A faint, unsteady effort in this direction is not going to be productive of results either. If the dealer hopes to put his bank account in a healthy state he must commence his collections with a strong determination. While he should attempt to draw his own from his customers' pockets with the least friction possible, he should give them to understand that he wants his money. He understands, or at least should, each of his customers and the method that must be used with each. Some must be approached tactfully so as not to drive good trade away. With others there is no necessity of juggling words; they must be given to understand plainly that you desire your money.

There are dealers who have, lingering on their books, debts which are long past due and which the proceeds of former harvests should have cleared away. Now is the time to bring these to a head and clear them off the books in some manner. Canada is generally in a prosperous condition this year and if ever it shall be, it should be possible now to collect past due accounts. Right now is the time to get busy too, before your debtor's money has gone for other causes. Pull down your books and get busy.

SELLING AT LESS THAN COST.

In Toronto the other day, a grocer was selling sugar at five cents per pound while it was costing him $5.95 per cwt. to buy it. This was not a cut price either but just the result of ignorance on the part of that dealer as to what sugar was really costing him.

There are many other dealers who are conducting business on similar loose methods and who are daily losing money. Not alone is this confined to sugar but includes many other lines in which the grocer deals. The successful merchant knows exactly what an article costs him and sees that he secures a reasonable profit on it.

EDITORIAL NOTES.

The big advance in cheese prices caused a Montreal firm to suspend. It had a large amount of forward sales for cheese before the market started upward.

* * *

The health department of Washington, D.C., is determined to rid the city of every unclean grocery store. Several arrests have recently been made on a charge of keeping unclean stores.

* * *

Cool weather is cocoa weather. Cocoa will now have its inning as part of the afternoon and evening refreshments. It might be worth an effort to begin your fall sales of this article. Have your clerks suggest it just to prove to yourself that the women are in a receptive mood.

* * *

How about your summer collections? You will feel a little more secure and will be able to plan a bigger fall campaign if you have nothing to worry you from the standpoint of uncollected bills receivable. A little talk with your bookkeeper might be worth while even though you are busy with your fruit sales.

* * *

Talking about seasonable goods, rolled oats are worth a few minutes' attention. Some people do not change from the lighter cereals from season to season, others do, and with the first touch of frost they are looking for their porridge and cream. These are the customers to whom you can sell fresh supplies of rolled oats. Try it.

* * *

Lilkewise flour is again to the fore. The grocer can begin his fall campaign with this article whenever he takes the notion these days, for the kitchen stove is doing a regular day's work, and the good housewife bakes her own bread again.

* * *

Attention of dealers and clerks is called to our Confectionery Contest, described fully on page 23 of this issue. Let us have your ideas at once. The subject presents good opportunities for one who thinks. You will be benefited greatly by writing us an article because your effort will make you a better salesman and therefore more valuable to the firm.

* * *

A merchant in the United States declares that laws are needed to stop price cutting. He says that if the matter were one that concerned the price-cutter only, there would be little need to discuss is. But when, as in the grocery business, there is an endless chain of the famous '95 per cent.' cutting and failing and demoralizing other men's business, then the moral aspect of the matter demands attention.

Grocery Advertising in a Small Town

Question is Asked How Much Money Should be Spent on Publicity in Town of 1,500—A Dealer's Estimation of Poor and Effective Mediums—Advertising is Investment—Copy Should be Changed for Every Insertion, he Maintains.

*By Henry Johnson, Jr.

"How much money should a grocery store in a town of 1500 population, doing a business of $27,000 a year, spend in advertising? What are the best methods to use in advertising?"

About 2 per cent. is generally considered the correct advertising expenditure in the retail grocery business. Hence, this business should spend $540 per annum, or thereabouts. That, as you will notice, is $45 per month. The question is so far easy to dispose of.

How to handle the appropriation so as to get adequate returns on the investment, is a much more difficult problem. And perhaps, to begin with, we better clear away some rubbish.

Different Kinds of Expenses.

All expense is investment, properly considered, because you get it back; hence, it justifies itself. But, while many items of expense are settled and fixed, belonging there, as it were, by custom and usage, in determined ratio and all that, some expenses are productive or not according as they are intelligently handled or not. Among the fixed, settled expenses are rent, light, heat, insurance—all arbitrary, more or less. Among those capable of government by intelligence are, for instance, clerks and advertising. These can be dead-weight expenses or profitable investments, depending on our care or the want of it. All of which is pretty generally understood and realized by most dealers, in relation to all except advertising; and that is still largely regarded as a gamble on which we must take a chance, with the inevitable result that it IS largely a gamble. Advertising, however, need not be a gamble in any business for one minute longer than the advertiser cares to allow it to be so. It is up to him.

Going on the theory, therefore, that the man who asked the question which heads this article really wants information, I shall try to make a few points clear. We shall begin, as I said, with the rubbish.

What is Not Advertising.

Notices and announcements—especially "announcements"—inserted in programs of local entertainments, lodges, churches, etc., are not advertising. This should be made clear; for you may be inclined to reply that you have followed the practice of using these things and you feel that you have always got value. The point is that advertising, properly so called, is spreading news about your business and must be used with the end in view of advising more people, in an attractive way, about what you are doing, and getting their interest purely on the strength of your businesslike offerings. Mediums which have special strings tied to them cannot be regarded as diffusers of such news and therefore their use is not advertising—it is contribution to "certain worthy causes." The correct idea is, that if you feel like contributing to such things because they really are worthy, do it to the limit of your inclination; but do not confuse this with advertising, for that it is not nor should it be.

The Unchanged Newspaper Card.

Your "card" inserted in your local newspaper, remaining unchanged through two or more issues thereof, is not advertising—it is waste, pure and simple. For if we grant that your townspeople may see this stuff the first time it is inserted, the repeated insertion of the same thing will tire and eventually disgust them as much as the repeated printing of any bit of news would disgust you. What would you think of the paper which should insert the news of a great railroad wreck, unchanged, even twice? Yet that crime is constantly being committed by advertisers—so called. I have before me a copy of my home paper, which is not published in a town of 1500 but in one of 35,000; and for weeks the following have daily stared me in the face:—

SUCH MOVING WAYS.
We have such moving ways. We, etc.

ONLY A SUGGESTION.
Perhaps you have a daughter, etc.

SMOKING AUTOS.
The time is coming when, etc.

MORE EVIDENCE.
A certain furniture store on, etc.

A Contrast to Good Copy.

None of these was a bad "local" to start with, though many of them might have been better; but they are nothing short of nightmares now and any reader will turn from them as promptly as his eye is hit by them. This is not so bad for the good advertiser, for his work stands out from the run of rotten stuff; but it is bad for the paper, most decidly. In fact, bad all round, for if advertising were made universally interesting and informative, people would always be glad to read it. They would look for it and enjoy it—much to our general benefit and greatly to our financial advantage. That would help me as well as the other fellows. Meantime, such ads as this one stand out by pleasing contrasts—and I have plenty of evidence that they are read:

Johnson's 40c Mocha & Java Blend
A well-balanced blend of true Mocha, Java and other high grade coffees. Absolutely dry-roast.

And I want to tell you that the readers of that paper never have that ad. repeated to them at intervals of less than four to six months, and often not at all. Do not get the impression that "Keeping Everlastingly At It" means repetition ad nauseam—for it does not You see, you may be everlastingly wrong; and if you are, the harder you keep at it, the worse off you are.

Maybe that will indicate part of what I mean by rubbish, and we can get down to what it is well to do. It is hard to say what are the best methods in any particular town without knowing local conditions. Sometimes there is a good, lively paper even in the small town. In that case, the daily or weekly paper should be used. Then you might use the circular to distribute to the farmers. Get those into the wagons, among the bundles you send out; have them put into all wagons that come to town; send them out by mail.

Personal Touch Effective.

One very successful trade-builder of whom I have heard, sets his clerks, male and female, at work during all odd hours of slow business, writing personal letters, enclosing circulars and sometimes samples, to the neighboring farmers. These letters are written in an intimate, personal way, the same clerk writing to the same list of names. Then the same clerks wait on those particular people when they call, so that the "personal touch" is worked for all it is worth; and that is about the most effective feature that can be built upon.

But that brings us to the meat of the cocoanut; the fact that advertising

(Continued on page 39.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

Prices Named on Late Canned Goods

Announcement has Been Made—Spot Tomatoes are Held Much Higher Than Opening Price—Delivery Will Only be Forty per Cent.—Rice is Strong Under General Shortage in World's Production This Year—Valencia Raisins and Prunes are Arriving on Markets—New Crop Beans Will Come Forward Shortly.

See also Provisions, Cereals and Fruit Pages Following.

QUEBEC MARKETS.

Pointers.

Spot Tomatoes.—$1.50.
Evaporated Apples.—Down to 11-12½c.
New Valencias.—7½ to 8½.
Rice.—Very firm.

Montreal, Oct. 5th.—Business shows signs of complete recovery from the "nervousness" the election possibilities created. The trade has settled down to the new conditions and prospects are bright for a good fall trade. They would undoubtedly be much improved if economic conditions were more favorable, but even if prices are slightly above what consumers desire still there is an encouraging spirit of confidence in the country and in the future. It will not be long now until navigation closes and those grocers who benefit by boat service should take advantage of it before the season is concluded. Some have been wondering whether the Tripoli affair is likely to interfere with eastern fruit shipments, but nothing serious in this regard is expected.

The first shipment of new Valencia raisins recalls the dried fruit season. A few more weeks and the trade will be selling their new supplies for mince pies, puddings and the other heavy foods that will soon return to their own.

Sugar.—The market remains steady, but it is impossible to say for what time this will continue. The American beet crop is coming in now, and the Cuban and Louisiana cane crops are beginning to have an effect. However, the feeling seems to obtain that prices will show no change during October. One factor toward lower prices will be the relaxed demand once the fruit season loosens its hold.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
" " " 50 lbs	6 65
" " " 25 lbs	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 87½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 87½
Extra ground, bbls	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 2 yellow	5 60
No. 3 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a good demand passing for syrups. The grocer would do well to make sure that he has a fresh stock of syrups now, especially with Shrove Tuesday approaching and because of the natural increase in demand for this article that accompanies the colder weather. Molasses are firm and steady.

Fancy Barbados molasses, puncheons	0 33	0 35
" " " barrels	0 36	0 38
" " " half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
" " " barrels	0 32	0 35
" " " half-barrels	0 34	0 37
New Orleans	0 25	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

Dried Fruits.—The first new fruit to arrive is Valencia raisins which came by a fast steamer. The new price is quoted in the list below. Prunes are dear and the price is undoubtedly curtailing the demand. A traveler stated that he had taken an order for 15 boxes of large sized prunes from a grocer who would usually laugh at such a supply. On this point it seems that reports to the effect that large prunes are going to be short is well founded. Prunes have been excited of late. Evaporated apples have been selling at the old price of 14 cents, but are now down to from 11 to 12½ cents, due to the arrival of new stocks and the new apple crop. Currants are holding their position firmly.

Evaporated apricots	0 22	0 24
Evaporated apples	0 11	0 12½
Evaporated peaches	0 17½	0 18
Currants, fine filiatras, per lb., not cleaned		0 07
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 08½
" Patras, per lb	0 08½	0 09
" Vostizzas, per lb	0 09	0 10
Dates, 1-lb. packages	0 06½	0 07½
Dates, Hallowee, loose	0 04½	0 05
Fards		0 11

Figs, 3 crown	0 08	0 08½	Figs, 6 crown	0 11	0 12
Figs, 4 crown	0 09		" 9 crown	0 13	0 14
" 5 crown	0 10	0 11			

Prunes—	
30-40	0 13
40-50	0 12½
50-60	0 12
60-70	0 11½
70-80	0 11
80-90	0 10½
90-100	0 10
Raisins—	
Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 83
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07½
" select, per lb	0 08
" 4-crown layers, per lb	0 08½

Nuts.—The market is inclined to firmness. Valencia almonds are strong and Grenoble walnuts are slightly higher. The market will soon show new business and undoubtedly new strength.

In shell—		
Brazils	0 16½	0 17
Filberts, Sicily, per lb	0 11½	0 13½
" Barcelona, per lb		0 10
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 18	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted		0 11
Sun, green		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 36	0 37½
Brokens	0 30	0 32

Rice and Tapioca.—The position of rice is very strong. The Rangoon supplies are just as reported in these columns a few weeks ago, the crop being short. Japanese rice has been plentiful, but the dealers have been succesful in securing higher prices in sympathy with the situation in India. The Japanese authorities are opposed to this method of business and are taking steps to prevent the advancing of the price of the home product. The market is strong and there is a feeling that prices are likely to go higher.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 40	3 50
" " " 100 lbs	3 40	3 50
" " " 50 lbs	3 40	3 50
" " pockets, 2 lbs	3 50	3 60
" " ½ pockets, 12½ lbs	3 65	3 75
" " C.C., bags, 250 lbs	3 30	3 40
" " " 100 lbs	3 30	3 40
" " " 50 lbs	3 30	3 40
" " pockets, 25 lbs	3 40	3 50
" " ½ pockets, 12½ lbs	3 45	3 55
Fancy Patna—		
Patna polished	3 70	3 80
Pearl	3 95	4 05
Imperial Glace	4 45	4 55
Sparkle	4 55	4 65
Japans—		
Crystal	4 90	5 00
Snow	5 00	5 10
Ice Dips	5 15	5 25
Carolina Head	6 40	6 50
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07
Seed, lb	0 06½	0 08½

Brooms.—All that has been said of the broom situation is fully verified. Manufacturers have advanced prices on stocks that are made from now on, but it is understood that the goods they held are being let go, as previously stated, at the former price. The advance is said to be from 20 to 25 per cent.

Macaroni, Vermicelli, etc. — As announced in a recent issue of The Grocer, Canadian manufacturers of macaroni and vermicelli have advanced their prices The quotations now in force are as follows: 4-lb. boxes, 18c; 8-lb. boxes, 36c; and loose at 4¼c.

Teas.—The market shows continued activity and strength under conditions that have not changed perceptibly in the week. Since last report cable advices from Japan state that owing to scarcity of leaf the home market has advanced fully 3 yen per pound. A large proportion of import orders have already been filled, but there is still quite a number to be executed for lower grades, and importers have within the past few days consented to pay the advanced prices. There has been considerable activity in the United States markets during the week where large quantities of spot teas have been purchased at an advance over previous week's figures, and the United States Government standard has jumped from 17½ to 18¼ cents.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingauey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The coffee situation remains firm and is likely to hold its position. There is nothing specially new to report except the continued firmness.

Mocha	0 25	0 30	Santos	0 21	0 23
Rio	0 20	0 22½	Maracaibo	0 22	0 25
Mexican	0 25	0 30			

ONTARIO MARKETS.

POINTERS—

Coffee—Advancing.

Tomatoes—$1.40 for spot stocks.

Rice—Firm.

Valencia Raisins—New arrived.

Beans—New crop quoted at $2.25.

Prunes—Small sizes scarce.

Toronto, Oct. 5.—The slackness which followed in the wake of election week has apparently passed over, and wholesalers report that the grocery trade is again returning to the healthy stride which has been apparent for some time back, even during that portion of the summer months when there is generally a tendency to quietude. The balance of the year looks bright for the grocery trade. The housecleaning season has not as yet completely passed, new crop fruits and late canned goods are arriving, lumbering and mining camps are making preparation for the winter, while general good conditions in Canada have put buyers in a good buying mood. It is true that prices in some instances are high, but this should be no reason for the grocer to rest on his oars with the present excellent opportunities at hand.

Sugar.—Refined sugar quotations remain as last week. The market is apparently waiting developments. Prices for raws are showing some fluctuations, probably explained by speculators taking profits. Bullish bearings on the market are not so marked but just how much easiness this denotes is a question. It may be interesting to consider some portions of Willets & Gray's weekly sugar report. "The European beet crop," it says, "has begun to be made into sugar and the first report from the actual manufacturers is that the crop prospects are improving and continental sellers are in the market. It is quite possible that the fear of extreme high prices, such as prevailed in 1889 is no longer necessary." Again it says: "Cuba crop prospects are fortunately very favorable thus far. Louisiana crop prospects are also excellent. In regard to refined it says: "All refiners have improved somewhat in deliveries, partly because the return to the American prices indicates a limit reached for the advance and a passing by of the crisis in the situation. However, it may be two or three weeks yet before a decline in cane granulated can be expected, as it requires that length of time for the domestic beet crop to become an important factor." How far Canadian prices will be affected is the question.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
ed Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—With the advent of the cooler weather an appreciable improvement in syrups which have been inclined to quietness during the summer months can be noticed. Weather is favorable and retailers are giving more attention to this line, and apparently are doing so early in the season this year. Molasses are held firmly as are also kindred lines.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 (3¾
Half barrels, lb.	0 (3½
Quarter " "	0 (3¾
Pails, 38½ lbs. ea.	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—First shipments of Valencia raisins and medium size prunes have been received. These are the advance supplies and the volume is limited. Selected Valencias are quoted at 7½ to 8 cents for the first shipments as they are in demand, but it is understood that some of the later offerings may be a shade under that price. The larger sizes of prunes will be a scarce article this season. New crop 80 to 90s are quoted at 9½ cents.

Prunes on the coast reflect a steady tone, but California raisins have a slight tendency towards easiness as have also apricots. Currant prices are on a firm level, and a full shilling's advance is the result of the difference in exchange due to the war that is now involving the Mediterranean districts. The troubles now present in that part of the world will have the tendency of somewhat detaining shipments. Citron peel according to a local wholesaler will be cheaper this year than last.

Compared with 1909, one statistician has figured out that this year's world's yield of raisins will be 48,000 tons short. The estimates show a decided falling off in all sections of production, —California, Spain and Smyrna.

Prunes—					
30 to 40, in 25-lb. boxes		0 17			
40 to 50 " "		0 16½			
70 to 80, in 25-lb. boxes		0 10½			
80 to 90, in 25-lb. boxes		0 09½			
90 to 100, in 25-lb boxes		0 09			
Same fruit in 50-lb. boxes ½ cent less.					
Apricots—					
Choice, 25 lb boxes		0 25	0 26		
Fancy, " "		0 27	0 28		
Candied Peels—					
Lemon	0 09	0 11	Citron	0 13	0 15
Orange	0 10	0 12½			
Figs—					
Elemes, per lb.			2½ "	0 11½	0 12½
1½ inches	0 08	0 10	2½ "	0 11½	0 13½
2 "	0 08½	0 10½	Umbrella boxes	0 12	0 14
2½ "	0 09½	0 12			
Tapnets, "				0 04	0 04½
Bag figs				0 04½	0 06
Dried peaches				0 15	0 16
Dried apples				0 09	0 09½
Evaporated apples				0 11½	0 12
Currants—					
Fine Filiatras	0 07½	0 08	Vostizzas	0 10	0 12
Patras	0 08	0 08½			
Uncleaned ½c less					
Raisins—					
Sultana				0 10	0 12
" fancy				0 11	0 13
" extra fancy				0 14	0 16
Valencias selected				0 07½	0 08
Seeded, 1 lb packets, fancy					0 10
" 16 oz. packets, choice				0 09½	0 09½
			Sairs		0 05
Dates—			Package dates,		
Hallowees—			per 1 lb	0 06½	0 06½
Full boxes	0 05½	0 06	Fards choicest	0 10	0 10½

Tea.—Conditions in regard to tea remain without any features of special importance. A steadiness marks the market here as well as abroad. That there has been a marked increase in the price of tea in recent years is a well-known fact," remarked one dealer, "but in spite of that the consumption is not only being maintained but is increasing. People do not stop drinking tea because the price is high. Quality is regarded of more importance by the majority of tea users than price. For that reason, I think it pays the grocer to handle and push the better grades of tea, because they are sought after by consumers who are willing to pay the higher price that is warranted."

Coffee.—Last week a firmness was reported in lower grade coffees. That firmness still continues here and elsewhere. Some local dealers have already increased the quotations on straight Rios, Santos, Maricaibos and Bogotas, while others report a marked firmness which besides affecting these named goods has

also strengthened standard blends of individual manufacturers whose profits have been closely clipped by the late advancing tendency. The conditions that have worked for higher coffee during the past year or so are still present.

Rio, roasted	0 18	0 21	Mocha, roasted	0 26	0 28
Green Rio	0 16	0 17	Java, roasted	0 27	0 33
Santos, roasted	0 22	0 22	Mexican		0 25
Maricaibo, "	0 22	0 25	Gautemalo	0 22	0 24
Bogotas	0 24	0 26	Jamaica	0 20	0 22
			Chicory		0 12

Rice and Tapioca.—The strength reported in rice markets has not as yet passed. Conditions are most unusual. One report from England speaking of conditions says that the rice crops throughout the world are very poor; the Southern China crop has been practically washed out, and there will be a heavy deficiency in Saigon and Siam. Java has already booked freight for 30,000 tons new crop Burmah rice for January shipments, and through the irregular monsoons in India supplies will have to be drawn from Burmah. Other grades besides Rangoon have been influenced by the strength in this line.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 3 40
Rice, standard B 3 50

	Per lb.			
Rangoon	0 03½	0 03¾	Tapioca—	
Patna	0 05½	0 06	Bullet, double goat	0 08
Japan	0 05	0 06½	Medium pearl	0 06½ 0 07
Java	0 06	0 07	Flake	0 08
Carolina	0 08	0 10	Seed	0 06½ 0 07
Sago, medimm brown	0 05½	0 06		

Spices.—Steadiness prevails in general spices. Trade is of a good volume. Otherwise there are no features to report.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 25½	0 26½	0 28½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	..	....	0 30	90	2 00
Pepper, black	0 16	0 17	0 19	0 75	0 90
Pepper, white	0 25	0 26	0 27	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20
Shredded cocoanut, in pails				0 19	0 22

Nuts.—There are no features to spot stocks of nuts. Peanut prices which have shown advances during the summer are steady. Trade is inclined to quietness except in shelled varieties which are in normal demand.

"Walnuts, both shelled and unshelled," stated a broker, "will be easier this year than last. The almond crop on the whole is not large and prices will probably rule about the same." There will be no arrivals of new crop for a time.

Almonds, Formigetta			0 16
" Tarragona		0 16	0 17
" shelled		0 35	0 38
Walnuts, Grenoble		0 17	0 19
" Bordeaux			0 15
" Marbots		0 15	0 15½
" shelled		0 38	0 40
Filberts		0 12	0 12½
Pecans		0 18	0 20½
Brazils			0 18
Peanuts, roasted		0 11	0 14

Beans.—New crop beans will start to come forward within a week. On account of the bareness of the market, the first shipments will sell higher than later on. New crop are quoted at $2.15 to $2.25 per bushel.

Prime beans, per bushel	2 55	2 65
Hand picked beans, per bushel	2 65	2 75

B. C. MARKETS.

Vancouver, Oct. 5.—It is comparatively early in the season as yet, but none too early for prices to climb up. There has been much debate during the recent election campaign as to cheaper prices and what they would mean to the retail grocer. Many contended that reduced prices, even a cent or two per pound would mean a difference, and the cheaper goods were, the more business there would be. The result of the election has set at rest any question of reciprocity in natural products, and prices are firm.

Butter is now retailing at 60 cents, that is the Cowichan brand, manufactured at the Cowichan creamery on Vancouver Island. With five cents a pound margin, this allows little profit for the retailer. The inference always is that the retailer should not have more than five cents a pound, and though the price is high, none of the increase comes to his pocket. In fact, his percentage of profit is reduced the higher prices go, as he cannot afford to charge any more than he can possibly help. This creamery is an exception, and is generally five cents a pound more than other creamery, simply because the demand for good butter is beyond the supply.

The Edenbank creamery has gone out of the butter-making business temporarily, finding better returns in disposing of its raw cream.

Other butter is being put on the market under different labels, being made up of eastern butter. This is put into pound prints, but the makeover is so poor that various shades of color is apparent. This jobs at about 35 cents. Eastern butter in bulk is arriving in very good quality on this market, and is quoted wholesale at 32 to 34 cents. As long as the quality of this is good, the demand will maintain. This winter there should be a market for almost any quantity, for already good butter is scarce.

The supply of eggs is very variable in quality. With high prices, the eastern eggs are well sorted out, and those that pass the candle test job at 35 cents, with a lower grade at 30 and 31. The newly laid may be had at from 57 to 60 cents, retailing at 65 cents. The supply of the latter is always limited, so the price is no barrier to disposing of stock.

NEW BRUNSWICK MARKETS.

St. John, Oct. 5.—The past week has brought few changes of importance in the market, although business in general was on the mend, after the slump of election week. The most noticeable feature of the market has been the strength taken by rice. Local dealers have received advices that the crop will probably be small, owing to failure in India, Korea, and China, by floods and heat, and on this account, the price has been increased slightly already.

The same dealers also look for a shortage in teas this year in some districts, and their expectations are that tea in several of the more common grades will be high. The harvest has not come up to expectations, and the fear is expressed here that it will cause a slight increase in the price of teas. California stocks of raisins can now be bought cheaper than at any other time during this crop, local merchants say. They are now commencing to reach the city. There has been no change in currants or raisins for some time, but the market is expected to remain firm.

In the country market there seems to be a plentiful supply of green goods and farm and dairy products of all kinds. Eggs and butter are fairly abundant, but are selling at good prices, while vegetables of almost all kinds remain about the same. Cheese is higher by one cent than last week, and another advance is looked for.

Bacon	0 16	0 18	Eggs, hennery	0 28	0 30
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 23	0 24
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 00	6 10
Butter, creamery, lb	0 24	0 25	Flour, Manitoba	6 25	6 35
Buckwheat, west. grey, bag	2 65	2 70	" Ontario	5 60	5 70
Cheese, new, lb.	0 15	0 15½	Ham	....	0 16
Currants, 1's, lb.	0 08¾	0 09	Lard, compound lb	0 10½	0 11½
Canned goods—			Lard, pure, lb.	0 12¼	0 13
Beans baked	1 15	1 25	Lemons, Messina, per box	4 50	5 00
Beans, string	1 05	1 10	Molasses, fcy. Barbados, gl	0 33½	0 34
Corn, doz.	1 10	1 15	Oatmeal, rolled	....	5 75
Peas, No. 4	....	1 20	Oatmeal, std.	....	6 35
" No. 3	....	1 25	Pork, domestic mess	22 00	22 50
" No 2	....	1 30	Pork, American clear	22 00	24 00
" No. 1	....	1 80	Potatoes, bbl.	2 25	2 40
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb.	0 03¾	0 04
Raspberries, dozen	2 05	2 10	Salmon, case—		
Strawberries	1 85	1 90	Red spring	7 75	8 50
Tomatoes	1 55	1 60	Cohoes	7 00	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran.		5 00	Standard gran.	6 00	6 10
Cornmeal, bags		1 65	Austrian "	5 90	6 00
" bbls.		3 45	Bright yellow	5 80	5 90
			No. 1 yellow	5 50	5 60
			Paris lumps	6 75	7 00

NOVA SCOTIA MARKETS.

Halifax, Oct. 5.—Business has improved considerably since the passing of the elections. The wholesale grocery travelers now on the road are sending in good orders, particularly from the shore districts. The sugar market continues unchanged. Extra standard granulated is quoted at $5.95; United Empire is $5.85; bright yellow, $5.75; No. 1 yellow, $5.45, and unbranded yellow, $5.30.

The receipts of molasses are considerably below last year. Prices are firm. Fancy Trinidad is off the market, and Barbados is 33c to 34c. As a result of

the high prices quoted for sugar and molasses, the confectionery dealers have advanced prices on chocolates and penny goods.

The flour markets are firm and business is fairly good. There has been a decline in the price of rolled oats, which are now selling at $5.30 to $5.40 in barrels. Cornmeal in bags is quoted at $1.70 to $1.75. Canadian hand-picked beans are selling at $2.45 to $2.55, and prime at $2.35 to $2.45.

Dealers have advanced the price of corn brooms 75c per dozen all round, and condensed milk has been marked up 30c per dozen.

Canned Goods.

Montreal.—As will be seen in the appended price list, the new quotations on corn and tomatoes are in the hands of the trade with the information that the deliveries of corn will be about 90 per cent., and of tomatoes, 40 per cent. Grocers who gave their orders before the first of June will of course pay the list prices and will probably receive their supplies in the same ratio that the jobbers secured from the canners. Some wholesalers, one at least, stated that they will probably be able to fill their orders to the retailer on a sixty per cent. basis. "Suppose I were to give you an order for fifty cases of tomatoes, what would your price be?" the representative of The Grocer asked one of the trade. "Well, to begin with," he replied, "I am not in a position to give you fifty cases. Some jobbers I believe could, but I could not. However, the price is $1.50." This is the prevailing price for present orders. The question is a difficult one to consider. Independent canners are holding their goods, in the expectation of higher prices being offered. They are now asking from $1.35 to $1.40. Importations from the United States may be made, but the price in this country will not be relieved. To lay tomatoes down in Montreal now, the best that could be done is $1.40. There are reports in the United States canned goods districts that the tomato pack will be considerably below last year's. In the face of these conditions it is certainly not too much to believe that there will be little enthusiasm on the part of consumers to grab at the new prices. Another point that will be of interest will be what the retailers will do with their supplies. Apparently they could turn over their supplies to the jobbers right now and make a profit. Corn is coming on a bare market and will undoubtedly become more valuable in the near future. Altogether it looks like an interesting canned goods market, especially when the price is already higher than the retailer's buying price.

FRUITS	Group A
3's—Apples, standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
Gal—Apples, preserved	5 30
2's—Blueberries, (huckleberries) standard	1 50
2's—Blueberries, (huckleberries) preserved	1 80
Gal—Blueberries, (huckleberries) standard	5 30
2's—Gooseberries, preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2's—Peaches white heavy syrup	1 90
2½'s—Peaches, white heavy syrup	2 57½
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
2½'s—Peaches, yellow flats, heavy syrup	2 60
3's—Peaches, yellow flats, heavy syrup	2 90
3's—Peaches, whole, yellow heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
Gal. pie fruits, assorted, add 5 p.c.	
2's—Pears, Bartlett, heavy syrup	1 80
2½'s—Pears, Bartlett, heavy syrup	2 15
3's—Pears, Bartlett, heavy syrup	2 40
2's—Pears, Flemish Beauty, heavy syrup	1 80
2½'s—Pears, Flemish Beauty, heavy syrup	2 15
3's—Pears, Flemish Beauty, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears, pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, Damson, light syrup	90
3's—Plums, Damson, light syrup	1 30
2's—Plums, Damson, heavy syrup	1 05
3's—Plums, Damson, heavy syrup	1 45
Gal—Plums, Damson standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syaup	2 20
2's—Plums, green gage, light syrup	1 00
2's—Plums green gage, heavy syrup	1 30
3's—Plums, green gage, standard	1 90
Gal—Plums green gage, standard	4 05
2's—Plums, Lombard light syrup	90
3's—Plums, Lombard, light syrup	1 30
2's—Plums, Lombard, heavy syrup	1 05
3's—Plums, Lombard, heavy syrup	1 45
Gal—Plums, Lombard, standard	3 55
VEGETABLES	
2's—Beans, red kidney	1 15
2's—Beets, sliced blood red Simcoe	1 00
2's—Beets, whole, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's Beets, whols, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	97½
2's—Corn, fancy	1 07½
Gal—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal—Pumpkins	3 12½
3's—Squash	1 15
Gal—Squash	3 35
2's—Succotash	1 15
2's—Tomatoes	1 07½
2½—Tomatoes	1 12½
3's—Tomatoes	1 17½
Gal—Tomatoes	3 45
3's—Turnips	1 15

Group B is 2½ p.c less than Group A.

To arrive at prices for following points add to prices herewith per dozen:—

	2's	3's	Gal
Maritime Provinces	2½	5	25
Winnipeg	14	22	55
Vancouver	22½	35	90

Toronto.—Prices on new canned goods have been received and are generally higher. Tomatoes, one of the lines which have aroused interest, opened at $1.15 to $1.17½. That is the price at which the retailer who has booked ahead will receive his goods but not the the price that the goods could be purchased at to-day. The retailer who has a good big order in for tomatoes is lucky. He could sell them back to the jobber at a fair profit. "What would you sell me tomatoes at to-day?" The Grocer asked several dealers. "I would ask $1.40, because independent canners are asking the jobber close on that price. They say they can get that for them in the West," replied one man. "I would quote you $1.55," remarked an extremist, "but I wouldn't sell them to you at all." Two others quoted spot stocks at $1.40, and that seems to be the general price. The percentage of deliveries to wholesalers will only be 40 per cent.

Corn has opened at 95 to 97½, with a 90 per cent. delivery, and with the high prices for both tomatoes and peas should be in a special demand and prices will probably rule firm.

Fruits are generally slightly higher than last year with the exception of plums which are a full pack and are considerably lower. The new quotations given above under Montreal apply to Toronto as well. These are F.O.B. factory.

TRADE NOTES.

The Dominion Chicle Company, of London, Ont., has been incorporated for the manufacture and sale of gum, chicle and confections.

Excavations for the new plant for E. W. Gillett Co., Toronto, have been completed, and the contractors have already begun the erection of the plant which will consist of six buildings with a total floor space four times the size of their present factory at the corner of King and Duncan Streets. There will be over two million cubic feet of space in the main factory building alone.

WELL TO REMEMBER.

Don't recommend goods more highly than their quality will stand, unless you want to destroy the confidence the customer places in you.

Price may have a bearing on selling goods, but quality is what brings a customer back.

This is a time of the year when everybody should be busy. If you are not, find out what is wrong.

Don't stick to the rut. Every year sees changes in business methods.

Keep your eye on your competitor, but don't give him all your time and attention.

FOR YOUR ADVERTISING.

Olives—appetizing—handsome in appearance.

Sifted Peas.—Medium size, tender and of fine flavor.

Vanilla—pure, genuine, delicious vanilla flavor.

Kippered Herring—convenient—merely heat and serve.—Kippered herring on toast, a tempting dish.

Salt production is about the oldest industry in the world. In Italy, the cradle of the salt industry, it has been manufactured commercially for 2,500 years.

GROCERY ADVERTISING IN A SMALL TOWN.

(Continued from page 34.)

must be intelligently and painstakingly handled, or it will become a dead expense, yielding you little or nothing. You must study your local problems and solve them in the light of your deductions from local conditions. Think, if you can, of the infinite, patient perseverance of the man who coached his clerks into writing personal letters to his customers. Think how steadily he kept at it. Imagine him teaching some girl whose mind was mostly taken up with her "puffs," how to get the letters properly, interestingly written; or picture him beside some doltish boy, endeavoring to work out of him a few practical ideas. Yet he did it and his reward was considerable. Soon his people were used to the work and began to take interest in it. After that his task was mostly that of direction. But it was for the conception of the idea and the introductory work involved that he deserved great credit.

Serious and Important Matter.

With $45 per month and intelligence behind your plans, you can do a great deal in a town of 1500. In fact, if you do give the matter the right amount of thought and attention, you will soon be out of the $27,000 class and into one wherein $45 will not cover your legitimate expenditure. But to do this you must regard advertising as a matter so serious and important as to deserve the very best that is in you in the way of planning and execution.



THOS. DUKE,

New President of the Vancouver Retail Grocers' Association.

AUTPMATIC PRINTING ATTACHMENT

There is still another new device of interest to the grocery trade on the market. It is an automatic printing attachment that fits onto the paper cutter and is shown in the accompanying illustration. The device is attached to the top of the paper cutter by means of a thumb-screw, which holds a type roller against the roll of paper. It enables the dealer to have an advertisement on every parcel leaving the store, and the mechanism is so arranged, that the advertisement can be changed by the installation of a new roller. It can be used, for instance, to advertise secial sales or to introduce new lines. Paper bags can also be run through. J. R. Wilson, of Toronto, is placing this article on the market.



The Rochdale Co., and the Canadian Co-operative Concern, Hamilton, Ont., have amalgamated, the new firm to be known as Arcade Limited.

According to one report the consumption of all kinds of coffee in the United States has fallen off from 18,824,000 bags in 1908-09, to 17,663,000 in 1910-11.

Don't get excited during a rush hour. Keep cool and you can work much faster and the cash will be more likely to balance at the close of business hours.

POSITION VACANT.

CLERK WANTED — For general store; central Ontario village of 1600. State salary and experience. Box 490, CANADIAN GROCER, Toronto



Continental Original GERM-PROOF Paper Bags

are creating an unprecedented demand an the part of the public because of the positive assurance of the most sanitary mode of wrapping and protecting foodstuffs.

Continental ***GERM-PROOF*** Bags are manufactured of *Extra Quality* and *Strength* paper from specially prepared stock, under *Sanitary Conditions* unequalled in any other bag factory.

Continental ***GERM-PROOF*** Bags ere *priced no higher* than bags of less merit.

SOLD THROUGHOUT CANADA BY LEADING JOBBERS AND WHOLESALE DEALERS

The Continental Bag & Paper Co., Limited

OTTAWA, - CANADA



Couple Your Success with Ours

E.D.S. PRESERVES

Jams and Marmalades

E
D S

are three of the splendid lines of fruit, preserves and condiments that have made the E.D.S. Brand known to housewives throughout Canada. Successful with everyone.

Our Materials are Home Grown

They come straight from our orchards and gardens at the precise momen when they reach perfection. No spoiled fruit ever comes near our factories

Pure Sugar and Perfect Fruits

are the only ingredients of E.D.S. products. **That's why there is never a surplus** on your shelves. They move fast. Successful selling means Big Profits at the prices commanded by E. D S. Goods.

Write for quotations

Made only by **E. D. SMITH,** at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.: J. GIBBS, Hamilton.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,

"NARCISSUS," fine FILIATRA currants.

"ELEKTRA," fine FILIATRA cleaned currants,

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
W. H. ESCOTT CO., Winnipeg, Man.
McKELVIE & CARDELL, LTD., Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID STAPLE LINE

D. SPINELLI & CO.

MONTREAL REGISTERED QUEBEC

HARD FACTS

Getting down to hard facts, does it make any difference to your business whether you sell good tea or another kind?

Then if it makes a whole lot of difference, what have you done to find out for yourself which is the best tea on the market?

Time and again I have paid the price for this space to tell you about Red Rose Tea, and you yourself have seen Red Rose race forward to a leading place in the package tea business.

But the only way you can prove its quality to yourself is to try Red Rose in your home. Many grocers have done this and are recommending Red Rose as the best quality in tea at the price in every grade. That is why their sales increase so rapidly.

Red Rose Tea

"is good tea."

T. H. Estabrooks
Toronto, Winnipeg, St. John, N.B.

ROYAL SHIELD BRAND TEAS



Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

Wiley Attacks Manufacturers of Impure Foods

Kansas City, Oct. 4.—Dr. Harvey W. Wiley, chief of the Bureau of Chemistry, in the department of agriculture of the United States, delivered a speech on The Health of the People, here recently, the feature of which was an attack on the manufacturer who sells adulterated foods and drugs, and who was characterized as a "thief and a corrupter of public morals."

In attacking manufacturers who sell adulterated foods and drugs he declared the human animal is entitled to a pure and wholesome diet. "The drug store and the grocery store," he said, "should be distinct concerns and not sell each other's wares. The man who converts peanut shells into pepper on the ground that the poor man is not able to buy pure pepper is a thief and a corrupter of public morals. The wealthy man possibly may be able to afford peanut shells, but the poor man, never. The man who dilutes the milk waters the stock of the wealthiest company in the world.

"Especially is this principle true," he declared, "as regards children, and no penalty is too severe for the man who deliberately puts a poisonous dye into candy to sell the stick for a penny and puts two-thirds of the penny into his own pocket.

"And by what principle of political economy can the practice be justified of keeping wholesome food in storage until its taste has vanished and poisonous degradation products have been produced ?"

MARKET NOTES.

Cocoanut in pails has been quoted at 21½ to 22 cents, being a slight increase.

A $9,000,000 rice company was recently incorporated at New Orleans to encourage greater economy in raising and marketing rice, but more probable to control the domestic rice industry of the United States.

Great Britain is the heaviest sugar consumer in the world. Last year 1,745,120 tons were imported, of which 1,303,319 tons were beet sugar, and 441,810 tons were cane sugar. For the sugar imported £25,307,214 were sent abroad.

A recent dispatch from Illinois says the new broom corn crop is moving and some of the sales recorded are the highest in thirty years. One farmer of Douglas county sold nine tons for $160 a ton. It is said the supply of broom corn this season will be limited, and some growers are predicting that $200 a ton will be paid before the season ends.

R. Simpson & Co., Hamilton, Ont., have moved to their new warehouse recently purchased, at 29 to 31 Charles St.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

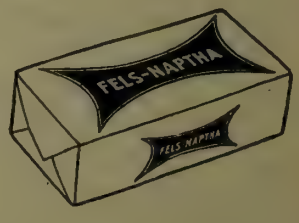
EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

You Can Promise Any Woman

Mr. Groceryman, that with Fels-Naptha soap she will not need hot or boiling water; moreover, she will save herself heaps of work and lots of time and discomfort, for Fels-Naptha really does all that's claimed for it.



BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

Delicious **Appetising**

CCC

Norwegian Canned Goods

We Pack No Hard Tough Fish?

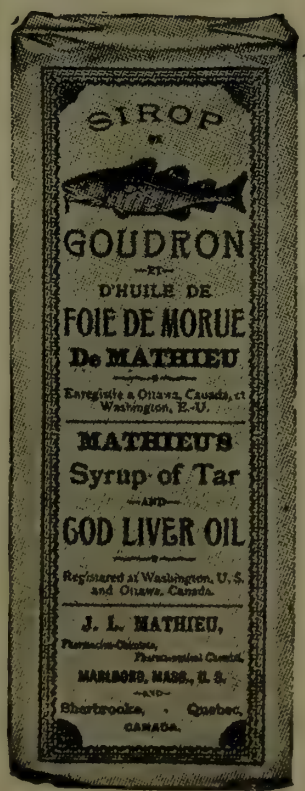
The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD"; there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput Fils & Cie., Wholesale Depot, Montreal



The House of Quality

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap--But How Good

GUNNS LIMITED. PORK & BEEF PACKERS TORONTO, ONT. CANADA

SAUSAGE

This is the season for fresh PORK SAUSAGE and we have the best Pork Sausage on the market.

Made under government inspection.

F. W. Fearman Co. LIMITED

HAMILTON



REINDEER CONDENSED COCOA

(Liquid form)

like Reindeer Condensed Coffee is combined with milk and sugar.

Simply add boiling water and you have a delicious beverage for the casual guest or roomer. Also good for chocolate frosting.

We will supply FREE a limited number of small water heaters to roomers using REINDEER COCOA and REINDEER COFFEE.



REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Eggs Firm Under Smaller Production

Stronger Tone in Egg Market Due to Decreased Supplies—Storage Eggs Being Used at Some Centres—Live Hog Prices Show Further Easiness—Butter Takes on a Firmer Feeling—Cheese is Steady.

Last week we reported a firm market in eggs, the result of decreased production. During the past week this has become more marked and prices are firmer, with advances at a number of centres. Indeed, at some points it has been found necessary to call storage stocks into service. Strictly new-laid are not plentiful and prices are high.

Last week witnessed a shipment of 250 cases of eggs to England, the first export to that country for close on two years. Canada's production of late years has not been measuring up to the home demand.

This week again further easiness in Canadian live hog prices is announced. This follows out the predictions of certain dealers that prices would show a substantial decline during September. It is usual during the fall to see a larger offering of the porkers, and this has been true this year, with a marked decline in values. Since the first of September, prices on the Toronto market have eased off $1.20 per cwt. In the United States markets the same situation has developed, with a larger offering of hogs and a consequent decline in price. If the supply that has already come forward can be taken as an indication of the holdings in the country, seemingly a fairly good run during the balance of the fall can be expected, although it will not measure up with the offerings of early fall.

Provisions, under the decline in live hogs, at least, have no features of strength, with the exception of certain lines which are in special demand at this season. In this particular might be mentioned long clear and heavier lines, which, with the preparation of fall and winter camps, are in good demand. Lard, with the advent of the cooler weather, is meeting with a larger consumption and prices are accordingly steady.

The butter market from coast to coast reflects a general stronger tone. While in Ontario and Quebec there appears to be a fair production, the other provinces report a scarcity of stocks. It is for this reason that eastern Canada is finding a good inquiry from western points. There is also a fair export trade in evidence.

Cheese continues to hold its strong position. There has at certain points been a slight wavering, but general conditions point to a steady tone.

MONTREAL.

Provisions.—The demand for all lines of provisions is reported good. Pure lard is in small supply with some houses, pork is showing a marked improvement, and hams continue to hold their own. Hogs are a little easier and the whole market shows a good activity.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11½
" " " 5 " "	0 11½
" " " 3 " "	0 11½
Pails wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3 5 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 9½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 9½
" 5 " " " "	0 9½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 9½
Tubs, 50 lbs. net, per lb	0 9½
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	24 50
Plate beef, 100 lb bbls	7 0
" 200 "	14 50
" 300 "	21 50
Boiled ham, small, skinned, boneless	1 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13
Hogs, live, per cwt	6 75 7 00
" dressed, per cwt	9 75 10 00

Butter.—The market is steady and tends to higher prices. The export trade this year has shown a great increase. The figures are 110,000 boxes, as compared with 26,000 boxes last year. Higher prices are looked for in the near future with a continued export demand and a heavy home consumption.

Creamery	0 28½ 0 27
Dairy, tubs, lb	0 22 0 23

Eggs.—Supplies are coming forward only fairly free. An improvement would be more acceptable. Prices are higher and it seems that they will continue very firm.

New laids	0 34
Selects	0 28
No. 1	0 24

Cheese.—The high price of cheese continues. The demand for butter and cheese, and the amount of milk used in the former manufacture has made the cheese market stronger. Prices are high just now and may remain there for some time.

Quebec, large	0 15½
Western, large	0 15½
" twins	0 15½
" small, 20 lbs.	0 15½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—The general tone of provisions is slightly easier. This is only natural with the lower price for live hogs. This week's decline of 25 cents in the porkers brings them down to a figure $1.20 below the level of September 1. The increased offerings, which is usual at this season, is the cause of the past month's decline. Smoked hams are ½ cent per pound off this week, while long clear on account of a brisk demand has moved in the opposite direction and is quoted at 13 to 13½. Lard is somewhat steadier and is generally held at ½ cent higher this week.

Smoked meats—	
Light hams, per lb	0 16 0 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 15 0 15½
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 13 0 13½
Heavy mess pork, per bbl	19 " 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb	0 10½ 0 11
" tubs "	0 11 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 50
Live hogs, local	6 80
Dressed hogs	9 50 10 25

Butter.—Butter is generally higher in price, quotations for most lines having been moved upward. There is a fair production reported, but a good demand is in evidence. From the West there has been considerable inquiry of late.

	Per lb.
Farmers creamery print	0 27 0 28
Creamery solids	0 25 0 26
Farmers separator butter	0 24 0 25
Dairy prints, choice	0 23 0 24
No. 1 tubs or boxes	0 1 0 22
No. 2 tubs or boxes	0 17 0 18

Eggs.—As reported last week, the production of eggs is falling off. Indeed, storage stocks have been called into service, the price being 23 to 24 cents. New laids are in good demand, but scarce at 25 to 26 cents. Some firms are asking a higher figure for guaranteed stock.

Storage eggs	0 23 0 24
New laid eggs	0 25 0 26

Cheese.—Prices are unchanged, but apparently quite steady at the high figure, under similar conditions at country boards.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—There is considerable poultry of various kinds finding its way to the market. Demand is normal. Prices about the same.

Fowl, live	0 12 0 13	Duckling, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—Prices on honey are well maintained. There is some buckwheat honey being offered.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz.	2 25 2 75

Wide Awake Methods of Retailing

Price-cutting in Portage la Prairie Disturbs the Trade—Value of Keeping the Name Before the Public—Prizes Offered in Kingston, Jamaica, for Unique Contests—Stopping Leaks by Checking Goods Coming Into the Store.

The Grocer will pay any dealer or clerk for practical items for this page.

Price-cutting in Grapes.

Portage La Prairie, Man., Oct. 5.—Some recent price cutting in grapes has been the subject of considerable discussion among the trade.

One dealer announced last week that grapes were 30 cents a basket when other stores were selling at 35 cents. So far as the former is concerned his position is tersely stated in the following advertisement in a local paper:

"We announced on Monday the price of grapes as 30c a basket, which at the price we bought at we consider, left us a fair margin of profit. One of the local dealers came to us and made a kick because we brought down the price from 35c, and said he would drop them to 25c, he did not do so however, but brought them down to 27½c (when he had been paying 27c for them). Another dealer at once came down to 25c. That, in a nutshell is the reason you are getting 25c grapes.

"Our position is this, we can buy just as cheaply as anyone else and are willing to sell at a fair margin of profit. But will not sell at cost, or a loss, simply for spite. To-morrow grapes will be 30c and will not be lower unless the wholesale price comes down."

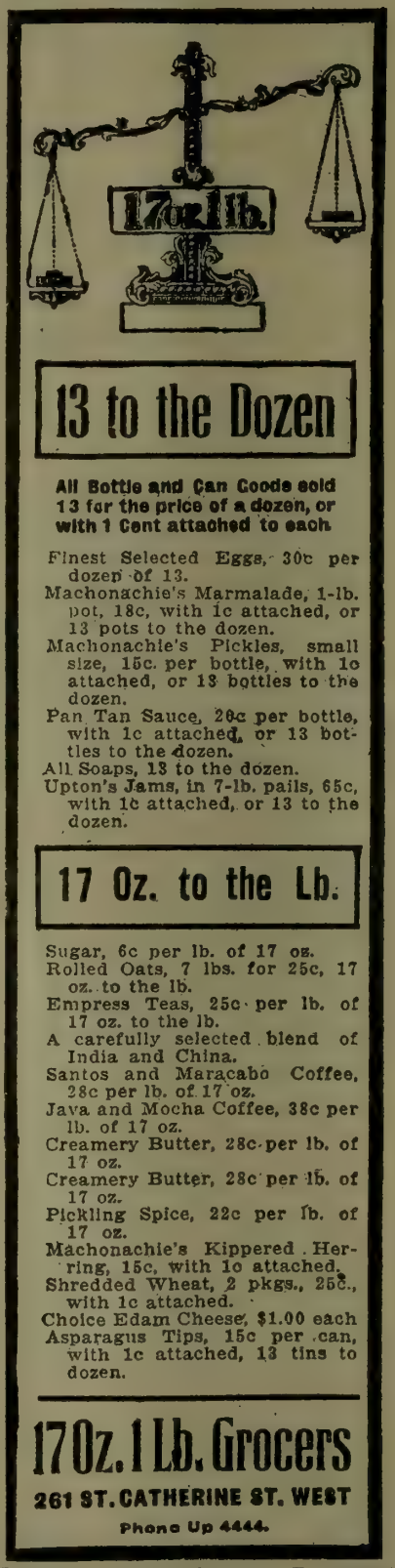
Keeping the Name Before the Public.

Toronto, Oct. 5.—Neil Carmichael, retail grocer, 1212 Yonge St., believes in keeping his name well before the public. For a city the size of Toronto, this cannot well be done by the ordinary grocer through the medium of the newspaper, so that other simpler methods productive of good results have to be brought into play.

One of these which Mr. Carmichael uses is an advertisement on the paper bags which he sends out. It is just a simple ad., giving his name, showing that he sells groceries, and giving his street and phone number.

He also has his name on a special bag in which he delivers bulk tea. This bag, which is colored, also helps tea sales, as an attractive package always does. He has, too, an advertisement on the small safety egg carriers which go out to customers, while his delivery wagon carries his name, store and phone number.

All these things, he maintains, contribute to keeping the store before the public as well as helping the customer to ascertain the street or phone number with the least difficulty.



Newspaper Advertisement Representing a Novel Method of Doing Business on the part of a new Montreal Firm. This was referred to in a recent issue of The Grocer.

Store Competitions in Jamaica.

Kingston, Jamacia, Oct. 4.—In the annual Christmas competitions of the Kingston Gleaner there are some events of interest to grocery merchants and clerks. A. F. Dunnett, of Nathan & Co., offer two prizes, one guinea for the first and 10s. and 6d. for the second prize for the best paper, not to exceed 1,700 words on "the best method of improving the relationship between employers and their clerks."

Shopping in a tropical city is more or less a tiresome task. It is, however, made more pleasant when buyers are attended courteously by the clerks waiting on them. In this regard, some clerks are more popular than others, and with a view of getting the opinion of the public, the people are asked to send in the name of the clerk whom they prefer to serve them. Hon. H. A. L. Simpson, who has always taken a deep interest in the welfare of the clerks, offers a prize valued at two guineas for the clerk receiving the largest number of votes.

Check Goods on Arrival.

Toronto, Oct. 5.—A firm believer in the proper checking of goods is Wm. Miller, grocer, Yonge St., and he carries this out to good advantage in regard to profit. Not only does he believe in watching the greater and more noticeable, but also the smaller goods, which combined amount to a great deal.

The other day Mr. Miller sent in a rush order for a small quantity of bacon. When he received it, the invoice called for 21 pounds. However, when he placed it on the scale, it only weighed 19¼ pounds. The firm from which he bought was perfectly reliable, but a mistake, which is liable to happen with the best firms, had occurred. Had he not weighed it on arrival, he would have had just so much less profit.

In a similar manner he checks over other goods. Sometimes with glass goods he finds several packages broken and which if not reported to the firm sending them, would result in further reduced profit.

It is well, he points out, to carefully check goods if for no other reason than to be certain you are not losing money in this way.

A Newfoundland Ad.

St. John's, Nfld., Sept. 28.—J. J. St. John, grocer, of this city, starts off his advertisement in the local paper: "The assurance of being right is, undoubtedly, comforting." Then follows: "We can give you that assurance only when you buy your provisions and groceries at our store, and thereby get the advantage of our excellent values. Try an order with us."



Grocers: It has been in the past, and shall always be the aim of this company to manufacture goods that will continue to add to our reputation, and under no circumstances whatever shall the increased cost of production tempt us to sacrifice the quality.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



Shredded Wheat

Wheat has been the "staff of life" of the human race for over 4000 years, and the SHREDDED WHEAT BISCUIT is the most palatable and most digestible form in which it has ever been presented. It should be on the table of every family in America and our extensive advertising, sampling and distribution have introduced it into almost every home in this country. PUSH ITS SALE, secure the trade we create for you! Besides pleasing your customers you will be well repaid for your efforts by the splendid profit you make on it.

The Only Breakfast Food Made in Biscuit Form

The Canadian Shredded Wheat Co.
Limited
NIAGARA FALLS, ONT.



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal
R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg
Tees & Persse Calgary
Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

"Peacock" Brand Pickles

should now receive your attention, in fact you should endeavor to keep your customers constantly supplied, as they are Quality and Purity in the highest.

The "PEACOCK" Brand

has made many friends both for the packers and retailers. You want to make more friends?

WRITE

Mathewson's Sons
MONTREAL

If You Went Into

a Drug Store and the Druggist recommended a certain patent medicine you would give it a trial, ten to one. We feel that you should give our goods a fair run on our recommendation, and we are sure, if you do, that you and your customers will both be pleased.

4

BRANDS OF EQUAL PURITY.

"Regal," "National," "Laurentia," "Daily Bread."

Made in Canada's newest and most up-to-date mills.

The St. Lawrence Milling Co.
Limited
MONTREAL

Good Season for Flour and Cereals

Consumption of Cereals Shows a Good Increase—Mills Are Well Sold Ahead on Rolled Oats—Present is Good Time to Push Flour Sales—No Change in Prices or in General Situation

There are no features in regard to price movements to record this week either in flour or cereals. There has been some booking of orders for fall and winter requirements in flour, but this trade is as yet not large. Now is a splendid time for the dealer to push flour, for his efforts should result in an increase in this line of business. Housewives, who during the summer months purchased their bread, are now in many instances commencing again to make their own. In the country districts, the farmer is now reaping the money from his season's labor and this should be a good time to induce him to put in a supply of flour.

More life is also present in the cereal trade and should at this time be given attention. In rolled oats purchases for winter requirements have been large and mills report that they are well sold ahead.

There has been little change in the price of the raw material during the week past. Both wheat and oats are hovering around the same level. A Winnipeg despatch early in the week indicated that although receipts are heavy, the amount of wheat offering is really light. Apparently the farmers are holding for higher prices.

The world's wheat shipments last week totalled 10,176,000 bushels, as against 11,200,000 bushels the previous week and 14,549,000 bushels a year ago. Corn was 1,174,000 bushels as against 2,664,000 the previous week and 4,640,000 a year ago.

MONTREAL.

Flour.—There is nothing new to report in this market. Prices are steady and likewise the demand. The fall weather has given something of a new impetus to flour from a grocer's standpoint and better interest shown in it.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1 t Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Rolled Oats.—The market continues active with good general enquiry. Prices remain unchanged. The undertone gives evidence of confidence and with every prospect of business maintaining its position the market should remain firm.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oat meal, bags	2 86
Bolted cornme l, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—Flour prices are holding steady with no special features in this regard. Wheat is practically at the level of last week. There have been some bookings of orders for fall and winter requirements, but as yet these have not reached a large scale. Some of the smaller bakers have made contracts, it is said, but the larger firms seem to be holding off. The larger portion of this trade does not generally become apparent until October or November.

Manitoba Wheat		
1st patent, in car lots		5 30
2nd pate ts, in car lots		4 80
Strong bakers, in car lots		4 60
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 15
Patents		4 50
Blended		4 50

Cereals.—The week has been marked by no price changes. Rolled oats continue at $2.60 in single sacks. Consumption is on a larger scale since the cooler weather set in, as is also demand from retailers, and mills are well sold ahead in this line. Cornmeal and rolled wheat are unchanged but steady.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 75 ba s to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots 1 0-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00

Rolled oats in cotton sacks, 5 cents more

Millfeed.—Shorts are quoted at $25 per ton in car lots on track, Toronto, while quotations for bran are $23. Prices are high at the present time, the result of a good home demand while orders from Germany a few weeks ago had considerable influence on prices. When wheat starts to be milled in quantities, it may result in some easing off in prices.

EXPORTS TO BERMUDA.

Canada exports to Bermuda have increased from $277,000 in 1906 to $417,000 in 1910. This growth is all the more remarkable when it is considered that there is only a 12 day service between Canada and Bermuda, whereas, there are three competing lines from New York, making weekly and fortnightly trips. Butter and flour are two of the main lines taken.

WIFE CAN'T BE A COMPETITOR.

The Supreme Court of Michigan, in a recent case held that a man was entitled to prevent his wife from entering into business competition with him where he was able and willing to support her.

PROFIT IN SODA BISCUITS
DEPENDS UPON



Quality
SUCH AS IS FOUND IN
MOONEY'S
Baked Right
Packed Right
Sold Right
they are easily sold with an excellent profit on every sale.
The MOONEY
Biscuit & Candy Co.
LIMITED
Factories at
Stratford, Ont., Winnipeg, Man.
BRANCHES at Hamilton, Ottawa, Sydney C.B., Halifax, N.S., Fort William, Calgary, Vancouver, St. John's, Nfld.

MAPLEINE
THE POPULAR FLAVOR
A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.
See Price List
Order a supply from your jobber or—Frederick E. Robson Co., 26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE. WN.



When writing advertisers kindly mention having seen the advertisement in this paper.

$10 SUGAR IN NEWFOUNDLAND.

The Wholesale Price for the Best—Beans Scarce—The Lobster Fishing Good.

St. John's, Nfld., Oct. 1—(Special)—The price of sugar seems to be at a standstill; wholesale dealers are now quoting $10 per cwt. for best American granulated. It is thought that the highest notch has been reached. Not for years has the price been so high.

Beans seem to be a scarce article in the market and it is difficult to purchase any in the Canadian market; our heaviest supply comes from Germany; but rumor has it that the Continental crop is a failure this year owing to drought.

Our market is well supplied with green fruit of all kinds. No. 1 Gravenstein apples are selling from $3 to $3.25. The quality of apples sent to this market is not up to the standard and numerous complaints are continually being made by importers; it seems we get what's left after everybody else is supplied.

This market has been affected by the reported shortage of the rice crop and dealers holding stocks have all advanced their prices.

The lobster fishing is over and is considerably in excess of last year. Price current now is $17.25, but as high as $17.75 has been paid.

COMFORT SOAP'S LATEST PREMIUM.

The Comfort Soap people are to be congratulated on the success of their latest premium, viz:—The Comfort Soap Sealing Machine now so largely used by up-to-date Toronto grocers. This machine saves time and twine, and gives an up-to-date appearance to the counter.

The Comfort Soap people are giving Free this Rapid Sealer to purchasers of 25 cases of Comfort Soap.

The machine is the most modern invention adapted for the wrapping of packages.

This up-to-date idea is a saver of time, labor, and money. Two inches of tape will do the work of two feet of twine, and do it better, neater, quicker and cheaper. On one roll of tape you may have 4,800 advertisements, and can seal up as many as 2,400 parcels.

These machines will make an attractive addition to any counter, and will not occupy any more space than a twine holder. The idea is simply for your parceler to draw a moistened tape with your advertising on it from the machine and place it on your packages wherever the paper meets.

Tapes with The Comfort Soap advertisement are supplied absolutely free by The Comfort Soap Company, which fact alone means a great saving of twine expense to the owner of one of these machines. The grocer may have his own advertisement on the tape at less than cost price. Every grocer should secure one of these machines at once before the supply runs out, especially when they can be had absolutely free of cost.—See full-page advertisement on page 6 of this issue for further particulars. It will be well worth your while.—Advt.

PUT YOUR CREDIT ACCOUNTS ON THE RIGHT SIDE OF THE LEDGER

Adopt the ONLY Way to make credit business SAFE. And at the same time eliminate charging, errors and disputes.

Allison Coupon Books

are in use all over the world.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

WHAT'S THE MATTER

with your pickle sales? You must be selling an inferior brand otherwise the returns would be more satisfactory and kicks fewer.

TRY

CHIVERS'

for a change. They are quality all through, "money-back goods."

CHIVERS

the people with a reputation, the people that guarantee their products.

S. CHIVERS & CO., Limited

CARDIFF WALES

CANADA:

112 St. Francois Xavier St., Montreal

Alimentary Pastes of the "Swallow" Brand

(Hirondelle)

Manufactured with the best quality of Canadian Flour—the best in the world—with the most up-to-date machinery, in the most modern mill, under the management of an expert, thus fearing no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes

Assorted Egg Noodles of the "Swallow" Brand are great favorites. TRY THEM, You will appreciate their exquisite taste.

SOLD EVERYWHERE

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario and Sault Ste. Marie

LEITCH ANCHOR BRAND OAK LAKE

This Checker is Crowned

In playing the game of Baking, your first move is good flour. **Anchor Brand Flour** has already been crowned, holds first position and works all ways. It will clear the board for you.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

ALLEN'S
Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

A trial order will convince you

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

S. ALLEN
Norwich, Ontario

CHIVERS' CLOTH SOAP
FOR CLEANING SUITS AND DRESSES

Where one garment is satisfactorily cleaned, two are ruined by using an inferior grade of soap or cleaning preparation.

Chivers' Cloth Soap is of British origin and has had the praise of people who know and have appreciated its qualities for many years. No grocer can afford to sell an inferior imitation, for his future business is at stake with every sale.

Write for particulars to the Canadian Agents

Harrison & Son, St. Nicholas Building, **Montreal**

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

GRAPES

Canadian stock is fine and prices low.

Grape Fruit, Jamaica

Good heavy Fruit.

Late Valencia Oranges

Jersey Sweet Potatoes

"Old Honesty Brand," none better few as good.

Cape Cod Cranberries

are reasonable, now is the time to buy, will be higher.

Peaches

A few days will take all the good stock, get your orders in.



25-27 CHURCH ST. TORONTO
are Largest Receivers

TAKE

the cover off a box of

"St. Nicholas"

or

"Home Guard"

you behold the beautiful Extra Fancy Lemons—prime quality—from the most improved groves of Sicily—a faultless selection, faultlessly packed. Just what discriminating dealers and consumers are looking for. If you are not handling these brands you are losing money.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Apples Being Given More Attention

Other Fruits are Smaller in Supply, and Apples are Now Coming to the Front—No Need to Rest on Oars From Lack of Fruit—Fancy Lines Coming in From the States.

Wholesale fruit men are now having resting periods at intervals, which were altogether absent during the rush of early September. There is, however, a considerable trade in evidence, late peaches and pears still coming forward while Canadian grapes are still next to plentiful. Retail fruit men need not rest on their oars from lack of fruit, for besides the domestic lines which are still procurable, most markets are receiving shipments of fancy peaches, prunes, pears and grapes from across the line, so that dealers need not allow their sales to fall off because of lack of supplies.

While a few months back dealers were looking for warm weather to stimulate lemon sales, to-day the cooler weather is the kind they welcome in this regard. Once the temperature drops below a certain mark, it needs to swing to the opposite extreme in order to make a good demand for lemons. There are no special features present bearing on prices. New crop does not arrive until in November and present stocks will apparently be well out of the way before that time.

The prospects for apples as a whole has depreciated slightly. All Duchess and other first early varieties yielded medium crops, which have been harvested. Spys are reported particularly scarce, except in certain parts of Nova Scotia and along Lake Huron, as well as Lake Ontario counties in Ontario. Greenings are abundant. Apples are generally of good quality, and in this respect are ahead of last year, and indeed, as a whole, better than is generally the case. Apples are now being given more attention by dealers. The fact that other domestic fruits are not so plentiful are bringing them to the front. In certain districts retailers are now selling customers their winter's supply.

MONTREAL.

Green Fruit.—There is a good demand for apples of which the Famouse late arrivals to the market are selling at $5 a barrel. Grape fruit are selling rather high and are reported at a price in the United States markets. Canadian grapes are selling well, but pears and peaches seem to be in smaller compass.

Apples, bbl	2 50	3 50
Apples, Famouse, bbl.	5 00	
Bananas, bunch	1 50	1 75
Bananas, crated	1 75	2 00
Cantaloupes	2 50	3 00
Cocoanuts, bags	4 00	4 50
Grape fruit, Florida, case	5 50	6 00
Grape fruit, Jamaica		00
Grapes, Canadian, basket	0 20	0 25
Lemons	4 00	4 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 00	5 00
Jamaicas, bbl.	2 75	3 75
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 25	1 50
Peaches, Can. basket	0 50	0 75
Pears, Can. bas.	0 50	0 75
Pineapples—		
Floridas, case	4 00	4 50
Plums, California box	1 50	2 00
Plums, Can. bas.	0 35	0 75

Vegetables.—The market is steady with a good general demand. Tomatoes, potatoes and celery are moving well. Spanish onions are also being enquired for rather freely. Cranberries are quoted at $7.50 a barrel.

Carrots, doz	0 25	
Cabbage, doz	0 75	
Celery, doz	0 75	
Corn, per doz	0 20	
Cranberries, bbl	7 50	
Cucumbers, doz	0 60	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz	0 45	0 50
Onions—		
Spanish, crate	3 75	4 25
Canadian reds, 100 lbs		3 00
Sweet potatoes		2 00
Montreal potatoe, new, bag	1 15	1 20
Tomatoes, Canadian, box	0 50	0 60

TORONTO.

Green Fruits.—While there is considerable trade being transacted in domestic fruits, the briskness of early September is lacking. Plums are off the list with the exception of an odd belated basket, sugar melons are practically done, while shipments of peaches show a marked shrinkage. There are still late pears arriving, but shipments are not large. Grapes are still in abundance. There is no particular change in other lines such as lemons and oranges. Cranberries are steady at $8.50 to $9.00 per barrel.

Shipments of such lines as fancy peaches and prunes are being received from Idaho, Utah and Colorado, while table grapes are coming in from California and are being taken up well, especially by city fruiterers. Canadian chestnuts, coming from the neighborhood of Simcoe sold at $6.50 per bushel or $1.75 per peck.

Bananas	1 25	1 75
Lemons—		
Verdelli	4 00	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 50	4 75
Can. tomatoes, 11-qt. baskets	0 25	0 30
Canadian plums, best	1 00	1 25
common	0 65	0 90
Can. peaches,— Best grades	0 85	1 25
Common	0 40	0 50
Canadian pears, 11-qt. basket	0 25	0 50
Grapes, small	0 20	0 25
Grapes, fancy Delaware		0 30
Cranberries, Cap Cod, brl.	8 50	9 00
Apples, brl.	2 75	3 25

Vegetables.—Potatoes are practically unchanged in price. There is a little larger offering of Ontario stocks, but shipments continue to come forward from New Brunswick. There is still a certain demand for cucumbers, peppers, cayennes, pickling onions and kindred lines, which are in demand at this time for pickling purposes.

Canadian beet, basket	0 25	0 35
Cabbage, Canadian, dozen	0 65	0 75
Carrots, new, basket	0 25	0 30
Cucumbers		
Canadian bsk.	0 15	0 25
Egg plant, bsk.	0 25	0 30
Celery per doz. heads	0 40	0 50
Cauliflowers, dz.		1 25
Green peppers, basket	0 25	0 35
Onions—		
American cooking, 100-lb. bag	2 25	3 00
Spanish		3 50
Canadian, bus		1 25
Potatoes, N. B. stock, bag		1 20
Sweet potatoes, barrel	4 50	4 75
Newturnips, per 11-qt. basket		0 20

U. S. TOMATO PACK.

The fact that for the past three months Canada has been importing tomatoes from across the line, makes the yield in the United States of some interest. One canned goods brokerage firm estimate that the total pack of tomatoes in the United States for 1911 will be about 7,000,000 cases. "The total pack of 1910," they say, "which was considered two-thirds of a pack, was 8,000,000 cases, and there was a carry over of about 2,000,000 cases. This year no carry over and a smaller pack will undoubtedly be the record."

COCOANUTS IN TRINIDAD.

The commercial agent in Trinidad says that while a few years ago, cocoanuts were almost a drug on the market and purchasers had it all their own way, the situation is now changed. "There is probably no article of tropical production so sought after to-day as the cocoanut," he writes. "The planter has no need to trouble himself to find a market, as buyers will come to him."

Trinidad produces about 30,000,000 cocoanuts annually. Of these, in 1910 some 20,000,000 were exported, 7,000,000 manufactured into the shredded product and 5,000,000 into oil. There is a big home demand for the oil.

SOME PITHY POINTERS.

Treat everyone alike if you wish to hold your trade.

Make people feel happy if you want to increase their purchases.

Keep your eye open for the man in the overalls. He probably has a dollar to spend.

You can't judge a customer by the suit he wears. The man in the ragged suit is perhaps a big purchaser.

It may be pleasanter to see a rich customer come in but that is no excuse for not treating the poorer one properly.

Cape Cod Cranberries

First arrivals for the Season have reached Toronto. The stock is fine color and size.

Jersey Sweet Potatoes

are coming along in fine shape. "Whitco Brand" Sweets are the best obtainable.

Oysters, Finnan Haddies, Fillets, New Digby Herrings, etc.

WHITE & COMPANY, LIMITED
WHOLESALE FRUIT AND FISH
TORONTO

Fresh Arrivals

JERSEY SWEET POTATOES
CAPE COD CRANBERRIES

These two lines are coming along in excellent condition; our brands are full of quality—try them.

OYSTERS

Direct from the beds of the pioneers in deep-water Oyster culture. No contamination whatever—large, fat, solid meats—absolutely pure.

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



LEMONS



Doing nicely, thank you! Our business for Buster Brown is increasing steadily, because the Good News regarding the Superior Packing and Quality is spreading. Some day you will always ask for Buster Brown. Do it now.

FOLLINA BROS., Packers, Italy. W. B. STRINGER, Sales Agent, Toronto.



Fish - Oysters



Fish Trade Now Off to a Good Start

Trade is Well Under Way, Although the Season is as Yet Young—Many Merchants Taking up This Line for the First Time—Besides Direct Benefits, it is a Trade Attractor—Oysters Doing Well.

Considering that the season is as yet only young, the volume of trade that is being done, as evidenced by reports from various secrions of the Dominion, is quite satisfactory. Many of the dealers have already got their fish departments off to a good start, while not a few who have hitherto given no attention to this phase of the trade are taking it up for the first time this season. It is a line which comes most decidedly within the scope of the grocer, and besides the direct profit which is reaped, it helps to attract other trade. Those dealers already not interested should consider the possibilities of this side line.

The fall run of mackerel has struck in along the Nova Scotian coast and already some fair catches have been made. There was no September catch of herrings worth while in that province but there is still time for the poorer grade of fish to come along.

QUEBEC.

Montreal.—Business is reported quite satisfactory and orders to the big dealers are coming in from the west and other parts of the country. In this district business is steady and as the season advances there should be an encouraging growth in the trade. The brook trout season is over. Lake trout are in good supply at a fair price. Salmon is reported scarce, but halibut, pike and pickerel are coming forward freely. It is apparent that grocers are taking a deeper interest in their fish departments and not a few are taking up this end of the business for the first time. Such, at least, is the statement of one prominent fish authority. Oysters are in good demand with the season getting away to a good opening. The taste for the bivalve has been unsatisfied for months and the beginning of the new season has been encouraging. Haddies are receiving close arrention and kindred lines are coming more into use again since the middle of September.

FRESH

Bluefish, per lb.	0 12	Halibut, express per lb.	0 10
Dressed perch, per lb	0 10	Salmon, B.C., lb	0 17
Dressed bull-heads, per lb.	0 10	Salmon, Gaspe..	0 18
Eels, fresh, each	0 25	Sea trout	0 10
Flounders, per lb	0 08	Sea bass, per lb.	0 12
Mackerel	0 12	Lake trout, lb..	0 10
Haddock, per lb	0 05 0 06	Pike, per lb.	0 08
Halibut, per lb.	0 10	Pickerel or dore	0 10
Herring, each	0 03	Whitefish, lb...	0 11 0 12
Steak cod head-less, per lb.	0 05½ 0 06		

FROZEN

Haddock	0 04	Salmon, B.C., red	0 10
Halibut, per lb.	0 09	Gaspe salmon per lb.	0 18
Pike round lb	0 05	Qualla salmon	0 10
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Steak cod	0 05	Whitefish, large, lb.	0 10
Mackerel	0 11 0 12	Whitefish small	0 06

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb	0 04	Choice mackerel, half pail	2 00
New green cod, small per lb.	0 03	Salmon, B.C., red, bbl.	14 00
New Labrador herring, per bbl.	5 50	Salmon, B.C., half bl.	7 50
New Labrador herring, per half bbl.	3 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 50
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 07
No. 1 mackerel ½ bbls.	8 00	Salt sardines, bbls.	6 00
Scotia herring, No. 2, bbl.		Salt sardines, ½ bbls	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
		Sea trout, bbls.	12 00
		Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb.	0 10
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 20
Kippered herring, new, 4u in box	1 25
New fillets, per lb.	0 10

SHELL FISH

Shell oysters, choice, barrel	12 00 13 00
XXX shell oysters	10 00
Lobsters, live per lb.	0 35
Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Solid meats - Standards, gal., $1.75; selects, gal., $2.	
Oysters, fancy cup, large barrels	9 00
" " " half barrels	5 00

NEW BRUNSWICK.

St. John.—Dry salt cods are reported as being a scarce article in St. John, and it is expected that the merchants will have to pay a stiff price to have them on hand to meet the demand. The cost is expected to soar, as this commodity is scarce. Fairly large quantities have been received from Halifax and Newfoundland, but one of the best sources of supply, the Bay of Fundy, nearest the home market, has seemingly failed for a time at least. There is a possibility of its improving, however. Much bait has been taken along the coast, particularly on the north shore of the province, where at a rough estimate, between 600 and 700 barrels have been secured. This is used mostly for lobster fishing and sardine fishing.

ONTARIO.

Toronto.—Trade in fish is taking on a noticeably healthier stride than has been apparent so far during the season. The cooler weather which has been in evidence is responsible in part no doubt while there is also the fact that the domestic fruit season is drawing to a close and dealers who have during the past month or so been devoting their attention to fruit are now beginning to push fish. Oysters have met with a favorable reception so far, bearing out the fact that retail dealers are giving them attention early in the season. Finnan Haddie are slightly higher, now being quoted at 9c, but that is about the only price change. A variety of new lines of smoked and pickled will be arriving during the next couple of weeks.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 10	Fresh caught herring	0 05
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Mullets	0 04
Pike	0 05	Bluefish	0 12
New Pink sea salmon	0 09		

SMOKED

Kippers, per box	1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb.	0 09		

PICKLED

Lake herring, per keg	4 00	Oysters, standards, gl	1 70
Oysters, selects, gal.	1 90		

NOVA SCOTIA.

Halifax.—Wholesale dealers report considerable improvement in the fish business during the past week. The fall run of mackerel has struck in along the coast, and during the week some fair catches were made. Most of the fish are large and fat, and those placed on the local market found a ready sale. Owing to unfavorable weather on the Banks, the receipts of other lines of fresh fish have been rather light. Oysters are only in fair supply. The demand is good and the price high. Prices in the dry fish trade are uncertain at the present time. Much will depend on the Labrador catch, news of which is now awaited by the local dealers. The tendency, however, is for higher prices. There has been a slight advance in the best grades of dry codfish, and the outlook for Bank fish is also reported to be a little better.

Fat herring continue to arrive in small lots, quite a percentage of these fish are soft, having been caught in hot weather and improperly cured. This means a great loss to the shore fishermen, and much inconvenience to Halifax buyers.

"Canada" Brand

Pure Boneless Cod Fish



THIS is one line in particular sitting out in the business "spot-light" to-day. The cold weather is fish weather, partly because fish is ***more easily*** handled. There is without doubt a stronger feeling amongst the best grocers about the possibility of successfully building up a ***fish department.*** Once more we want to impress upon you that ***NOW*** is the time to begin in order to be prepared for the demand which will be felt throughout the winter.

Boutilier's Smoked Fillets

"OCEAN" Brand HADDIES, KIPPERS, BLOATERS

You can't do better than begin with these. They are ***business*** getters and ***reputation builders.***

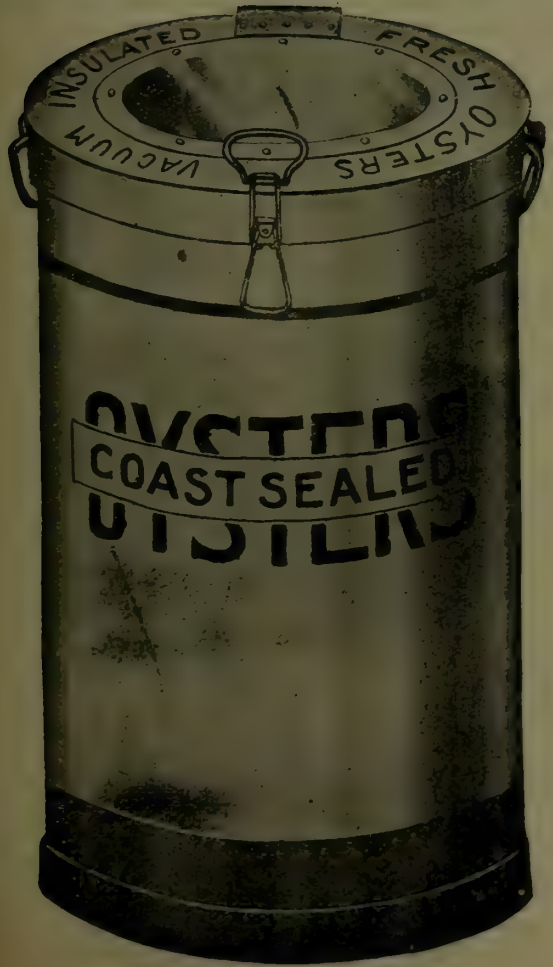
WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD

NEW FAT JULY SALT HERRING

Last week we stated that these goods were "just a little better than the other fellow's best." We have since been told that they are a "great deal" better.

WRITE US, OR ASK YOUR WHOLESALER

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL



A Bigger Oyster Trade

is the invariable result of selling "Coast Sealed" Oysters.

That's because "Coast Sealed" Oysters are the cleanest, fattest, best flavored oysters you can get.

All

"Coast Sealed" Oysters

are northern grown on our own grounds, and are all over four years old before being opened.

They are packed as soon as opened, right at the sea-coast where they have been grown, placed in a container, SEALED and shipped to you ABSOLUTELY FRESH.

Their appearance in your Coast Sealed Display Cabinet is amazingly inviting—they are so CLEAN and FREE from all foreign substances. And the vacuum construction of the "Coast Sealed" Cabinet keeps your stock perfectly fresh until the last pint is sold.

WRITE US FOR PARTICULARS

Connecticut Oyster Company

Canadian Branch: 50 Jarvis Street, TORONTO.

Large codfish...	5 50	6 00	Mackerel, large.	18 00	19 00
Small codfish. .	5 00	5 50	Large 3's.....	11 00	11 50
Haddock	....	4 00	Herring, fat....		3 00
Pollock	....	4 00	Alewives.....	6 00	6 25
Hake	....	3 50			

NEWFOUNDLAND.

St. John's.—Several Labrador fishing schooners have arrived with good fares whilst other floaters are reported as having done poorly. The shore crews in some instances have done well and whilst early reports looked like a remarkably good fishery, the voyage will only be an average one after all.

The current price off the coast is $3.80 but some have paid $4 and $4.20 in their haste to make up cargoes; the price quoted in the foreign market at present is about 21s. which does not leave much margin for profit to the shipper.

Some new firms have introduced themselves to our fishery this year and have bought considerable salt bulk fish and paid good prices. The introduction of these firms is a good thing for Newfoundland and some others are negotiating for suitable premises in St. John's and rumor has it that a purchase has been made. These outside competitors tend to keep up the prices, and are welcomed by the fishermen.

Good Profits in Fresh and Smoked Fish

Varieties Being Handled by the Canadian Trade—A New Line in Fillets of Haddock—Canadian Fisheries One of Canada's Best Resources.

Montreal, Oct. 5.—(Special)—In several previous issues The Grocer has advocated the handling of fresh and smoked fish by the retail grocers throughout Canada, and personal canvass amongst the trade has demonstrated that the article has been well thought of, so much so that some of the grocers interviewed were making preparations to have a special fish department.

To those who have not already taken over the handling of fresh and smoked fish, it would be well to call their attention to the different lines of fish which are offered and which show a good profit to the trade. Sea fish from the Atlantic Coast is becoming more popular throughout the different centres, and such fish as fresh haddock, codfish, Atlantic mackerel, soles, pollock, halibut, salmon and other varieties are the leading lines of sea fish. In lake fish throughout Ontario a large trade is done in whitefish, dory and pike.

Produces Good Profit.

Particular attention should be paid to finnan haddie. This is a line in which the trade can deal to advantage, and with the small amount of money invested the profit to be derived is larger than in handling the majority of lines of staple groceries. Some grocers are under the impression that losses are apt to occur in handling fresh fish, but this is not the case, as the article being perishable, is turned over quickly, the profit ranging from 50 to 100 per cent.

Fillets in Haddock a New Line.

A. H. Brittain, managing director of a large fish concern, interviewed by The Grocer, confirmed this investigation, and furthermore stated that the sale of finnan haddies from the Atlantic now extended as far west as the Pacific Ocean. The lines being put up in popular packages was no doubt responsible for the increased sale. Many grocers and large handlers are now being supplied direct by express shipments, the product arriving in fine condition, by which means the sale is much increased.

A new and popular line taking the market of Canada is fillets of haddock. These fish are put up in 15 lb. boxes, all the bones and other waste removed, making it easy for the dealer to handle at a good margin of profit. Finnan haddie and fillets can be as easily handled as fish in cans.

Steam trawlers working off the coast of Nova Scotia effect a steady and uniform supply which enables the trade to get fish in all weather conditions, and weather conditions in the past have hindered operations and the development of the industry.

Over $29,000,000 worth of fish were taken from the waters of Canada last year, which when properly developed, will be one of Canada's greatest resources.

BIG ALASKA SALMON PACK.

Vancouver, B.C., Oct. 5. (Special)—While the pack of salmon on the lower Pacific coast was quite small this season, in Alaska the pack was the best yet, the total being 2,800,000 cases. This is 175,000 cases more than in 1908, the last banner year. The salmon from the north are generally of good quality. This year the packers are asking $1 a case more for reds, and 80 cents more for pinks.

Importance of Big Exhibition of English Grocers

London, Eng., Oct. 4.—A grocers' exhibition, or more correctly an International Grocery, Provision, Oil and Italian warehouse and Allied Trades Exhibition is held annually in London, England. This year marks the 19th annual. It continues for a week and at it manufacturers and dealers in grocery lines show their wares, and a great deal of purchasing is done by visiting merchants.

Numerous competitions for grocers, assistants and clerks are held in which diplomas, medals, etc., are given. Altogether this year there are 79 different competitions, among them window dressing, tea and coffee blending, coffee roasting and valuing, writing advertisements, rapid freehand ticket writing, butter judging, counter display, bacon slicing, tea and dried fruit valuing, tea and coffee weighing, wrapping and tying, invoicing, etc.

These exhibitions are always memorable occasions in trade annals and carry out still further the policy of education for grocers and clerks for which England is now noted.

There are also discussions on trade matters, while this year there were several lectures and illustrations on the best methods of window dressing and on other subjects of grocery interest such as tea planting, the preparation of the leaf and so forth. These exhibitions do much to raise the standard of efficiency of both merchants and clerks in this country.

FOOD VALUE OF RICE.

A writer, in giving the value of rice as a food says:—

Rice, for example, is more nutritious than wheat, rye, oats, corn, potatoes, fat beef or lean beef. There is as much food value in one pound of rice as there is in three pounds of potatoes or 18-10 pounds of fat beef.

A bowl of rice for breakfast is as nutritious as two strips of bacon and two eggs. The same bowl of rice for breakfast will carry one as far as a pound of steak.

Rice is the most digestible cereal. It is wholly assimilated in one hour. It takes more than three hours to digest white wheat bread.

Any man can live by eating two pounds of rice the day.

The white rice commonly sold in Canada is minus the hull, which originally covers the grain. The hull taken from the rice is fed to cattle in the form of bran. It is said to be very nutritious.

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



Coffee—Its Varieties and Blending

Different Classifications of Coffee and Where They are Produced—The Peculiarities of Each—How Different Kinds are Blended Together to Give a Good Flavored Coffee at a Moderate Price.

While the consumption of coffee in Canada per capita is not large as compared with other countries, still the amount consumed is yearly showing a decided increase. The dealer, if he understands coffee and it's different varieties will be able to increase the popularity of this beverage among his customers.

Brazil is one of the principal producers of coffee and it is from this country that we get our Santos and Rio. There are other coffees that come from Brazil such as Victoria, Bahia, etc., but Santos and Rio are by far the principal ones.

Origin of Mild Coffees.

Mild coffees really include all coffees but those that come from Brazil. Of these, there are Java and Sumatra produced in their respective countries, but which are practically identical. Mocha is grown in Arabia and shipped out from Aden and Hodeidah, while the same coffee in the long bean is called Harar. Then there are washed mild coffees, embracing Bogotas, Guatemalas, Mexicans, Costa Ricas, Maracaibos and Meridas, and unwashed mild varieties such as Maracaibo, Mexican, Bucaranranga, etc.

Javas and Mochas.

All things had a beginning and so did coffee. The first coffees were Java and Mocha. Java is a heavy, thick coffee, highly fermented, almost too heavy to use alone, and so it has always been mixed with Mocha in varying proportions. Mocha coffee is of a sharp acid type, and the blending of these two characters of coffees produced the best results, so a cup quality was established as a standard, and the same basic idea adhered to, for in coffee as in whiskey or tobacco, blending has developed better results than are obtainable by using the straight article. It is this blending that has allowed manufacturers to produce coffees that will appeal to consumers more so than others.

That Palate of the Public.

Cheap, dear and medium priced coffees are blended together in order to secure something that will appeal to the public palate, and also which is reasonable in price. If the dealer has something to offer a little different, a little better than can be obtained elsewhere, he has made a big stride towards increasing and holding his trade. Of course, the requirements in the way of cup flavor vary somewhat with the locality and it is for this reason that one particular blend might not suit all places.

Coffee and Alkali.

A coffee authority points out that there are certain sections of the country where the water is filled with alkali, and it is hard to get delicate flavor out of coffee and he advises the use in such cases of a very pungent coffee which will stand up and show some merit when such water is used.

It is interesting to note that there is a marked increase in the consumption of better grades of coffee. The fact that low price coffees have been advancing considerably in price, and a great deal more than better grades, may partly be the cause, but it is also true that the public are becoming more discriminating and particular about their coffee each year.

The Dealer's Opportunity.

As has been said before, the consumption of coffee in Canada per capita is still small, and there is, therefore, excellent opportunities for the extension of its sale. The grocer realizing this should put more selling power behind coffee.

STORE PHILOSOPHY.

Every business needs system to make it run smoothly, but don't let system reach the point where it is nothing but red tape. Red tape is system gone to seed.

If you maintain a store clock, see that it keeps correct time. There is nothing more conducive to tardiness than dependence upon a wrong clock.

It is a poor salesman who insists that he knows more about what his customer wants than the customer himself knows. Let the customer think he knows something anyway.

It is an art and one decidedly worth while to be able to say, "Thank you," to the five cent customer with the same accent as to the buyer of five dollars' worth.

The merchant who calls down a clerk in the presence of customers need not be surprised if a day comes when the clerk returns the compliment, also in the presence of customers.

To increase a man's capacity, instead of relieving him of responsibility, place more responsibility on him.

Just being the proprietor doesn't give a man the right to abuse his authority and misuse his employes. You can't keep good help unless you treat them as you yourself would be treated.

PRICE CUTTING IN OIL.

A great oil war is being waged in England between the Schell Company, an English concern, and the Standard Oil Company, of the United States. As a result of the price cutting, oil has fallen from 14 to 9 cents a gallon.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

HAVE YOU STARTED

to stock plug tobacco yet?

If not, you should get down to facts and figures right away.

There's business to be done and you are capable of doing it.

MAPLE SUGAR CHEWING TOBACCO

will prove a strong foundation on which to build up the trade.

Quality is High. Taste is Good.
Profits are Reasonable.

Why Delay?

WRITE

The Rock City Tobacco Co.

QUEBEC **WINNIPEG**

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—First-class grocery; latest store fixtures; clean stock. Good reasons for selling. For particulars apply Box C, CANADIAN GROCER, Toronto.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITION VACANT.

WANTED—Young man of good character, energy and education to take charge of first class grocery. Box "M," CANADIAN GROCER, Toronto

POSITION WANTED.

MANAGER, soap maker or partner — Knowledge versus capital. Competent to make all classes of soap—household, chip, soft toilet, liquid. Toilet preparations, powders, creams. Other specialties. Highest reference from England and the States. BRITISH, 28 Gold St., New York City.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
		In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	
Red currant	1 75	Crabapple	

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 83	0 10½

Freight allowed up to 75c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

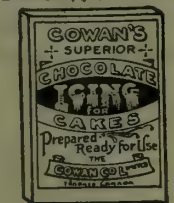
Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ¼-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Hurley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90



	20 per dz.
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, ½, ¼, ⅛, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	"	0 30
Flower Pot, 1 lb. pots,	"	"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases 7 gen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—days prepaid.

Cheese—Imperial

Large size jars, doz	$ 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 25
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon extra per book ½ cent.

Infants' Food

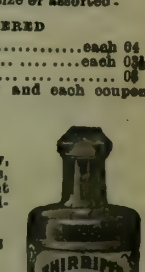
Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.





CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	18

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., **Wholesalers** **HAMILTON, ONT.**

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,000,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President

W. R. BROCK, Vice-President

W. B. MEIKLE, General Manager

C. C FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL - - - - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
3 gals., 6s	29 00	½ gal., 42s Sq.	17 00
1 gals, 10s	25 00	½ gal., 42s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H CATELLI CO., LIMITED, MONTREAL, CANADA

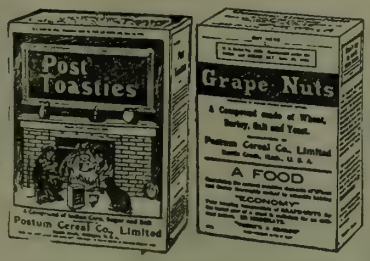
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz..$2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

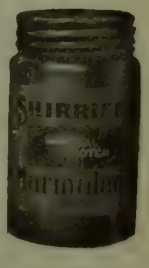
Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 00
3 cases of 4 doz	3 00
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz...	1 55
2-lb. glass, doz...	2 80
4-lb. tins, doz....	4 65
7-lb. tins, doz. ..	7 35

"Shredded"—

1-lb. glass, doz...	1 90
2-lb. glass, doz...	3 10
7-lb. tins, doz....	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

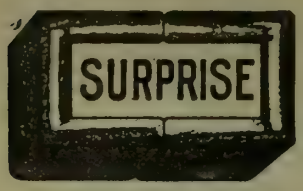
Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

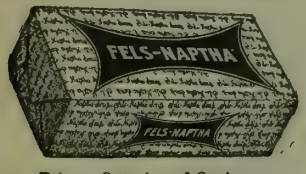
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED.

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs	Benson's enamel (cold water) per case	1 50

Celluloid—Boxes containing 45 cart's, per case

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

			Per case
Case No. 1,	60 1-lb. packages	1 case	$2 85
		5 "	2 75
Case No. 2,	120 ½-lb. "	1 case	2 85
		5 "	2 75
Case No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75
Case No. 5,	100 10-oz. "	1 case	2 90
		5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails, 25 lbs	1 20 each
" 38½ lbs	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60

Barrels, 700 lbs	0 03⅜
Half barrels, 350 lbs	0 03¾
Quarter barrels, 175 lbs	0 03¾
Pails, 33½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—				Per case
2 lb. tins,	2 doz.	in case		2 65
5 "	1 "	"		3 00
10 "	½ "	"		2 90
20 "	¼ "	"		2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.				Case
1 lb.	tins	2 doz.	in case	$3 50
5 "	1	"	"	4 00
10 "	½	"	"	3 95
20 "	¼	"	"	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	58
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 26	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

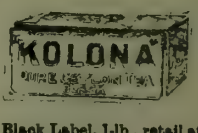


MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

Strong, delicious Coffee can be prepared in one moment without trouble by using



SYMINGTON'S COFFEE ESSENCE

Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE BRAND
REGISTERED

BRUSHES and BROOMS

FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the **Keystone Brand**, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - ONTARIO

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT
LIMITED
Manufacturers

Uniformity | MONTREAL | Reliability

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS
MONTREAL

"Quality is Economy"

In the Salt you buy from

Verret, Stewart & Co., Limited

you have both.

F C Harkness (DH)
34 Royal Bk Bldg

The Salt Sellers - Montreal



The Public Knows The Box

and the dainty VANILLA WAFERS it contains.

The largest asset of a maker is this recognition by the public. You can easily prove this to your financial benefit by stocking

Telfer Crackers and Wafers

You will find a ready-made demand and a surprising profit for yourself.

TELFER BROS., LTD., Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, OCTOBER 13, 1911 No. 41



Toronto Office:
30 Church St.

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA

403 St. Paul St. :: MONTREAL

"PIES LIKE MOTHER USED TO MAKE"

Light, delicate, flaky pastry can be made by every one of your customers. More, they will thank you for telling them how to do it. Just mention to them that if they will just use a little

Benson's Prepared Corn

mixed with the flour for all cakes, bread, rolls, tea-biscuit, pastry and pie crusts, they will be astonished at the improvement.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

Wasting Your Energies?

If it pays to push an article, it pays to push it to some purpose and to push more with an object of gaining permanent trade than of temporary profit. If the demand for any article stops when you stop pushing it, 95 per cent. of your energy has been wasted.

You waste no energy whatever in advocating the sale of these Fish, because people who buy them once will buy them again and again. Briefly, the intrinsic merit of both these articles backs up the highest praise you can give them.

SARDINES

(in Pure Olive Oil)

BRANDS

"Albatross"

"Ambrosia"

PACKED BY

OLSEN & KLEPPE

STAVANGER, - - - NORWAY

Finest Quality Only

A. P. TIPPET & CO., Agents

Herring in Tomato

(Moir, Wilson & Co.'s)

Nothing superior is packed.

This is the specialty of

Moir, Wilson & Co.

ABERDEEN

Fine, Fat Fish

(Perfectly Cured)

Arthur P. Tippet & Company

Sole Agents.

CLARK'S English Mince Meat

Has that savory "mince-meaty" flavor that every lover of Mince Meat pies looks for.

You haven't a customer who doesn't have to make Mince Meat pies at least once during the season.

You must therefore realize how important it is that you recommend and sell only the very best Mince Meat.

Clark's Mince Meat

is made from a very old English Recipe, and consists of only the finest of **Selected Fruits, Peels** and **Spices.**

Clark's English Mince Meat

is absolutely sure to add to your reputation because there's none like it. It's **"Mince Meat,"** that's why people like it.

In Bulk, in Tins and in Glass, "Brand No. 1."

Don't delay your Order.



W. CLARK :: Montreal

MANUFACTURER of the

CELEBRATED PORK AND BEANS





Notice to Grocers



An article must have merit in order to warrant the expenditure of large sums of money to advertise it. Advertising alone may influence the first purchase, but it is quality that brings the repeat orders. "Melagama" Brands have a reputation that warrants us in saying

MELAGAMA

TEA and COFFEE

are the best



Send your order by mail, phone or through our traveller and it will have prompt attention.

MINTO BROS.
TORONTO



Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.

'Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN,

Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" (Regd.) Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

The shortness and delicious flavour of

"Granola Digestive" Biscuits

appeal at once to the palate and tempt the appetite . . . . .

On account of their high nutritive value they provide a most agreeable and satisfying form of diet for invalids, and should never be absent from the children's luncheon or tea table

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

Always Gaining Golden Opinions



AT THE HALIFAX EXHIBITION

RED CROSS BAKED BEANS

gained the highest award and was granted a diploma. This is the latest tribute to the high quality of this popular product, a tribute which is endorsed by thousands of delighted users. Increase your trade and your profits by stocking

RED CROSS

BAKED BEANS



DOMINION CANNERS, Limited

HAMILTON :: CANADA

FREE INSURANCE

Every grocer knows how very important it is that his bulk and package spices should be absolutely pure when he pays for the genuine article. Abundant proof of the fact that a surprising percentage of spices sold as pure which are adulterated is easy to furnish.

WHY THEN TAKE CHANCES WHEN YOU CAN BUY

WHITE SWAN BRAND OF SPICES

each Tin, Package, Pail, Box or Barrel of which we insure against adulteration by placing on same

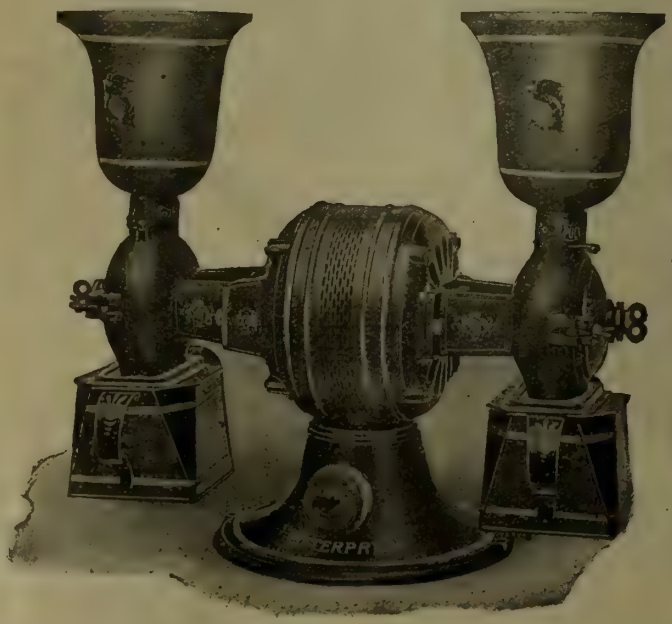
THE GOVERNMENT FORM OF WARRANTY AS TO PURITY

THOUSANDS OF GROCERS USE THIS FREE INSURANCE—DO YOU?

WHITE SWAN SPICES & CEREALS, LTD., TORONTO

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

CHIVERS'

CANNED AND BOTTLED

ENGLISH FRUITS IN SYRUP

Grand Prix Brussels International Exhibition 1910



Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.

FRESHNESS CLEANLINESS
PURITY

The "Standard" (London) says:—
"Thanks to Messrs. Chivers, we may now look for summer fruits all the year round. Straight from the Orchard, it would be difficult to tell the difference between these and freshly stewed fruits."



CHIVERS & SONS, LIMITED

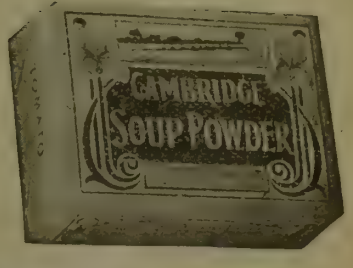
FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

CAMBRIDGE SOUPS

Tomato, Haricot, Onion, Carrot, Pea, Lentil, etc., etc.

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient Powder to make a quart of delicious and nourishing soup.



CHIVERS & SONS, LIMITED

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER. B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

Candied Peel

The enormous quantities of Lemon, Orange and Citron Peel we candy every year enables us to supply excellent quality at a strictly competitive price. A trial shipment will make you a regular buyer.

XMAS SUPPLIES

should be ordered early through our Sole Canadian Distributors.

THE MANUFACTURERS' AGENCY CO.

MONTREAL, J. W. Windsor, 22 St. John St.
ST. JOHN, N.B., S. Cecil Irvine, 48 Princess St.
HALIFAX, N.S., C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A., General Sales Office, 330 Board of Trade Building.

E. & T. Pink
LONDON, Eng.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





ABOUT 110 TO THE LB.





ABOUT 110 TO THE LB.

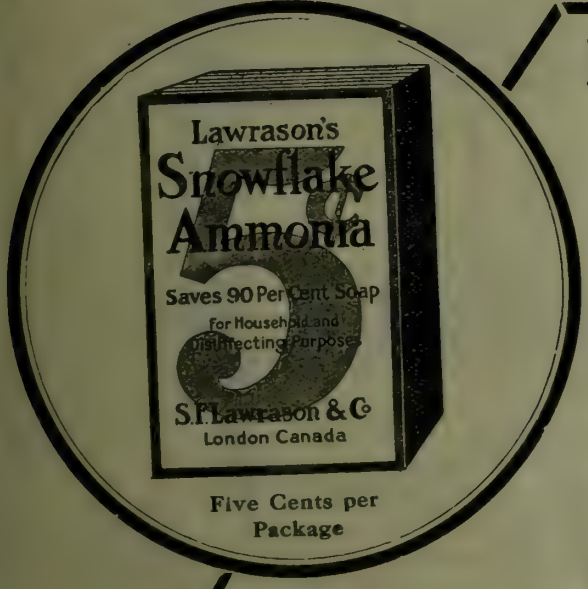
PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



Five Cents per Package

IT'S A BIG BOAST

to say that every 5c. package of

Lawrason's Snowflake Ammonia

equals in power any similar powder on the market selling for twice its price, but it's more than a boast—it's a plain statement of facts which we support by a

Guarantee of $500

that it is so. Need we say more?

5 cents for a large package

S. F. Lawrason & Co.

London, - Ontario

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., Limited, TORONTO

Contractors To The Admiralty

PURNELL'S

Sauces, Vinegars and Pickles

Never fail to give perfect satisfaction. They are unparalleled in quality, purity and flavor and are featured by the best stores in Great Britain and Canada.

You cannot make a mistake in handling "Purnell's" full range of products as there is ready sale for every one of them where a discriminating trade is catered to.

We are large contractors to the admiralty, which in itself is a recommendation which cannot be overlooked and a special selling point in their favor. Sold by all jobbers.





Our Canadian Agents

Charlottetown, Horace Haszard; St. John N.B., E. C. McMichael; Montreal and Ottawa, G. S. Harding. Canada Life Building; Halifax, N.S., J. Billman, 236 Hollis St.; Quebec, Cy. A. W. Dunn, 67 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Room 10, Flack Block, Hastings Street.

PURNELL & PANTER, LIMITED

Bristol, Eng. - - Est. 1750

YOU CAN'T EQUAL

THE ZEST OF

Sterling BRAND

BRAND

RELISHES





and your customers are well aware of the fact. That is why the grocer who stocks Sterling Brand products sells more than the one who is content to retail "just as good" substitutes. "Just as good" won't satisfy those who know the Sterling flavor. Try it yourself and you will be sincere in its praise.

The T. A. LYTLE CO., Limited. Sterling Road, TORONTO



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

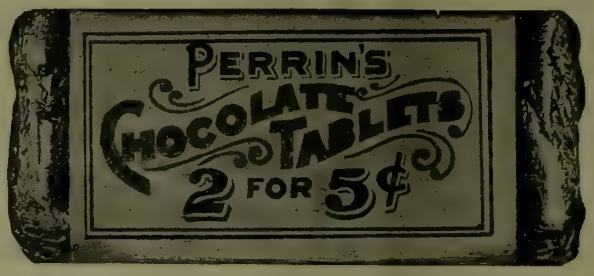
ST. GEORGE - - - - - ONT.



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

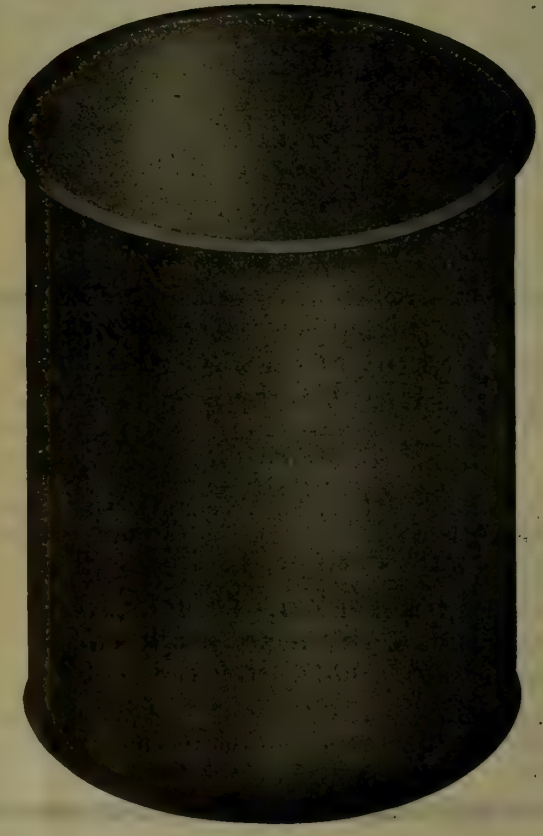
Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - CANADA



SANITARY CANS

FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation.

Increases trade. Increases profits.

BECAUSE It enforces a correct record of

All cash sales. All credit sales.

All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada 285 YONGE STREET, TORONTO 136

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

TO THE WHOLESALE TRADE!

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



When you are tired trying other Bottled Coffees

and tired listening to customers' complaints about them, stock

"KIT" COFFEE

Price—Nom. 5-oz. bottles, $1.55 per doz.
Nom. 10-oz. bottles, $3.00 per doz.

The only Bottled Coffee that is a Success.

"KIT" Coffee is what your customer is looking for—a concentrated essence of finest flavor and aroma in a form that is HANDY TO USE.

The retail grocer who stocks "KIT" Coffee is sure of plenty of Coffee Business

Canadian Agents:

THE HARRY HORNE CO, 309 King Street West, TORONTO
A. TYTLER, - - - - Temple Building, LONDON
J. A. CROOKS, - - - - - Bedford, HALIFAX

KIT COFFEE CO., Govan, Glasgow

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS.. HAMILTON

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

How Many Customers Have You

who have not asked for H.P. Sauce? Our new extensive advertising is exciting a large demand, and your customers are buying it **Somewhere.** Wide-awake grocers are making a leading line of

The Midland Vinegar Co., Aston Cross, Birmingham, England.

H.P. SAUCE

WALKER PATENTED -BINS-

THE "WALKER BIN" SYSTEM

WALKER PATENTED -BINS-

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



THEY ALWAYS ASK FOR MORE



Club House QUEEN OLIVES

because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

Write your jobber for lists.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON

Only a limited quantity being packed.

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - Canada

PURITY

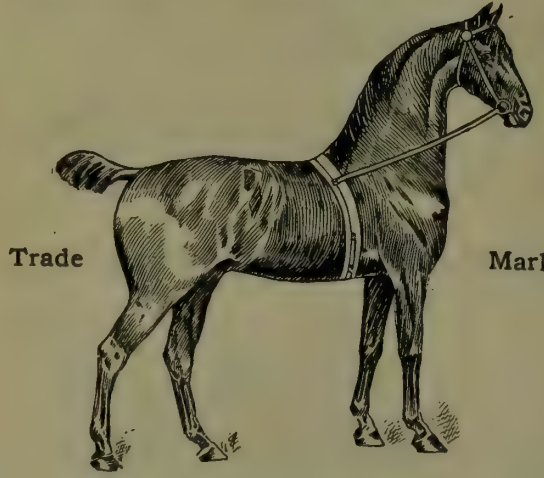
is what you get in **JAPAN TEAS**

No coloring matter in **their** manufacture

FURUYA & NISHIMURA

have a complete assortment of NEW CROP on spot and to arrive.

Jobbers Please Note



Trade Mark

QUINQUINOL

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received from grocers for **Quinquinol**, surely a guarantee of its great qualities

THREE DIPLOMAS GAINED

Three Rivers, Sherbrooke and Ottawa Exhibitions.

The only Stock Food awarded a diploma at any of the above big Exhibitions.

Recommended by the Minister of Agriculture.

$4.00 per doz. gallon tins. Retails at $6.00. 50% profit

No Loss from Vermin or Moisture

Packed in tins, attractively got up, making a nice display for shelves. It will attract customers. You can offer any of them $500 if they can find any deficiency in Quinquinol.

No Loss to You from Sales

We will guarantee you by personal letter, that you can be at no loss whatsoever. You are at liberty to "money back" the goods. We will make it right. But you will have no cause.

One dealer in each town wanted.
Advertising matter provided.

Register now. Exclusive territory.
Your sales safeguarded.

The American Pure Food Co., Montreal

YOUR PARTICULAR TRADE

may prefer a certain grain in Sugar

FINE, MEDIUM, OR COARSE.

ST. LAWRENCE GRANULATED

may be had from your jobber in any sized grain that suits your special requirements.

This is an important feature for you to know

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

MACARONI VERMICELLI SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand

BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases.

TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



EVERYBODY WANTS 'CAMP'

It is as good to *sell* as it is to *drink* — and equally profitable. Don't delay—order to-day

'CAMP' COFFEE

'The' Greatest Coffee-Essence Success of the Age

ASK YOUR WHOLESALER

R. Paterson & Sons, Coffee Specialists, Glasgow

ESTABLISHED 1849 GLASGOW

THE TEST OF TIME

has both proved the value and reliability of

JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

FIVE CENTS

W. G. A. LAMBE & CO., Canadian Agents, TORONTO



A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock always carried and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

W. P. Downey
MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

MOP-STICKS

OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder } Stamped Steel Heads
No. 10 Combination Brush }
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario

FINEST ENGLISH KIPPERS AND EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

ALUMINUM ADVERTISING NOVELTIES
CHRISTMAS SPECIALITIES
Write me for Artistic, Useful and Everlasting Articles. Cheapest and Best.
H. H. Chambers, 29 Queen City Chambers TORONTO
Write, or Phone M. 6126

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM *ESTABLISHED 1871*

THERE ARE GOOD

JELLY POWDERS

and bad, nice packages and ugly. Ours are neither middling nor poor, but

Absolutely Superior

to anything you handle to-day. That is saying a lot, but we can back it up and want you to test such a statement by sending a small order.

Package contains both
JELLY and CUSTARD POWDER

and consumers frequently testify in writing to the great value contained in our fancy carton.

The "DOUBLE EVENT" Package ?

S. H. Ewing & Sons
MONTREAL, Branch TORONTO



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

GET PRICES

OCEAN MILLS
MONTREAL

SELL
GINGERBREAD
BRAND
MOLASSES!
It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

1. **It is a strong baker.**
2. **It has a good body.**
3. **Its quality and flavour are unsurpassed.**
4. **It is put up in a large variety of sizes.**

Give your wholesale a trial order for "Gingerbread" Molasses and be convinced.

Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA

Are You Satisfied With Your Soap Sales?

You no doubt have learned that the most satisfactory article is not the one with the widely advertised name. If you are not satisfied with your soap sales try a sample case of

"CANADA'S BEST" LAUNDRY SOAP

Even if you are content to take the small profit on soaps that are selling because of their extensively advertised name, it will pay you to introduce Canada's Best, both for your customers' benefit and yours. Get prices to-day and ask for special quotations on "direct to office" orders.

United Soap Co. of Canada Limited
MONTREAL, P.Q.

THE RIGHT THING

Confidence is **THE POINT** in all trade.



bring you both—confidence of your customers and the thing you want---more trade.

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and Brokers' Directory

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It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

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SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

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Big Wheel Lemonade Powder

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They have tested—and proved it—for purity—for solubility—for flavor—and found that it stands in a class by itself.

There is practically no demand for any other Cheese salt.

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The only powder with a pedigree
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Every pound of

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MONTREAL



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Here's Something. An Example.

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Goods which are guaranteed perfectly fresh, naturally wholesome and delightfully appetising.

25 1-lb. boxes for $2.10

We have various other good propositions for you. It won't do any harm to inquire.

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saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL





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"FORCE" is made from Wheat, cooked with Barley Malt, rolled, baked and toasted. It's always crisp and delicious if warmed in oven before serving.

Try it yourself.

"FORCE"

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

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New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

FIRE! FIRE!

6 STORES BURN
ACCOUNTS ALL SAVED
THROUGH THE KEITH
SYSTEM

A COMPLETE STORY IN 6 VOLUMES.
HERE IT IS.

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3. W. D. DICKEY & SON, Springfield, Ohio
4. GUSTAVE KRATZIG, Pittsburg, Pa.
5. J. KUMMER & CO., Uhrichville, Ohio
6. THOS. H. CARROLL, Hartford, Conn.

(Write any of the above parties if you wish to verify these statements.)



One-writing Self-Indexing Fire-proof

LISTEN!

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the **Keith Fire proof System.**

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof fakers.

They have an axe to grind.

We have given you facts backed by sworn affidavits and we, therefore, feel safe in leaving this matter to your intelligence.

The fire-proof feature is only one of the many points of protection offered by the Keith System.

WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

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SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

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The King of Condiments



BRAND'S A-1 SAUCE

has an international standing that entitles it to a place on your shelves.

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A-1 is always good because only the best fruit and spices are used in making it.

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TRADE MARK

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AND FREE FROM GRIT

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Century Salt is attractively put up and makes a nice shelf stock.



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SARNIA ONTARIO

The Seal of Public Approval

HAS BEEN STAMPED ON

QUEEN QUALITY PICKLES



a line you can stock and recommend with perfect confidence.

These pickles are made solely from choice selected vegetables and high-grade vinegar, and the entire process is carried out in a factory that is a model of sanitary cleanliness.

"Queen Quality" Pickles are pertectly processed and will be fouud wholesome and tempting.

Put up in 10 oz. and 20 oz. bottles.

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Taylor & Pringle Co.
Limited
Owen Sound, Ont.

MAPLE SYRUP! What Price Are You Paying?

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Pearl Brand Maple Syrup

Wine measure tins	Per Case
Gallons, 6 to Case	$4 40
Half Gallons, 12 to Case	4.70
Quarts, 24 to Case	4.70
Pints, 24 to Case	2 50
Quart Bottles, 12 to Case	2.35

BULK MAPLE SYRUP, Imperial measure.

2, 2½ Gallon Tins, 2 to Case $4.00

5 Gallon Tins, 1 to Case 3 90

Oak Barrels, about 40 Gallons, per Gal. 75c.

Goods Sold through the Jobbing Trade only. Every Retailer should send to us for our Illustrated Price List.

MAPLES LIMITED - TORONTO

HEADQUARTERS FOR MAPLE PRODUCTS

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The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



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Your Profit is Assured

You are ever alert to a stock that will bring you a steady demand, and one that will increase your prestige among the buyers of the household.

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when used in the cleansing of any and all classes of fabrics has performed those duties so well that it has established itself firmly in the minds of all housewives as a sure medium to lessen the labour of washday.

There is a good trade to be done in Wonderful Soap. See to your stocks and get in line.

THE GUELPH SOAP COMPANY

GUELPH, ONTARIO



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

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J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

Weston's Soda Crackers

Easily lead all other lines in the grocery store as the best all-year-round seller.

The finest blend of flour and the purest of shortenings are used in their manufacture, which makes them the lightest biscuit made in Canada.



This cut represents the exact size of package.

Weston's Soda Crackers are packed in 24's or 48's, with 24 biscuits to the package—the largest 5c. package put up in Canada. Same size as the famous "Uneeda" biscuit package.

Write for Sample Packages.

George Weston
LIMITED
TORONTO

IT WILL PAY YOU TO LOOK UP YOUR STOCK OF

RICE

You have no doubt heard of the recent advances in the Montreal milled Rices. The markets all over the world are short and every indication points to considerably higher prices.

OUR STOCKS ARE COMPLETE
OUR VALUES ARE THE BEST OFFERED TO-DAY

Moral---Place your order with US to-day.

SAMPLES AND QUOTATIONS GLADLY SENT TO THOSE INTERESTED.

EBY-BLAIN, LIMITED

Wholesale Grocers. TORONTO

Are You Ready for BOVRIL SALES?

We are issuing new and attractive colored cards which will help to dress your windows, brighten your store and stimulate sales.

Send us a post card and we will forward you a supply free of all cost to you.

Get Your Share of the Trade.

Bovril can be obtained from any wholesale house in the Dominion.

BOVRIL LIMITED, 27 St. Peter Street, Montreal.



A Sure Sign



of Public confidence is an ever increasing demand. This has been the experience of "SALADA" Tea for twenty years. It represents the confidence of the public in "SALADA" Tea, in its consistent high standard, its superior quality, its cleanliness and purity. You cannot do better than push the tea the Public wants. If you are not handling "SALADA", write us now.

"SALADA" TEA CO.

TORONTO :: :: MONTREAL

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Cause of the High-Cost-of-Living Riots

WHY GROCERY STORES IN FRANCE WERE ATTACKED AND WELSH DEALERS CONDEMNED—WRITER POINTS OUT THIS IS DUE TO LACK OF PUBLICITY AS TO REASONS FOR PRICE ADVANCES—SOLUTION OF THE PROBLEM SUGGESTED.

By H. Theobald.

Recent happenings in the grocery world demonstrate the necessity of publicity and its value to the trade.

In France, only a few weeks ago, grocery shops in a number of districts were attacked and damaged because of the high cost of living. In South Wales, the scene of a recent strike, the grocers were condemned for raising their prices. In the United States where investigations follow one another seemingly without interruption, there is an undercurrent of opinion that the middleman should be removed, and there is likewise a suspicion of the retailer's integrity.

And as a last straw, the writer chanced to enter an east end Montreal store last Saturday morning, just as several women were trying to tell their grocer that he "required watching." "You never can tell what these fellows are giving you," one of them said inelegantly, "and everything seems to be getting dearer. What's your butter this morning?" she asked. "Thirty cents," replied the proprietor. "My goodness, you can get it up town for twenty-seven."

Do the People Trust the Trade?

Now, what is the underlying reason for all these conditions? Some grocers may sit back in their office chairs and ask with an air of superiority! "What has this question to do with me? My customers trust me implicitly, and I am doing all in my power to deserve that confidence."

Undoubtedly, this is true in a great many cases, but by the people, the purchasing public, as a whole, unreservedly trust the trade? What about the Welsh and French illustrations?

In South Wales, when the grocers had been charged by the strikers with the responsibility of increasing the cost of living, the grocers arranged a conference with the strike leaders and clearly proved to them that the profits in the grocery trade were smaller than those obtained by any other class of retailer in the country.

In other words, the people did not understand the conditions under which the grocers worked. Similarly, in France, the retailer was blamed for high prices because he was the party who was brought in direct relation with the consumers. The latter never thought of the results of a hot and dry summer on certain commodities, nor did they stop to consider whether there were reasons for higher prices in the other markets. The grocer was to blame! Was he not asking the high prices? Go where you will there is more or less of the opinion that grocers get their supplies for nothing. The general public have no other considerations than what they have to pay for sugar and tea and the other staples.

Pittsburg Dealers' Methods.

One more example. In Pittsburg recently, the grocers had printed an explanation of the high price of sugar, in order that their customers might be acquainted with the situation. Every paper bag and every wrapper in which sugar was sent to the household bore the following inscription:

"The tariff on sugar benefits nobody but the sugar trust. Were it not for the tariff and the trust, this package would cost you two cents a pound less. Urge your congressman to vote for the removal of the tariff on sugar. If he doesn't do it, don't return him to Congress. It isn't our fault."

Pittsburg grocers, declare that within another year, they will have the poor people thoroughly informed regarding the price of foodstuffs and that blame will be put on those responsible. It is also interesting to note that within a few days after the appearance of this announcement in the press of New York City, the American Sugar Refining Company used considerable advertising space to explain their position.

Now glancing over what has been shown, it is very evident that the French, the Welsh and the Pittsburg grocers had to contend with the ignorance on the part of at least a portion of the consuming public. Here then is the answer to the question asked avove, "what is the underlying reason for all those conditions?" Can it be anything but ignorance? In each instance the grocers took no action until a crisis loomed up, when in order to allay the public's suspicions an announcement was made. As a result the people understood. This is true at least of the affairs in Wales and in the United States. There is no information at hand of the aftermath of the assaults on theFrench trade.

How to Obtain Information.

Grocers are kept in touch with the world's markets by travelers, manufacturers and the trade newspapers. Here and there the daily press gives some market news but it is desultory, and usually the grocer receives scant consideration. The daily papers appeal to the general public, and the writer knows of some papers which seem to take a particular delight in announcing the wholesale prices of commodities. The retail grocer has no special objection to this, if his own point of view were also published.

Where Lies the Remedy?

In the cases referred to, it was concerted action by grocers, followed by information handed out to consumers that allayed doubts. This was in time of need, when the "multitude" was angry, or at least was beginning to feel that something was wrong.

But in times of peace it is a wise policy to prepare for war; so say many great men. Could not grocers solve the problem of educating their customers in the market conditions of the day? Ideal conditions of trade should exist when the buyer knows that an article is worth the price demanded by the retailer.

If sockeye salmon sells at the rate of two tins for thirty cents one year, and the same quantity for thirty-five cents the next year, how is the consumer to know the reason for the advance? Then if in the following year the grocer announces that he cannot do better than sell sockeye at twenty cents a tin, is it not reasonable that the general salmon-buying public is going to ask "why?" This is practically what has taken place during the past few years in regard to salmon. Many advances have been recorded in groceries, and yet the buying public do not understand the conditions that have made necessary these higher prices.

Concerted Action Needed.

The solution of the problem lies first in concerted action. Thus, in Canadian cities and towns where there are live associations of grocers, meetings could be held, when the conditions of the markets could be discussed and reports of these meetings should be given to the newspapers. The latter will undoubted-

ly be glad to give space to this kind of news and thus a double duty is performed; the grocers learn the nature of the situation, and the public through the medium of the press is given the same information. Correct information could also be given by individual dealers in their advertising, circular letters, personal talks, etc. Surely, then, the grocers of such a town will be dealing with enlightened consumers! Not only will increased prices be explained, but when there are any reductions these, too, should be referred to. Ignorance is a mighty opposition in any walk of life, and there is no doubt that the great public does not appreciate the retail grocer's position. The idea held by the farmer and mechanic, that any one can sell groceries, seems to obtain almost generally.

When the People Understand.

These recent occurrences in various parts of the world are certainly food for reflection. Individual efforts on the part of retailers will scarcely avail much, but a united body of grocers, confident in the knowledge that they are right and sure in the conviction that the general public understands their position, such grocers need have no fear of the future. They will be safe from such manifestations as were witnessed in France and South Wales, not to mention the removal of the suspicion that seems to abound wherever a grocer stands behind his scales, day after day doling out with even handed justice the nation's food necessities.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Grocer.—Re Canadian Grocer, September 8, 1911, letter box question re vinegar test. Be good enough to let me know from whom I could buy a vinegar tester similar to that used by government officials.

G. H. THOMPSON.

Oil Springs, Ont., Oct., 1911.

Editorial Note.—Apply to Inland Revenue Department, Parliament Buildings, Ottawa.

Editor Canadian Grocer.—Will you kindly advise us the name and address of the firm manufacturing "Trumilk," and oblige.

H. N. BATE & SONS.

Ottawa, Oct., 1911.

Editorial Note.—The Canadian Milk Products, Mail Building, Toronto.

Editor Canadian Grocer.—Do you keep the necessary brushes and ink required for shbw card lettering? If so, how much are they? If not, where may I get them?

W. B. MOORE.

Lion's Head, Ont., Oct., 1911.

Editorial Note.—Write The E. Harris Co., 73 King St. East, Toronto, or Brown Bros., 51 Wellington St., West, Toronto.

Editor Canadian Grocer.—We are anxious to get some large signs for the outside of our store building, and do not know just the right place to inquire for same. Any information you can give us will be greatly appreciated.

McCOOL & MACNAMARA.

Chapleau, Ont., Oct., 1911.

Editorial Note.—J. J. Turner & Sons, Peterborough, Ont.; Connor-Ruddy Co., 11 Wellington St. E., Toronto; W. G. McLean, 136 Victoria St., Toronto and Geo. Booth & Son, 21 Adelaide St. W., Toronto, are manufacturers of large signs.

Editor Canadian Grocer.—Please let us know if you can furnish the names of some reliable parties in New Brunswick from whom we could get prices on a car of potatoes.

BANNER & OSTRUM.

North Bay, Ont., Oct., 1911.

Editorial Note.—Clements & Co., West St. John, N.B., and T. Collins & Co., North Market St., St. John, N.B.

FREIGHT RATES IN GERMANY CUT.

Because of the recent drought and the high cost of living, the Prussian ministry has decided to cut in half the railroad freight rates on potatoes, fresh vegetables, corn and fodder grain and to reduce the rates on sea fish.

The minister of agriculture has ordered the sale of fodder to needy persons at reduced prices.

An official report places the potato crop of Germany at only 60 per cent., against 74 a year ago.

OUR CONFECTIONERY CONTEST



Dealers and clerks are taking a big interest in The Canadian Grocer's Confectionery Contest, announced in last week's issue. Already a number of articles have been received. Make this contest a lively one, and let us have your opinions to-day.



YO

CANDY D

Let us help you to demonstrate the importance and po
profit winner by supplying you with our distinctive an
merits of these goods are best emphasised by the large
compelling us to increase our facilities to cope with the
of sample orders picked from hundreds we are receivin



OLD-FASHIONED CHOCOLATES
Sweeping everything before them, no one can come up to the quality we offer. Profit makers. What the youngsters like.

Messrs. Sugar & Canners, Ltd.
MONTREAL.

Please ship at once:

1 pail Nutty Creams, 17 lbs.	$2.40
1 pail Fruitty Creams, 17 lbs.	2.40
1 pail Mint Buttons, 17 lbs.	2.20
1 pail Butter Beans, 12½ lbs.	2.00
1 pail Smacks, 15 lbs.	2.00

"THE HOUSE OF PL

NEW LINES GROSS GOODS

M.M. BANANAS
M.M. BROOMS
M.M. HATCHETS
CHOC. M.M. CABLE BARS
' MUTT " & " JEFF " CHOC M.M.
CHOC. M.M. CANADIAN VOLUNTEERS
JUMBO STICKS M.M,
COCOA MOSS M.M.
VANILLA MOSS M.M.
BUSTERS M.M. STICKS
TRICOLOR M.M. STICKS
CHOC. WALNUT M M. SQUARES
M.M. JEWEL SQUARES
CHOC. M.M. BARS

Packed ½ gro. boxes -$1.05 per Gross.

Dainty, attractive new goo
customers will appreciate ou
means extra demands on yo
have always something diffe

Ask your jobber for these
five packages, with your wh

All Wholesalers'

SUGARS & C

MC



UR

EPARTMENT



bilities of this department as a lassy lines of specialties. The eat business we are receiving, and. The following are copies rom all parts of the country:—

Messrs. Sugars & Canners, Ltd.,
MONTREAL.
Please ship at once:

1 pail Maple Hearts, 18 lbs.	$2.40
1 pail Crystallized Maple Gems, 18 lbs.	2.70
1 pail Maple Buttons, 20 lbs.	2.40
1 c|s Walnutine Blocks, 30 blocks	2.00
1 c|s Maple Cream Blocks, 30 blocks	2.00



MIKADO MIXED

Superb mixture, absolutely free from sugaring. Good assortment, jellies, creams, peppermints, fancy rocks, etc. In 32 lb. pails. Costs you 8½c. lb. Best mixture sold.

ITY" Always Something New

re always splendid sellers and your v lines. Fall and Christmas trade andy department. Remember we

, or forward us a trial order for ler's name.

esmen carry our lists.

NNERS, Limited

TREAL

NEW LINES GROSS GOODS

EGYPTIAN CHOCOLATE PYRAMIDS
FRAPPE CREAM
MAPLE ICE CREAM DROPS
JELLY BEANS, 6 for 1c.
A.B. MICE
A.B. GUM STICKS, 2 for 1c.
A.B. RETURN BALLS
MAPLE WALNUT FUDGE
MARROWBONE
CINNAMON BUDS
PEPPERMINT HUMBUGS
BOSTON BAKED BEANS
ASSORTED MARBLES
BARBERS' POLES
LATIERE STICKS
STRAWBERRY STICKS

Packed ½ gross boxes—$1.05 per gross.



Educative Campaign for Shorter Hours

THE GROCERS' SECTION OF TORONTO RETAIL MERCHANTS BELIEVE THAT SHORTER HOURS CAN BEST BE SECURED BY EDUCATING THE PUBLIC—THE AID OF THE CHURCHES, SOCIETIES AND LABOR UNIONS TO BE ENLISTED IN THE CAUSE—FALL CAMPAIGN IN THE INTERESTS OF THE GROCERY TRADE HAS COMMENCED.

Toronto, Oct. 12 (Special).—The Grocers' section of the Retail Merchants' Association made a good start in their fall and winter campaign in the interests of the grocers at their meeting at 21 Richmond street on Monday night. Several important questions were brought forward for discussion while the number on the slate to be dealt with at future meetings betokens that some good work in remedying trade grievances is to be done.

The question of early closing was the principal subject dealt with on Monday night. It is through an educative campaign that they believe the best results must come and they have already enlisted support from ministers of the city. However, the scheme is yet young and they realize it will mean a good deal of planning in order to perfect it.

Wanted Church Co-operation.

J. F. Holloway, president of the Grocers' section, introduced the question. He believed an educative movement for the general public was necessary and that if the church would co-operate with the trade a great deal could be done. He pointed to the difficulty of bringing an early closing by-law into effect.

Minister Gives Address.

Rev. Dr. Turnbull is one of the city ministers who believes that the grocers should have shorter hours.

"I scarcely know why I am here," he said, "unless it is that I am interested in anything that will help my brother. I am in favor of shorter hours for the grocers, but I realize there are difficulties in the way of securing them, although I can see no great objections why the grocers should not have them.

"I am in favor of shorter hours because you are men living in the 20th century, and should not be mere slaves, which you are in a certain way when you work from early morn until late at night. Every man and woman should have some spare time for recreation, culture of the mind and for the development of their religious side. When I see grocers at work until 12 o'clock on Saturday night how can I expect them to get to church on Sunday morning.

Blames Public and the Grocer.

"The public are to blame in the first place, but the grocers are to blame next for yielding. I see people who could order their groceries early, walk around until late and then go to the grocery."

"We will have to get shorter hours, or we will not be able to get clerks," maintained Mr. Holloway. "In other lines of work clerks get time for recreation and that is the work the young men will take up."

By-Law Had Failed.

F. C. Higgins spoke of the efforts that had been made in the past to secure shorter hours but which being half-hearted, failed. A city by-law closing grocers at a certain hour had once been put into force, but many evaded it by carrying some side line. He realized that a young man in business had to work hard in order to make ends meet, and therefore, such a person wanted to keep open.

Frank Giles, although in favor of short hours, pointed out that the working people were not through until late, and in order to accommodate them, he believed that the stores should be open until 7 o'clock. He maintained that no law could be passed to make a grocer close if he opposed it. The dealer would get around it by handling side-lines. "Personally, I would like to see the hours shorter. I don't think it pays to stay open. Besides it makes help a bigger problem as other trades have shorter hours and just as much pay. However, we must not consider ourselves, but the majority."

Eight O'Clock Too Late.

Mr. Holloway in speaking of eight as an hour for closing, said that while it would help, it did not give the clerk or employer much chance for recreation. He pointed out that with the additional expenses and the trade he would get earlier if he did close, that a grocer did not make anything by staying open. "I believe," he said, "that the churches can do a great deal in this direction. Through this source the public can be asked to patronize and encourage the man who closes. You cannot drive the people but you can lead them, and this can be done by getting the churches to select a certain Sunday, and preach on this particular question."

It was pointed out that additional educative work could be done through the labor unions as well as the different societies and lodges. The women's Christian Temperance Union have already taken up the subject in Toronto.

Three Methods of Operation.

Rev. Dr. Turnbull, after listening to the animated discussion on the question said there were three lines of operation. First, that they consider the advisability of applying to the city for a by-law for early closing; second, that they conduct an educative campaign through the churches, by having one Sunday especially devoted to that question, and third that they put the matter before the labor unions and enlist their aid, as well as the societies of both men and women.

The association believe that this is the best way of remedying the grievance of long hours and will consider the best means and methods of doing so.

Invoicing Biscuits.

"Are you in favor of having biscuits invoiced at uniform price with discount off?" was a question put to the meeting. There were some objections to the idea but the majority voted in favor of it.

Some interesting discussions in other trade problems took place and another big question, that of manufacturers and wholesalers selling to hotels, restaurants, etc., was left over for the next meeting.

MANUFACTURERS AT CONVENTION.

Toronto, Oct. 12.—The Canadian Manufacturers' Association is meeting in Toronto this week, the convention being held at the King Edward.

Among those registered before time of going to press were the following:—J. Wagstaffe, Wagstaffe Limited, Hamilton; E. Littler, Walter E. Lowney Co., Montreal; A. D. Ganong, Ganong Bros., Limited, St. Stephen, N.B.; A. H. Brittain, Maritime Fish Corporation, Montreal; L. H. Packard, L. H. Packard & Co., Montreal; S. W. Ewing, S. H. Ewing & Sons, Montreal; J. C. Thorn, Metallic Roofing Co., of Canada, Ltd., Toronto; S. R. Parsons, British America Oil Co., Toronto; N. A. Leach, Western Salt Co., Mooretown, Ont.; E. C. Boeckh, Boeckh Bros., Toronto; W. Robertson, Robertson Bros., Toronto; K. Bethune, American Can Co., Hamilton; C. C. L. Wilson, Ingersoll Packing Co., Ingersoll, Ont.; Henry Wright, MacLaren Imperial Cheese Co., Toronto; W. M. Shirriff, Imperial Extract Co. Toronto; C. Dolph, Metal Shingle & Siding Co., Preston, Ont.; Jas. Litster, Litster Pure Food Co., Toronto; J. Hewitt, Canadian Shredded Wheat Co., Toronto; J. D. Flavelle, Canadian Cereal & Milling Co., Lindsay, Ont.; A. S. Rogers, Queen City Oil Co., Toronto; J. Allan Ross, Wm. Wrigley, Jr., & Co., Toronto; W. S. Greening, Pure Gold Manufacturing Co.; Jno. D. Laidlaw, H.O. Co., Hamilton; Robt. C. Fearman, F. W. Fearman Co., Hamilton; W. P. Downey, Montreal.

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RICE ADVANCES AGAIN.

This week, the announcement is sent out of another advance of 15 cents per cwt. in the price of rice. To those who have followed our market reports this will not be a surprise, as it has been pointed out that conditions seemed to warrant the expectation of higher prices. This is a total advance of 65 cents per cwt. within two months —an unusual occurrence in this commodity.

A combination of adverse conditions in many producing sections of the East is responsible. In China, conditions are reported the worst in a long period. In the Yangste Valley there have been very serious floods. In normal years this section exports rice to the remainder of China, but when floods occur it is necessary to import large quantities. In 1907, a year of flood in that district, 900,000 tons were brought in.

In the Dutch East Indies, the Governor-General has temporarily prohibited the export of rice in order to safeguard the natives. There is little available Burma rice in any of the producing countries. The position in India is improving according to late reports but it is seemingly certain that there will be a shortage of foodstuffs. Therefore it seems that high prices are fully warranted.

SHORT CROP OF PICKLE VEGETABLES.

The production of vegetables used in the manufacture of pickles has been even smaller this year than last when the crop was shorter than for some years before.

This is true not alone in Canada but also throughout the United States—the result of the dry, hot weather during the summer months, which seriously affected the growth of the cucumber.

One manufacturer stated to The Grocer that on their own acreage this year, the yield was only 2¼ tons to the acre as compared with 2½ last year, and an average of five tons.

It will be remembered that last year, prices were considerably higher than in previous years and as the season advanced and supplies of the vegetable became scarcer that prices went higher. That the prices of last year will be maintained under these circumstances can only be looked for.

Probably, as the season advances and supplies become more limited, a firmer feeling may develop. Canadian manufacturers find it necessary to import large quantities of vegetables from the United States during the winter months and spring, and much depends on how prices on the other side act.

ADULTERATED PEPPER.

Investigations by the Inland Revenue Department, Ottawa, regarding our pepper supply, indicate that for the past 33 years, 40 per cent. has been adulterated. The commonest adulterant is ground olive stones. Recently, 2 carloads of this have been sent into Canada, but because olive stone is used for other purposes, its entry cannot be prohibited. So say the authorities.

The question to be considered by the retail dealer is whether he asks for pure pepper and doesn't or does get it. If he asks for genuine pepper, is confident he is getting it 2and does get it, he can, without fear from visits of inspectors, offer it to his customers as absolutely pure.

If, however, the dealer gets a compound article he should know it. In justice to his customers he should tell them when he tenders them compound pepper. If he doesn't he is not only liable to a fine from a government inspector, but in time will lose the confidence of his clientele. This would be far more disastrous than any fine imposed.

The time will come when dealers will fear no more the visit of an inspector; but only when they insist on getting pure spices when they ask for them. Judge the manufacturer by his reputation. Learn all you can about him and act accordingly.

CLEAN WINDOWS AND SHOW-CASES.

The grocer who takes a pride in the cleanliness of his windows and show-cases is bound to impress his customers with the idea that he is aiming at cleanliness and that this principle is applied to all his methods.

On Monday morning last, a representative of The Grocer called at a store, the windows of which were daubed with some polish. Inside, you could scarcely see through the show-cases because of the polish that had been rubbed over the glass. Presently a young clerk was found at one of the windows with a dry cloth and a stout arm. The white stuff was fast disappearing, but the glass thus treated shone bright and clean. The proprietor noticed the effect from time to time and was delighted. "That is a regular duty," he said. "Not daily, of course, but so frequently that the dust and dirt have no chance at all."

A little water, a polish preparation, a dry cloth and a willing arm will work wonders on the glass every Monday.

EDITORIAL NOTE.

Some one has said that the buyer forgets the price, no matter how low it is, if the purchased article fails to prove satisfactory. That person understood human nature.

* * *

The Grocer's Confectionery Contest is off to a good start. Last Monday's mail brought the opinions of two dealers and more have since followed. Last week's issue contained full announcement, Page 23. Results will be given in our big Fall Campaign Number of November 3. Put your opinions on paper to-day and mail them to us.

The Markets---Rice Advances 15 cts.

THIS MAKES A TOTAL ADVANCE OF 65 CENTS WITHIN TWO MONTHS —COMBINATION OF ADVERSE CONDITIONS IN PRODUCING COUNTRIES THE CAUSE—SPOT TOMATOES HELD AT HIGH FIGURE ON ALL MARKETS—GENERAL CANNED GOODS FIRMLY HELD—MOLASSES CONTINUE STRONG—TRADE IS HEALTHY.

QUEBEC MARKETS.

POINTERS—

Spot Gal. Apples—$3.50 to $3.75.

Rice—Advanced 15c per cwt.

Lobsters—Price is higher and supply short.

Tomatoes—Now from $1.65 to $1.75.

Molasses (fancy)—Very firm.

Sugar—Still high and firm.

Brooms—Up another 15 per cent.

Montreal, Oct. 12.—It has been stated that business did not show any great change after the elections had blown over, and apparently trade was not deeply affected by the turmoil of the campaign. At any rate business is running along, giving a good share of satisfaction to all concerned, and holding out hopes for the coming season. One gentleman told The Grocer that in spite of the good summer with a great deal of work for everybody there was not the expected prosperity. This is offered as the advice of simply a man who in his dealings with the trade has formed his own opinions. He claims that when people now-a-days make an extra dollar they have a dozen or more methods of spending it. Amusement parks, excursions, fashionable clothes and such things always appeal to the man with more money than his accustomed amount.

However, there is a general air of prosperity. Payments have been rather good and there is nothing to be gained by casting a doubt over our conditions.

Sugar.—The market remains firm and high, with no present indications of relief from high prices. The Cuban cane crop is likely to be good one, but there are no immediate sources of supply that can be expected to furnish stocks adequate for demands. While it is unsafe to try to form an idea of what future prices will be, still the present aspect is so firm that the general opinion is apparently that sugar prices will continue to hold their own for some time yet. The demand is fairly steady.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a likelihood that when the new cane crop is being reduced to sugar there will be much less attention paid to molasses than usual owing to the high price of sugar. Fancy molasses are firm and as stated before they seem to be a good buy. Syrups are in good demand and will surely continue to be active with the price unchanged in a market that seems to be advancing in every direction and with a good season of demand.

Fancy Barbados molasses, puncheons	0 35 0 37
" " " barrels	0 36 0 38
" " " half-barrels	0 38 0 40
Choice Barbados molasses, puncheons	0 30 0 32
" " " barrels	0 32 0 35
" " " half-barrels	0 34 0 37
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ½-bbls	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—Some of the leading retailers are showing new figs, but the jobbers have not reported the arrival of stocks. The retailers who wanted these first shipments paid extra express duties in order to get fast delivery from New York. The trouble in the east will scarcely affect the fig market for most of the supplies have been shipped and are beyond the war zone. Currants are firm and raisins are steady. The dried fruit market is, generally speaking, steady and strong. The situation is unsettled owing to the fact that some stocks are arriving, others are yet to be shipped, and so on. It has not yet settled down to steady business.

Evaporated apricots	0 22 0 24
Evaporated apples	0 11 0 13
Evaporated peaches	0 17½ 0 18
Currants, fine filiatras, per lb., not cleaned	0 07
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 08½
" Patras, per lb	0 08½ 0 09
" Vostizzas, per lb	0 09 0 10
Dates, 1-lb. packages	0 06½ 0 07½
Dates, Hallowee, loose	0 04½ 0 05
Fards	0 11
Figs, 3 crown	0 08 0 08½
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
30-40	0 13
40-50	0 12½
50-60	0 12
60-70	0 11½
70-80	0 11
80-90	0 10½
90-100	0 10
Raisins—	
Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs	0 09½ 0 10
" loose muscatels, 3-crown, per lb	0 08 0 08½
" " 4-crown, per lb	0 09½
Select raisins, 7-lb. box, per box	0 63
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb	0 07½
" select, per lb	0 08
" 4-crown layers, per lb.	0 08½

Nuts.—There is a steadiness in the nut market with a rather firm feeling more or less general. One report says the crop of Tarragona almonds is estimated to be about 50,000 bags against an average output of 80,000 to 100,000 bags.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13½
" Barcelona, per lb	0 10
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 18 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 36 0 37½
Brokens	0 30 0 32

Rice.—It has been indicated quite clearly in these reports during the past few weeks that rice which made rather phenomenal advances of late was still strong and was likely to advance still further. The news of the past week includes an advance of fifteen cents per cwt. in the regular prices. This is for Rangoons, Japans and Patna rices. To those who have followed the recent reports on rice the advance of the week does not come as a surprise. It was said that conditions of the market seemed to warrant the expectation of higher prices.

Rangoons—	
Rice, grade B, bags, 250 lbs	3 55 3 65
" " 100 lbs	3 55 3 65
" " 50 lbs	3 55 3 65
" " pockets, 25 lbs	3 65 3 75
" " ½ pockets, 12½ lbs	3 80 3 90
" " C.C., bags, 250 lbs	3 45 3 55
" " " 100 lbs	3 45 3 55
" " " 50 lbs	3 45 3 55
" " pockets, 25 lbs	3 55 3 65
" " ½ pockets, 12½ lbs	3 60 3 70
Fancy Patna—	
Patna polished	3 85 3 95
Pearl	4 10 4 20
Imperial Glace	4 60 4 70
Sparkle	4 70 4 80
Japans—	
Crystal	5 05 5 15
Snow	5 15 5 25
Ice Dips	5 30 5 40
Carolina Head	6 55 6 65
Brown Sago, lb	0 05 0 06
Tapioca, medium pearl, lb	0 07 0 07
Seed, lb	0 06½ 0 08½

Brooms.—As stated in these columns a few weeks ago, brooms are very firm, and

the price is high. An advance of 15 per cent. has been quoted during the past week and at the new figures the market is firm. The prices now quoted are as follows: Five strings, $4.50 to $5 a dozen; four strings, $3.75; three strings, $3.25; two strings, $3. The trade have had ample warning of the coming prices and should be well supplied before the new prices become active. The cause has been explained before, the main reason being the shortage of the new broom corn crop. The present advance brings the quotations to quite a figure for the everyday broom which has usually been at a normal price. One jobber stated he had just sold one lot of brooms at $4 a doz., for which he would have been glad to get $3 ten days or two weeks ago.

Tea.—A general firmness prevails in the tea market. Good sales of Japan have been reported at firm figures. Reports from various dealers may be boiled down to the statement that prices are generally strong.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Evaporated Apples.—The trade are quoting from 12½ to 13 cents for the best spot evaps. There is nothing definite about the extent of the present evaporating work. One jobber wanted to secure the entire output of one man but learned that 1,300 boxes had been sold at 10—10½ cents. The price will likely be rather firm.

CANNED GOODS.

Montreal.—Naturally enough canned goods is one of the principal topics in grocery discussions. Tomatoes have not been standing still during the week and what some call alarmist prices are now being mentioned. One house announced $1.75 for new pack 3s, and was upheld by others. But another jobber mentioned $1.55 to $1.60 and stated that prices could not go much higher for the reason that goods from across the line could be imported. Against that, however, is the fact that reports from Baltimore indicate a rising market and one local jobber stated he had made enquiries in that market without any hope of securing supplies. The pack is just about the same as last year's and it is not likely that the canners in the south will have any surplus goods. One canner sold 10,000 cases of tomatoes on Tuesday afternoon at $1.45. That is quite a healthy price to pay the packer and the information came from a jobber.

French peas have advanced $1 a case, and are now quoted at from $10 to $17, according to quality. This is just another little indication of the general tendency in the canned goods market.

Next consider lobsters. Stocks are very low and prices are higher. Some of the houses are reduced to only ½ lb. flats, and with slight supplies it will not be long until they are about finished.

Strawberries are firm as well as other fruits, and it is safe to say that the trade in general will feel better when they have received their deliveries of canned goods in full.

And lastly, salmon. There are ten buyers for every seller. Red sockeye was delivered to the extent of 35 per cent. talls. There was not a great demand for flats. The market is firm with supplies not at all encouraging.

FRUITS	Group A	
Fruits—		
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 t2½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup	2 00	2 02½
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 0	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 5/
After December 1st prices advance 2½ cents per dozen.		
Other salmon— all talls—		
Red Sockeye, per case		9 00
Red Spring, per case		8 00
Cohoes, per case		7 50
Pinks, per case		5 00
Lobster—		
¼-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		

Toronto.—It might be said that the canned goods market is unsettled, especially in regard to those on which prices were only named last week. It might also be stated that there is no tendency to weakness in any of the lines, but there is strength apparent in several.

In the face of the small delivery, spot tomato prices are going upward with a stride which denotes what dealers believe the real situation in this line is. Quotations rule from $1.50 to $1.65 this week. There might be some who would quote a higher figure because they do not want to sell.

Tomatoes in the United States are considerably higher than when they were imported in the spring, and just now could not be brought in to break prices. The high prices will no doubt act as a check on the consumption that would be apparent under more reasonable values.

There are several firms quoting beans at $1.25 per dozen, but others maintain quotations at $1.10. Prices depend on how each individual wholesaler stands in regard to supplies. Strawberries and raspberries are generally held at a figure considerably above the opening price, while gallon rhubarb is also strong.

It is definitely announced by canners that there will be a 40 per cent. delivery of tomatoes, 89 per cent. of corn and 10 per cent. of plums. Other lines of late fruits are not known yet.

VEGETABLES	
2's—Beans, red kidney	1 15
2's—Beets, sl ced bl od red Simcoe	1 00
2's—Beets, wh le, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's Beets, whols, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's Cabbage	1 00
2's Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 05 1 10
2's—Corn, fancy	1 07½
Gal Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's Parsnips	1 15
3's—Parsnips	1 30
3's Pumpkins	1 00
Gal—Pumpkins	3 12½
3's Squash	1 15
Gal—Squash	3 35
2's—Succotash	1 15
2's—Tomatoes	1 07½
2½—Tomatoes	1 50 1 65
3's—Tomatoes	1 50 1 65
Gal—Tomatoes	4 25 4 50
3's—Turnips	1 15

Group B is 2½ p c less than Group A

To arrive at prices for following points add to prices herewith per dozen:

	2's	3's	Gal
Maritime Provinces	2½	5	25
Winnipeg	14	22	55
Vancouver	22½	35	90

ONTARIO MARKETS.

POINTERS—

Tomatoes—Spot, 1.50 to 1.65.

Canned Goods—Generally firmly held.

Rice—Up 15c per cwt.

Beans—Somewhat firmer.

Toronto, Oct. 12.—The pulse of the grocery trade has returned to a good steady beat, and wholesale dealers have no complaint to make regarding the present volume of business. Collections are also reported quite satisfactory.

Retail dealers are now preparing for the fall and winter trade, which promises to be bright. Supplies of canned goods, dried fruits and other winter necessaries will now be finding their way into the retailer's store house. Good sized orders are reported to be coming forward for shipment by water before the close of navigation.

Sugar.—"How and when is the sugar market going to act?" is a question, prominent in grocery trade circles just now. True it is that the market at the moment is firm, and has been for the past week with the outcome somewhat problematic. "Some of these days, but the time is uncertain," declared one sugar man, "the market will begin to adjust itself to the new conditions, namely the production of new beet crop in the States and the preliminary quotations on Cuban crop for January shipments which are a full $1 per cwt. below spot prices of raws."

While Cuban sugar has been sold to speculators at 4.85, a full cent below spot prices, beet sugar for May shipment is quoted at 5.84. Demand for sugar with smaller fruit supplies is decreasing, but normal for the month.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
ed Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—A good trade for the season is apparent in both maple and corn syrups. Molasses should begin to move more freely in the near future. Prices are firmly held.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 40	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 75	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 65	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 60	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 30 0 35
Quarter " "	0 03½	New Orleans, bbls	0 28 32
Pails, 33½ lbs. ea	1 75	Barbadoes, extra fancy	0 45
" 25 " "	1 25	Porto Rico	0 45 0 50
		Muscovado	0 30

Dried Fruits.—The first arrivals of new Elemes figs are on the market, with 12½ to 13½ cents being asked. While some new prunes were received last week, all the wholesalers have not as yet received shipments. New Valencia raisins arrived last week. The primary market on this line is firm. Large sized prunes will be scarce. California apricots are easier and coast raisins show a slight weakness.

Prunes—			
30 to 40, in 25-lb. boxes	0 17		
40 to 50 " "	0 16½		
70 to 80, in 25-lb. boxes	0 10½		
80 to 90, in 25-lb. boxes	0 09½		
90 to 100, in 25-lb boxes	0 09		
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes	0 25	0 26	
Fancy, " "	0 27	0 28	
Candied Peels—			
Lemon	0 09	0 11	Citron 0 13 0 15
Orange	0 10	0 12½	
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08	0 10	2½ " 0 11½ 0 13½
2 "	0 08½	0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½	0 12	
Tapnets, "	0 04	0 04½	
Bag figs	0 04½	0 06	
Dried peaches	0 15	0 16	
Dried apples	0 09	0 09½	
Evaporated apples	0 11½	0 12	
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas 0 10 0 12
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana	0 10	0 12	
" fancy	0 11	0 13	
" extra fancy	0 14	0 16	
Valencias selected	0 07½	0 08	
Seeded, 1 lb packets, fancy		0 10	
" 16 oz. packets, choice	0 09½	0 09½	
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06¾
Full boxes	0 05¾ 0 06	Fards choicest	0 10 0 10½

Tea.—Local conditions in tea are unchanged but the market is steady. A late report from Colombo, Ceylon, says that in all the markets for Ceylon tea, the rise has continued and quotations are higher than a month ago. It is almost impossible for it to be otherwise, considering the actual decrease in supplies. Continuing, this report says: "Until supplies materially increase prices must keep up. It is possible that a rush of low quality Indians may temporarily ease the market for common tea during the next month or two, but prices for all medium and fine Ceylons are certain to be maintained or even go higher."

Weather of late in all the tea-growing districts of India is reported favorable and there are prospects of a considerable increase in this year's Indian crop.

Coffee.—The strength in the coffee market is still apparent, and most local dealers maintain that with present conditions they can discern nothing but strength for a considerable period ahead.

Rio, roasted	0 18	0 21	Mocha, roasted 0 25 0 28
Green Rio	0 16	0 17	Java, roasted 0 27 0 33
Santos, roasted	0 20	0 22	Mexican 0 25
Maricaibo, "	0 22	0 25	Gautemalo 0 22 0 24
Bogotas	0 24	0 26	Jamaica 0 20 0 22
			Chicory 0 12

Nuts.—A general steadiness prevails in nuts of all kinds. There are no special features to report in regard to any of the lines.

Almonds, Formigetta	0 16
" Tarragona	0 16 0 17
" shelled	0 35 0 38
Walnuts, Grenoble	0 17 0 19
" Bordeaux	0 15
" Marbots	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 13 0 13½
Pecans	0 18 0 20½
Brazils	0 18
Peanuts, roasted	0 11 0 14

Spices.—A good steady demand is being felt by wholesale dealers for spices, while the grocer is finding a good trade for pickling purposes. Prices are all well maintained.

	Bbls.	Pails or Boxes	Tins	½-lb. pkgs	1-lb. pkgs
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 25½	0 26½	0 28½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	90	2 00
Pepper, black	0 16	0 17	0 19	0 75	0 90
Pepper, white	0 25	0 26	0 27	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20
Shredded cocoanut, in pails				0 19	0 22

Rice and Tapioca.—Those who have followed our market reports for the past two weeks, will not be surprised at the announcement of another 15 cent advance in the price of rice, bringing standard B up to $3.65. Conditions in the producing countries of the world as have been reported seem to warrant the prices now ruling. In China floods have done the damage, while elsewhere it has been the drought.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 55
Rice, standard B	3 65

Per lb.			Tapioca—	
Rangoon	0 03¼	0 03¾	Bullet, double goat	0 08
Patna	0 05½	0 06	Medium pearl	0 06½ 0 07
Japan	0 05	0 06½	Flake	0 08
Java	0 06	0 07	Seed	0 06½ 0 07
Carolina	0 08	0 10		
Sago, medimm brown	0 05½	0 06		

Beans.—Considerable firmness has been put into the bean market, the demand being so great that shippers can hardly fill orders. It will be remembered that the market was completely bare of stocks. One broker reports this line 10 to 15c higher than a week ago.

Prime beans, per bushel	2 25
Hand picked beans, per bushel	2 35

Evaporated Apples. — Offerings are more free, and the market a little easier. One broker, in touch with the situation, says the production will be somewhat larger than last year.

MANITOBA MARKETS.

POINTERS.—

Sugar—Firm.

Syrup—Steady.

Evaporated Apples—Lower.

Canned Tomatoes—Scarce.

Beans—Lower.

Winnipeg, Oct. 12.—In spite of the wet weather which has been prevailing during the greater part of the week, trade has maintained its standard and orders have been arriving steadily. The stop to threshing operations has increased considerably the retail trade in the country, as many farmers have been able to get to town in places where the roads were anywhere decent and conse-

quently have increased their purchases. The collection department is feeling the brunt of the inconvenience of the wet weather, as the grain has not been taken to the elevators and consequently payments have been delayed for a month.

There is considerable concern at the present time regarding the canned goods situation, and from all jobbers the one word "serious" has been heard. Tomato canners have announced that they are only going to deliver 40 per cent. of the orders, as the crops secured by them is only a 40 per cent. one. Other lines are reported to be in a bad shape and considerable speculation is being indulged in as to the future trend of the trade.

Sugar.—Sugar prices remain the same as last week and, while the market is firm, predictions as to the probable outcome are being indulged in. Jobbers are still declining to stock heavier and are only keeping enough on hand to supply the trade comfortably. Price quoted are as follows:

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Steady demand continues to prevail for syrup but prices have not taken the predicted advance and are held steady at last week's quotations. Several large orders were received during the week from northern points and several of these have been supplied which have to some extent affected the stocks on hand. It is expected that they will be replenished shortly.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 63
6 10-lb. tins, per cate	2 51
3 20-lb. tins, per case	2 52
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—The first shipment of prunes in the market came during the week and a rapid sale was immediately made on the basis of 8½ cents for 90-100s. This is an advance of one-half cent over previous quotations, but it is expected that prices will ease off somewhat. No other lines are expected this week, although from now on new stocks should be arriving steadily. New prices for prunes are as follows:

New prunes.	Per lb	Valencia raisins.	
90-100s, 25, s.p	0 08½	Fine on stocks, 28s, s.p., per box	1 75
90-100s, 10s, s.p	0 09½	Fine selected, 28s, s.p., per box	1 85
80-90s, 25s, s.p	0 09	4 crown layers, 28s, s.p., per box	1 95
80-90s, 10s, s.p	0 10	4 crown layers, 14s, s.p., per box	1 95
70-80s, 25s, s.p	0 09½	4 crown layers, 7s, s.p., per box	1 00
70-80s, 10s, s.p	0 11	Ne plus ultra, 28s, s.p., per box	0 55
60-70s, 25s, s.p	0 10		2 30
50-60s, 25s, s.p	0 10½		
40-50s, 25s, s.p	0 11½		

Evaporated Apples.—The situation in evaporated apples is reported to be somewhat easier, but as yet no reduction in the prices offered by the wholesalers has taken place. Orders for quick delivery upon the stocks are being made on the basis of 11 to 11½ per pound.

Coffee.—Coffee is firmer and an active demand has been in existence during the week. That high prices are likely to prevail for some time is the opinion of many of the large wholesalers.

Coffee, standard Rio	0 16	Coffee, choice	0 16
		Coffee, extra choice	0 18

Beans and Peas.—For the first time in many months the bean market has received a setback and prices have started to decline. The reason of this decline is given by one wholesaler this morning as follows: First, the failure of reciprocity; second, better crops in the east than were expected; third, light demand at the present time in Western Canada. The reduction on new prices is 15 cents per bushel on the price quoted last week.

Beans, 3-lb. picker, per bushel	2 40 2 50
Beans picked, per bushel	2 50 2 60
Peas, split, 100 lbs	2 60

NOVA SCOTIA MARKETS.

Halifax, Oct. 12.—Wholesale grocery markets are now active. There is a good demand for nearly all lines carried by the trade. Prices continue firm, and in some lines there has been an advance since last week. Wholesale dealers report the molasses market continues to show strength, and there has been another advance of two cents per gallon since last report. Fancy Barbados is now quoted at 34 cents per gallon in puncheons, and 38 cents in barrels. There is a probability that prices will go still higher.

New stocks of this season's canned goods are now on the market, and tomatoes are going to the trade at $1.40 per dozen. Foxberries are now coming in and are selling at $6 per barrel. Valencia raisins will soon be along, and they will probably go to the trade at 7½ cents per pound.

The flour markets are slightly firmer, Manitoba patents selling at $6.15 to $6.25, and Ontario blends from $5.10 to $5.20.

Enormous quantities of apples are now being shipped to England. One steamer sailing from here recently, took 35,000 barrels. The shipments so far this season are over 200,000 barrels, which is more than was shipped the whole of last season.

NEW BRUNSWICK MARKETS.

St. John, Oct. 12.—Business in the grocery trade has apparently recovered some of the briskness lost by the calm following election week. A moderate movement of general lines is in evidence.

The strength which has been reported in the molasses market is beginning to make itself felt in higher prices, late advances bringing quotations for fancy Barbados up to 35½ to 36 cents. The high price of sugar backed by other market conditions is the reason ascribed.

Ontario flour is easier by 15 cents, counteracting the advance of a similar amount on September 21.

The short delivery which will be made on tomatoes this year, namely 40 per cent., has raised the price of that vegetable to a high level. New corn opened slightly higher than last year, but there has been a fair production, and a 90 per cent. delivery is expected.

Bacon	0 16	0 18	Eggs, henery	0 28	0 30
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 23	0 24
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 15	6 25
Butter, creamery, lb	0 24	0 25	Flour, Manitoba	6 25	6 35
Buckwheat, west. grey, bag	2 65	2 70	" Ontario	5 45	5 55
Cheese, new, lb	0 15	0 15½	Ham		0 16
Currants, 1's, lb	0 08½	0 09	Lard, compound lb	0 10½	0 11½
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box	4 50	5 00
Beans, string	1 00	1 02½	Molasses, fcy. Barbados, gl	0 35½	0 36
Corn, doz	0 97½	1 00	Oatmeal, rolled		5 75
Peas, No. 1		1 20	Oatmeal, std		6 35
" No. 2		1 25	Pork, domestic mess	22 00	22 50
" No. 2		1 30	Pork, American clear	21 25	23 00
" No. 1		1 80	Potatoes, bbl	2 25	2 40
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03½	0 04
Raspberries, dozen	2 05	2 10	Salmon, case—		
Strawberries	1 85	1 90	Red spring	7 75	8 50
Tomatoes	1 60	1 65	Cohoes	7 00	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran		5 00	Standard gran	6 00	6 10
Cornmeal, bags		1 65	Austrian "	5 90	6 00
" bbls		3 45	Bright yellow	5 80	5 90
			No. 1 yellow	5 50	5 60
			Paris lumps	6 75	7 00

TRADE NOTES

Joseph Bates Gould, Boston, Mass., representative of E. & T. Pink, London, Eng., was in Toronto during the week.

NORTHERN ONTARIO'S PRODUCTS.

Not only grains and roots, but grapes and apples figured among the products of Northern Ontario at the Temiskaming Fair. Potatoes were exhibited 11 inches long, which on being cut through were sound "to the core." There were turnips weighing 51 pounds, and a splendid showing of ripe tomatoes, while grapes, ripened out of doors, were also shown.

POINTERS IN BRIEF.

The first step in making a sale is to make the customer want the goods.

It's not how much you say, but what you say and how you say it, that makes the sale.

Don't wait for customers to inquire for the new lines. Introduce them to them.

When you give an order, it is well to get a copy, with dating and other particulars marked.

When you are inclined to let your temper rise, remember that everybody has unpleasant occasions at times.

PRUNES

Crop is said to be of very indifferent quality this season on account of the bad weather during the growing time, and we were agreeably surprised to find that three cars which we have already received and which are now mostly all shipped out, are of extra fine quality; in fact, as fine as any we have ever seen. This is worth considering this year, as there is a lot of poor quality to be disposed of out of the crop. We offer

Santa Clara Prunes	50-60	25s.	11½
" "	60-70	25s.	10½
" "	60-70	50s.	10¼
" "	70-80	25s.	9¾
" "	80-90	50s.	8½
" "	90-100	50s.	8

SUGAR

At a time when sugars are at their highest price in years, we offer you a choice Barbadoes Grocery quality in cotton-lined bags, one hundred pounds each, at 4⅝.

HEINZ GOODS

We are now filling orders for Dill Pickles, Sauer Kraut, and Mince Meat of the new pack, and as supplies of many lines are limited you may profit by getting your orders in early.

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets - TORONTO

A General Test of High Quality Goods

WHAT IS THE REPUTATION OF THE MANUFACTURER? SHOULD BE THE QUESTION FOR THE DEALER TO CONSIDER—THE PURE MAPLE SYRUP PROBLEM DEALT WITH—BIG MARGIN OF PROFIT ON INFERIOR GOODS DOES NOT BUILD UP GOOD-WILL.

By H. A. Harvey.

The grocers of Canada believe that the success of their business depends, to a great extent, upon the maintenance of a high standard in the goods they sell. Look over the shelves of the average grocery store that makes any effort to improve its standing in the trade, and you will find but few articles open to question on the ground of quality. It is not that opportunities are wanting to substitute inferior articles, but that such a policy would ultimately prove fatal to those who attempted it. The purchasing public is prosperous and has the wherewithal to demand not only purity in their groceries, but high quality. This is the tendency in canned goods, spices, jams, and almost every article offered by the grocer.

Test of Genuine Maple Syrup.

But is maple syrup included in this list, you may ask? It is, and to a certain extent, it is not. How can a grocer satisfy himself that the contents of a bottle labelled "Pure Maple Syrup," is really the genuine article? That may be answered by asking a somewhat similar question. How can the grocer feel sure about the quality of flour, or spices, canned goods or jams? One of the ordinary methods is to judge by the manufacturer. What reputation does this man bear in the trade? Is his flour reputed as good as, if not better than, any other brand in the market? Similiarly is this jam manufacturer regarded as basing his reputation on the quality of his goods? Similarly with this spice grinder? Such is one of the tests generally employed. It is hardly fair to the new manufacturer, but the public is usually willing to give everyone a fair trial, and having gained the approval of the trade, it should be the manufacturer's aim to hold that golden opinion.

In the Dealers' Interests.

Thus, when the grocer considers the question of his pure maple syrup supply, he should, if he has the interests of his customers at heart, endeavor to satisfy himself as to the standing of the manufacturer from whom he is purchasing. Customers have formed the habit of trying to find out what they are buying. When they ask for pure syrup they want it; if a compound they want compound. If a question is asked about a brand of maple syrup, what will the grocer say in reply? Which of these will it be? "Well, I don't know, it says 'Best Maple Syrup' on the label. I guess it is pretty good stuff," or, "I have bought a great deal of goods from those people and have never had a complaint from my customers. The company that puts up this brand stake their reputation on their goods. They have an extensive business among the best grocers in the country, and I have no hesitation in recommending their goods."

In the one case, the grocer knows nothing about the article, in the other, he evidences the utmost confidence.

A Day of Reckoning.

There is another instance where a grocer may be carrying an inferior line of what he considers to be the genuine article, because it is cheap, and at the same time offers a good profit. He may continue this for a long time, but there is bound to come a day of reckoning. When some of his customers discover that they have been receiving an inferior article for what they had thought was pure, their confidence is gone. Not only does their change of attitude affect sales of syrup, but every article that is not widely known. It is not a safe policy, this playing with inferior goods for a slightly better price consideration. If a compound article is sold, it should be made quite clear that it is such.

There is on the market to-day not only pure maple syrup and its imitations, but also maple mixtures. Between seasons, the pure syrup is naturally higher than in the early spring. The maple mixture, therefore, finds quite a demand among those customers whose means are limited, but as regards quality, the principle applied above still obtains. The grocer can figure out the proposition for himself. The maple quality of any mixture depends on the manufacturer; and the grocer, not being able to actually test the goods, must place his dependence upon the man who prepared the article.

Study Source of Goods.

The grocer who feels that he owes his customers quality goods will endeavor to make himself acquainted with this house and that, and it will not be long before he can satisfy himself on this score. The same principle is applied to butter and cheese, to coffee, jams, etc. Why should any kind of syrup, designated "maple," be accepted without question? The modern grocer has only one principle for his store, and in applying it to his goods in general, maple syrup should receive the same attention that is directed toward his other goods.

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity.. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our agents:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street.
British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



PRESERVES THAT PLEASE

"E. D. S." preserves please the customer, who enjoys their delicious flavor and knows that he is eating the finest selected fruit, free from any preservatives or coloring matter. They please the grocer, who, by featuring them, builds up a trade among regular customers and assures himself a big preserve business and a good margin of profit. Look for the trademark.

E D S

Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.: J. GIBBS, Hamilton.

No Sound
No Odor
No Danger

with the

DOMINION MATCH

A well-made match. The head does not fly off and there is no unpleasant sparking or sp uttering. An excellent shelf stock which brings you good profits.



The DOMINION MATCH CO., Limited

DESERONTO., ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
W. A. Catton, 180 St. James St., Montreal, Que.
The A. Macdonald Co., Winnipeg, Man.



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID STAPLE LINE

D. SPINELLI & CO.

REGISTERED

MONTREAL - - - QUEBEC

ROYAL SHIELD BRAND TEAS

ROYAL SHIELD BRAND OF GOODS

Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

Particular People Select McLean's

"WHITE MOSS" COCOANUT



You need not look for "White Moss" to be returned with—"Don't like this, it's ground, we want shredded cocoanut."

Canadian Cocoanut Co., Montreal
SOLE MAKERS

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented refrigerators combined

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES

Eureka Refrigerator Co., Ltd.
54 Noble Street - TORONTO
Montreal Representative
JAS. RUTLEDGE - Telephone St. Louis 3076

Tea Lead

(Best Incorrodible)

"Pride of the Island" BRAND

Manufactured by
ISLAND LEAD MILLS, LIMITED
LIMEHOUSE, LONDON, E., ENG.

Tel. Address: "Laminated," London.
A.B.C Codes used 4th and 5th Editions
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

TO OPEN MACHINE SOWN BAG.

In a grocery store the other day, a clerk was found opening a machine sown bag by cutting it across with a knife, which besides destroying the bag was wasting time. The dealer by following out the very simple instructions can open the bag in an instant, as it simply requires the cutting of the chain at the side and pulling out the single thread. Should the wrong end be cut, it is only a moments work to cut the other end and pull out the thread. Once the simple knack of opening the bag is acquired, a machine sown bag can be opened in a fraction of the time required to open a hand-sewn bag, and besides it will be in much better condition and more salable.

We often imagine ourselves busier than we really are. The merchant who is too busy to change his advertisement often, or to trim a window, or to arrange a counter display, is too busy to be a merchant.

BANKRUPT STOCK FOR SALE

TENDERS will be received until October 21st for the purchase of a stock of Groceries, Crockery and Fixtures in the Town of Wingham. The stock list can be examined on the premises at any time.

Terms of sale: 25% down and the balance in 30 days on approved security.

A. E. SMITH, Assignee.
DUDLEY HOLMES, Solicitor.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."



MR. GROCER

Can you afford to lose $240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was $64 per year. Last year he used an "R-K" Lighting System, costing $16, saving $48, and in addition had a much better lighted store. We guarantee the system 5 years—an absolute guarantee that he will save at least $240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere—gives a pure white brilliant light—costs less than gas, electricity or acetylene. Costs but little to install—saves your money from the start—thousands in daily use.

You need one in your store—let us tell you why. Write TO-DAY for booklet "M"—it's free—a postal brings it.

RICE - KNIGHT LIMITED - TORONTO

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Bright and Lasting

will be the lustre if

CHIVERS' Floor Polish

is used on Stained and Hardwood Floors, Linoleums, etc. Chivers' Floor Polish is also used successfully on all kinds of leather work. It sells readily and gives entirely satisfactory results. Every tin sold makes a regular satisfied customer. As an investment every grocer should carry Chivers' Floor Polish in stock. As an advertisement he should not be without it.

Write the Canadian Agents

Harrison & Son

St. Nicholas Building, Montreal

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

KO-KO-BUT

100% Pure Vegetable Butter

You have often tried to overcome the waste and consequent loss of money from cooking butter or lard, and you have perhaps congratulated yourself on having discovered a remedy, only to find the leakage still there.

Congratulate yourself now. YOU HAVE IT. **KO-KO-BUT IN TINS** solves the problem.

Dominion Cocoanut Butters Limited

MONTREAL



MORE ECONOMICAL
MORE WHOLESOME
MORE DIGESTIBLE
than Lard or Butter

KO-KO-BUT

The Perfect Cooking Butter

Your customers have perhaps complained of the quality of the last cooking butter or lard you sold them. It was no fault of yours, but yet these are the little things which hurt you and your business.

You can prevent any such complaint by giving **KO-KO-BUT** a trial

Quality is guaranteed and always uniform.

Ask for Cook Books for prospective customers.



SUCCESS AWAITS THE GROCER

who features **BJELLAND'S**

Smoked Herrings in Bouillon

These delicious summer-caught herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

CANADIAN AGENTS

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap---But How Good

GUNNS LIMITED

Pork and Beef Packers

Toronto, Ont., Canada

SAUSAGE

This is the season for fresh PORK SAUSAGE and we have the best Pork Sausage on the market.

Made under government inspection.

F. W. Fearman Co. LIMITED

HAMILTON



REINDEER CONDENSED COCOA

(Liquid form)

like Reindeer Condensed Coffee is combined with milk and sugar.

Simply add boiling water and you have a delicious beverage for the casual guest or roomer. Also good for chocolate frosting.

We will supply FREE a limited number of small water heaters to roomers using REINDEER COCOA and REINDEER COFFEE.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Firm Tendency in Butter Markets

IN EVIDENCE FROM COAST TO COAST—PRODUCTION IS NOT OVERLY LARGE—GOOD DEMAND—BOTH DOMESTIC AND EXPORT—LIVE HOGS CONTINUE ON THE DOWNWARD TREND—PROVISIONS ARE ACTIVE—LARD AND EGGS STEADY.

A general firm tendency is in evidence in the butter markets throughout the Dominion. The production just at the present is not overly large, and indeed in some sections a falling off is reported, probably due to the poorer pastures. The market is, however, active in all directions. Eastern Canada is finding a good inquiry for export as well as from the West and Coast.

Export shipments to England are on a good scale, but this business will not be so marked after the new season's Australian and New Zealand butter arrives in England, which will probably not be to any extent before the latter part of November, or the first of December. Later on in the season in some sections of the country cheese factories close, which will tend to increase the yield of butter.

Live hogs continue easy, and reductions in price of porkers on hoof, as well as dressed, are general. Demand for provisions is active, while the same may also be said of lard. Lower prices on hogs are due to increased supplies, and if traced farther back, the reason is found in the higher price of feed, which is inducing farmers to sell.

During the month of September the packing of hogs at Western United States points has steadily increased. The gain in the hog packing for the month compared with last year, has been 375,000 hogs, showing that the country has sold hogs with increasing volume, but the demand for product has been sufficient during the month to not only take care of the increased packing at western points, which has amounted to a gain of 375,000 hogs, but there has been a material decrease in the stocks of product, which reflects a material increase in the demand for distribution.

Eggs are holding steady, as is also cheese, but a slightly easier tendency in the latter is reported from country boards at times.

MONTREAL.

Provisions.—During the week live hogs have shown an easier price, and the decline acted on dressed hogs, although in the latter case there was no actual change in price. Business in the various commodities has been good. Pork is now moving well and so is lard. The cause of the decrease in prices for live hogs is said to be the high price of feed, which forces the farmer to dispose of his stock.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 11¾
" " " 5 " "	0 11¾
" " " 3 " "	0 11¾
Pails wood, 20 lbs. net, per lb	0 11¾
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11¾
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12¾
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09¾
" 5 " " " "	0 09¾
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09¾
Tubs, 50 lbs. net, per lb	0 09¾
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 50
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13
Large sizes, 18 to 25 lbs., per lb	0 16
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 18
Windsor bacon, skinned, backs, per lb	0 18
Spiced roll bacon, boneless, short, per lb	0 13
Hogs, live, per cwt	6 50 6 75
" dressed, per cwt	9 75 10 00

Butter.—Butter prices are unchanged, and this report will likely be applicable for some time. Export demand continues good, and this feature has been responsible for much of the firmness in the market.

Creamery	0 27 0 28
Dairy, tubs, lb	0 22 0 23

Eggs.—Prices are firm and business is active. Demand remains steady, but supplies might come in much more freely.

New laids	0 34
Selects	0 28
No. 1	0 24

Cheese.—The market for cheese has been steady, and the price still rules at a high figure. The export demand continues active.

Quebec, large	0 15½
Western, large	0 15½
" twins	0 15½
" small, 20 lbs.	0 15½
Old cheese, large	0 13 0 16

TORONTO.

Provisions.—A good general trade is in evidence in provisions, which dealers report satisfactory for the season. Lard has been in good demand and is firmer and quarter cent higher. Live hogs continue plentiful, and are coming forward so freely that an additional 35 cents has been lopped off prices this week, bringing the porkers on the hoof at country points down to $6.15. Locally, dressed hogs are lower at $9.25 to $9.50 per cwt.

Smoked meats—	
Light hams, per lb	0 16 16½
Medium hams, per lb	0 15½ 0 16
Large hams, per lb	0 15 0 15½
Backs, plain, per lb	0 19 0 20
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 18
Roll bacon, per lb	0 11½ 0 12
Shoulders	0 11 0 11½
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 13 0 13½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 25 0 27
Lard, tierces, per lb	0 10½ 0 11½
" tubs "	0 11 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 45
Dressed hogs	9 25 9 50

Butter.—Futter prices are unchanged, but steady. The production does not measure up quite with the volume hitherto coming forward. Perhaps the poorer pastures is the chief reason. However, later on in the year in certain parts of the country, factories give up the making of cheese and turn to the production of butter. This may be of some account, although the fact of poorer pastures will have to be considered. Demand locally is on a good scale, as are also western and export shipments.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 25 0 26
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 24
No. 1 tubs or boxes	0 21 0 22
No. 2 tubs or boxes	0 17 0 18

Eggs.—There are no special features present in the egg market. Arrivals are not at least any more plentiful and storage stocks are being dipped into considerably. New laids are commanding a high figure.

Storage eggs	0 23 0 24
New laid eggs	0 25 0 26

Cheese.—Cheese prices are at the moment stationary. It is not a surprise though to hear that prices at country boards are wavering somewhat, for values for the past few months have been climbing with a marked rapidity, that will mean a good return to the farmer this year from this line. Trade in general is routine in character.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—Clucking and cackling around the produce houses denote that a goodly portion of the poultry is still coming to market alive. They consist principally of chickens and fowl, with a sprinkling of ducks. "There should be plenty of poultry for Thanksgiving," remarked one local dealer. "In regard to prices at that time, it will depend on supply and demand, both of which are increased at that time." Turkeys are not quite ready for shipment but should be before the end of the month. One dealer quoted 15c per lb. as a probable price for live turkeys.

Fowl, live	0 09 0 12	Ducks, live	0 10 0 11
Spring chicken	0 12 0 13		

Honey.—The arrival of the dark honey has not affected prices which are well maintained. There is a fair demand which the cooler weather will improve.

Clover honey, strained, 60-lb. tins	0 11½ 0 12
Clover honey, No. 1 comb, doz	2 25 2 75

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENT IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies.
A. PERODEAU & CO.	Cognac	Sanator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	Bordeaux	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO., Norway .... Crossed Fish Sardines.

H. J. HEINZ CO. .... Pittsburg .... Food Products, "57" Varieties.

Grocers: The difference in cost between ordinary baking powder and Magic Baking Powder is small. The difference in quality is considerable. Good goods that are well known and well advertised turn over quickly and yield a substantial profit to the dealer.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E.W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



Your Window Display

cannot be sufficiently attractive just now if you do not have good-looking bottles of pickles.

"PEACOCK" Brand

is certainly one you should consider. The goods are of the highest quality, and well packed. Indeed, their appearance goes far towards producing sales without your mentioning them.

Ask for quotations

Mathewson's Sons

MONTREAL

NATION'S CUSTARD POWDER

& Egg Powder

5-CENT PACKETS
HALF-POUND TINS
ONE-POUND TINS

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

AGENTS:

Ayre & Sons, Ltd.,
St. John's, Newfoundland
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.,
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.

Sample free by post.

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

McVITIE & PRICE

EDINBURGH and LONDON

BISCUIT MAKERS TO

H.M. THE KING
AND H.R.H. THE PRINCE OF WALES

The following kinds are specially recommended:

Digestive	The Premier Biscuit of the World.
Rich Tea	An Ideal Tea Biscuit.
Abernethy	The Scottish Favorite.
Breakfast	Finely Flavored, Exceptionally Light.
Rich Mixed	An assortment of Fine, Old-fashioned Biscuits.
Osborne	A Homely, Substantial Biscuit of the Highest Class.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Ever Notice?

That you seldom see soiled packages on Grocers' shelves of either **Postum, Grape-Nuts** or **Post Toasties**—the great cereal sellers.

"There's a Reason"

Postum, Grape-Nuts and **Post Toasties** don't roost on the shelves. They have the merit claimed for them, and heavy continuous advertising of that merit keeps them moving.

If any grocer, wholesale or retail, gets a bit too much stock, the Postum Co. always stands ready to move it at once and send check to cover.

But that don't happen very often nowadays.

Better keep well stocked. There's no risk. The sale of every package is guaranteed.

Postum, Grape-Nuts and **Post Toasties** are as staple as sugar and flour, and the profit much more pleasing.

Canadian Postum Cereal Company, Limited, Windsor, Ont.

Steadiness in Flour and Cereals

PRICES SHOW NO CHANGE BUT STEADINESS PREVAILS IN BOTH FLOUR AND CEREALS—TRADE IS APPRECIABLE IN VOLUME—WHEAT QUALITY IN WEST HAS BEEN AFFECTED BY MOISTURE—PROBABLE PRODUCTION OF WHEAT.

Items of interest in the flour and cereal markets are not very prominent this week. There have been no price changes in either lines, and new features having a bearing on the general situation are lacking also. Prices of raw material after a week's fluctuation have arrived back at about the starting points. Steadiness, however, is the general report.

Trade in flour is on a moderate scale for domestic purposes but export business is inclined to quietness. There is, however, a good demand for rolled oats, and mills are well sold ahead. Consumption of cereals is on the increase.

In regard to the Western wheat crop, it is evident that the frost which came just before the harvest and the continuous wet weather since have caused a heavy deterioration in quality, but the consensus of opinion is that with conditions as favorable as they now appear, there would be from 165,000,000 to 175,000,000 bushels of milling wheat.

The preliminary estimate of wheat production in the United States is 655,516,000 bushels, compared with 695,443,000 bushels last year.

MONTREAL.

Flour.—With reports in the primary market giving strength to flour, the market has been well maintained, and prices are firm. Western wheat reports had been bullish following rains, and what was claimed to be a loss to the wheat still uncut and unthreshed. Flour strengthened its position in sympathy.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, barrel	5 40
" straight patents, barrel	4 90
" strong bakers	4 70
" second	4 20

Rolled Oats.—There has been a good demand for rolled oats, and the market shows strength. There is nothing particularly new to report in the fall rolled oats trade.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—The flour situation shows no particular new features this week. Wheat has continued to fluctuate within a small margin since our last issue. The position is apparently one of steadiness. Trade is on a moderate scale.

Manitoba Wheat	
1st patent, in car lots	5 30
2nd patents, in car lots	4 80
Strong bakers, in car lots	4 60
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—A good demand for rolled oats is in evidence, while all cereals are moving well. The oat market after easing off for a time, is slightly steadier. Price remains unchanged in all lines.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 85
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

TOILET SOAP TRADE.

Laundry soap is a line which the grocer handles exclusively, and why should not more of the toilet soap trade belong to him too. A great deal of toilet soap is sold, and by a little attention he can work up a nice trade. The amount invested in this line need not be large, as a few dozen cakes will make quite a complete assortment for that matter.

The story you are listening to may be an interesting one but when a customer appears, she should receive your undivided attention. The story can wait. The customer doesn't have to.

W. H. Millman & Sons, Toronto, received two cars of white beans this week, the first to arrive on the market. —Advt.

The MacLaren Imperial Cheese Co., are putting up a Pimento cheese in small glass jars. It has taken well with the trade wherever it has been introduced, and for any wholesaler or retailer interested in this line of goods, it would be to their interest to inquire for full particulars from the MacLaren Imperial Cheese Co., Toronto or Montreal.—Advt.



Perfect Biscuits Perfectly Packed

as delightfully crisp as the day they are oaked. The "Mooney" flavor is a thing apart—something that children and grown-ups know and hunger for, something that makes a Mooney customer a regular customer. That is why Mooney Biscuits are the favorites with grocers too.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY,
VANCOUVER, B.C. ST. JOHN'S, NFLD.

MAPLEINE

THE POPULAR FLAVOR

A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

See Price List

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.



The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

What Would It Be Worth

To Have an Advertisement on Each Wrapper or Paper Bag That Leaves Your Store?



Figure it as you may, the actual value you would gain would be hard to estimate.

Does not that seem a mighty good means of your advertising, and especially when the system is so simple—by just a pull of the roll paper, this device enables the merchant to have his own printing and advertising on every parcel that leaves the store, without costing any extra time, trouble or expense.

The Automatic Printing Attachment

fits onto the paper cutter, as shown in the accompanying illustration. It is attached to the top of the paper by means of a thumbscrew, which holds a type roller against the roll of paper.

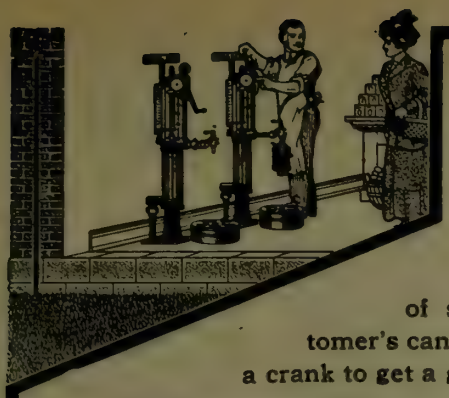
The Automatic Printing Attachment is just the thing to advertise special sales and sales days, besides being an economical method of introducing new lines to your trade. There are many other ways in which the Automatic Printing Attachment can be used.

Ask for information or demonstration of this modern money-saving method of advertising.

JOSEPH R. WILSON

Dominion Agent, Phone Adelaide 199, 204 Stair Bldg., Toronto

AGENTS WANTED.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

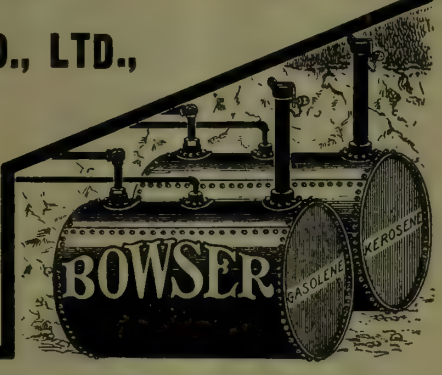
The variety of sizes and styles will enable you to suit yourself in price. Every outfit the best at its price.

Ask For Book No. 5.

S. F. BOWSER & CO., LTD.,

TORONTO

66-68 Fraser Ave.



ALLEN'S Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

A trial order will convince you

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

S. ALLEN

Norwich, Ontario

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

Allison Coupon Books

Increase your profits by eliminating loss and "bad debts," slow collections and errors.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

GRAPES

Canadian stock is fine and prices low.

Grape Fruit, Jamaica

Good heavy Fruit.

Late Valencia Oranges

Jersey Sweet Potatoes

"Old Honesty Brand," none better few as good.

Cape Cod Cranberries

are reasonable, now is the time to buy, will be higher.

Peaches

A few days will take all the good stock, get your orders in.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

TAKE

the cover off a box of

"St. Nicholas"

or

"Home Guard"

you behold the beautiful Extra Fancy Lemons—prime quality—from the most improved groves of Sicily—a faultless selection, faultlessly packed. Just what discriminating dealers and consumers are looking for. If you are not handling these brands you are losing money.

J. J. McCABE

AGENT

TORONTO, : : ONT.

More Interest in Imported Fruits

WITH SUPPLIES OF DOMESTIC FRUITS ON THE WANE, ATTENTION IS BEING GIVEN TO IMPORTED LINES—PEACHES, GRAPES AND PLUMS COMING IN FROM THE STATES—A REVIVAL OF THE ORANGE TRADE SOON EXPECTED.

There is more interest being evidenced in imported lines of fruit, with the supplies of domestic lines diminishing. Such lines as peaches from Colorado, fancy grapes from California, and plums from Utah are finding their way to Canadian markets and are being taken up well. Oranges are also coming more into the limelight, although not as much as expected when grapes come to an end. Cape Cod as well as Nova Scotia are shipping considerable cranberries to the various markets.

Apples are being given a good deal of attention just at the present time. Plums are off the market altogether, peaches and pears are decidedly on the wane, and while there are considerable grapes coming forward, there is no overplus of supplies, for indeed in most markets the supply does not measure up to the demand.

"The demand from the Western Provinces for Ontario apples," remarked a Niagara district fruit man, "is brisker than usual this year. A new movement is taking place in the Pacific coast states, a number of carloads of apples being sent by way of Vancouver to Australia."

MONTREAL.

Green Fruits.—Apples and grapes present as much of the present activity in fruits as might be expected now that their season is at its height. There are not only Canadian grapes, but a fine quality of Californias with Almerias coming on the market. The demand for apples is good, the Fameuse receiving particular attention just now. Peaches, pears and plums are declining and some dealers report these Canadian fruit off the market.

Apples, bbl.	2 50	3 50
Apples, Fameuse, bbl.	5 00	
Bananas, bunch..	1 50	1 75
Bananas, crated.	1 75	2 00
Cocoanuts, bags.	4 00	4 50
Grape fruit, Florida, case	5 00	6 00
Grape fruit, Jamaica		1 00
Grapes, Canadian, basket	0 20	0 25
Grapes, Cal., box		3 00
Lemons	4 00	4 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	4 00	5 00
Jamaicas, bbl.	2 75	3 75
Sorrento	3 25	3 50
Mexican	2 75	3 00
Peaches, California, crate	1 25	1 50
Peaches, Can. basket	0 50	0 75
Pears, Can. bas.	0 50	0 75
Pears, California		2 50
Pineapples—		
Floridas, case	4 00	4 50
Plums, California box	1 50	2 00
Plums, Can. bas.	0 35	0 75

Vegetables.—Both Cape Cod and Nova Scotia cranberries are now offered by the local dealers. The demand is fair and increasing. Canadian tomatoes are nearing the end of their season. Potatoes are steady and some idea will soon be formed of the expected extent of the crop. Sweet potatoes are moving well.

Carrots, doz.		0 25
Cabbage, doz.		0 75
Celery, doz.		0 75
Corn, per doz.		0 20
Cranberries, Cape Cod, bbl.		9 00
Cranberries, N.S.	7 00	8 00
Cucumbers, doz.		0 60
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Canadian lettuce per doz.	0 45	0 50
Onions—		
Spanish, crate	3 75	4 25
Canadian reds, 100 lbs.		3 00
Sweet potatoes		2 00
Montreal potatoes, new, bag.	1 15	1 20
Tomatoes, Canadian, box	0 60	0 75

TORONTO.

Green Fruits.—Although there is considerable business being done in domestic fruits, the same briskness as heretofore is not in evidence. Plums are done, peaches are on the wane, while grapes are still fairly plentiful. There are considerable apples on the market and are being given more attention. There are offered fancy peaches from Colorado, grapes from California and plums from Idaho. Oranges are in somewhat better demand and are firmer. P. W. Hodgetts, director of the fruit branch of the Ontario Department of Agriculture, stated this week that recent storms in the province had resulted in the destruction of from 25 to 30 per cent. of the apple crop. According to reports he had received greenings suffered more than any other variety, especially in the Georgian Bay district, where from 40 to 50 per cent. of the crop will be a total failure.

Bananas	1 25	1 75
Lemons—		
Verdelli	4 00	4 50
Limes, box		1 25
Oranges—		
Late valencias	4 75	5 00
Can. tomatoes, 11-qt. baskets.	0 30	0 50
Can. peaches,—		
Best grades.	0 85	1 00
Common flats.	0 30	0 40
Common leno.	0 50	0 75
Canadian pears, 11-qt. basket	0 35	0 65
Grapes, small	0 20	0 25
Grapes, California box	1 50	2 00
Peaches, Colorado, box		1 50
Cranberries, Cape Cod, brl.	8 50	9 00
Apples, brl.	2 75	3 25

Vegetables.—Potatoes are somewhat firmer this week, New Brunswick being quoted at $1.25 and Ontario stock at $1.15. Supplies forthcoming from Ontario are not as large as they apparently should be. "Probably holding for a higher figure," as one dealer put it. There is still a certain demand in evidence for green peppers, cucumbers, green tomatoes and other pickling necessities. Ripe tomatoes are higher for good firm stock.

Canadian beet, basket	0 25	0 35
Cabbage, Canadian, dozen	0 65	0 75
Carrots, new, basket	0 25	0 30
Cucumbers, Canadian, bak.	0 15	0 25
Egg plant, bak.	0 25	0 30
Celery, per doz. heads	0 40	0 50
Cauliflowers, dz.		1 25
Green peppers, basket	0 25	0 35
Onions—		
American cooking, 100-lb. bag	2 25	2 50
Spanish		3 50
Canadian, bus		1 25
Potatoes, N. B. stock, bag.		1 25
Potatoes, Ontario, bag		1 15
Sweet potatoes, barrel	4 50	4 75
New turnips, per 11-qt. basket		0 20

WINNIPEG.

Green Vegetables.—The supply and quality of fresh vegetables arriving in the market continue to keep up with the standard stated a few weeks ago. Native grown onions are getting scarcer and prices have risen 5 cents per dozen. Pickling cucumbers are also in the same predicament and an advance of 20 cents per dozen is noticed, while Brussels sprouts on the other hand are more plentiful, and are 5 cents lower. Pickling cucumbers are off the market, while head lettuce is very scarce, and has doubled in price and is quoted at present at $1 per dozen bunches.

Native mint, per doz		0 10
Native green onions, doz		0 35
Native parsley, per doz		0 20
Native lettuce, per doz		0 25
Native watercress, doz		0 25
Ontario tomatoes, large basket		0 60
Native head lettuce, doz		1 00
New cabbage, per lb		0 01
American peppers, doz		0 20
Native carrots, per lb		0 01
Native beets, per lb		0 01
Native radishes, per doz		0 10
Native turnips, per bus		0 40
Native celery, doz	0 40	0 75
Native cucumbers, doz		0 50
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01½
Sweet corn, per doz		0 17½
Citron, lb		0 02
Hubbard squash, lb		0 02
Brussels sprouts, lb		0 25
Leeks, per doz		0 40
Spanish onions, 50-lb. crate		1 25

Potatoes.—The supplies of potatoes are reaching the city in carload lots from various sections of the West and offerings are liberal, the demand, however, is strong and prices remain unchanged at 50 to 55 cents per bushel f.o.b. Winnipeg. The larger shippers so far have been points in Manitoba and Eastern Saskatchewan. Virginia and Jersey sweet potatoes are also on the market and a considerable demand is prevailing for them.

Manitobas, 5 to 10 bus		0 70
Manitobas, 10 to 20 bus		0 65
Buying price, carlots, f.o.b. Winnipeg	0 50	0 55
Virg. sweet potatoes, bbl		5 50
Jersey sweet potatoes, bbl		6 00

TELL THE TRUTH.

Don't juggle with words when writing your advertisement, in order to calm your conscience. If you deceive or disappoint your customers in this regard, you cannot hope for a continuance of their trade.

Nova Scotia Cranberries

Fancy, well colored Fruit, in barrels, price $7.50 bbl.
Fresh car due Monday.

Lemons Cheaper

We quote for next week's shipment—
MAPLE LEAF BRAND, 300s, $3.75 a box.
DOMINION BRAND, 300s, $4.00 a box.

Headquarters for FRUITS, FISH and OYSTERS

ORDERS SOLICITED

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

SPANISH ONIONS

A fresh lot of Winter Onions just unloaded. Cases and half cases. Very fancy, bright, clean stock.

DOMESTIC ONIONS

Well cured, large, yellow Onions in sacks of about 100 lbs. each. Send along your orders quickly—our supply is limited.

PICKLING ONIONS

Small, white silver skins. If you still have some orders to fill you had better buy at once.

THE HOUSE OF QUALITY

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



LEMONS



Doing nicely, thank you! Our business for Buster Brown is increasing steadily, because the Good News regarding the Superior Packing and Quality is spreading. Some day you will always ask for Buster Brown. Do it now.

FOLLINA BROS., Packers, Italy. W. B. STRINGER, Sales Agent, Toronto.



Fish - Oysters



Fish and Oysters Going Out Well

SEASON IS GETTING OFF TO A GOOD START—INDICATIONS OF BETTER TRADE THAN LAST YEAR—ATTENTION CHANGED FROM DOMESTIC FRUITS TO FISH DEPARTMENT.

A healthy general demand for fish is reported from the various sections of the Dominion, with every indication of even better business as the season advances. New lines are arriving from time to time and the dealer now has a good sized list to pick from.

"Our domestic fruit trade is dropping off," said one retailer grocer, "and we are now turning our attention to our fish department." The same thing is probably true with many more, accounting in part for the present good fish movement. Oysters are going out well.

From Nova Scotia comes the report that salt codfish prices will go higher. Lunenburg dealers are asking $6 per quintal now, and some of them want $6.25 for the choicest fish. Despite the fact that the foreign markets are unsettled, Newfoundland is sending large shipments of fish to the Mediterranean.

QUEBEC.

Montreal.—There is quite a healthy general demand and from a number of reports the business seems to have fully arrived for the season. B.C. salmon (fresh) is reported a little lower, being more plentiful than last week. Halibut is arriving steadily and is easily one of the favorite varieties. Fresh whitefish is reported scarce, but a choice variety of frozen is offered. Lake trout are in good supply, and at a medium price. There is a steady demand for the other lines of fish. Oysters are naturally moving well with their new season. Even better business than the present is looked for in this department.

FRESH

Bluefish, per lb.	0 12	Halibut, express per lb.	0 10
Dressed perch, per lb	0 18	Salmon, B.C., lb	0 14
Dressed bullheads, per lb.	0 10	Salmon, Gaspe	0 18
Eels, fresh, each	0 25	Sea trout	0 10
Flounders, per lb	0 08	Sea bass, per lb.	0 12
Mackerel	0 12	Smelts, fancy	0 12
Haddock, per lb	0 05 0 06	Lake trout, lb..	0 10 0 12
Halibut, per lb.	0 10	Pike, per lb.	0 08
Herring, each	0 03	Pickerel or dore	0 10 0 12
Steak cod headless, per lb.	0 05½ 0 06	Whitefish, lb.	11 0 12

FROZEN

Haddock	0 04	Round pink salmon	0 09
Halibut, per lb.	0 09	Gaspe salmon, per lb.	0 18
Pike, round, lb	0 05	Qualla salmon	0 10
Pike, dressed & headless, cases 150 lbs., per lb	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 05	Whitefish, large, lb.	0 10
Mackerel	0 10	Whitefish, small	0 06

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb	0 04	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 00	Salmon, Labrador, bl.	16 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 50
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 07
No. 1 mackerel, ½ bbls.	8 00	Salt sardines, bbls.	6 00
Scotia herring, No. 2, bbl.	....	Salt sardines, ½ bbls	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
Choice mackerel, half pail	2 00	Sea trout, bbls.	12 00
		Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Haddies	0 08
Herring, new smoked, per box	0 20
Kippered herring, new, 40 in box	1 25
New fillets, per lb	0 10

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque Oysters, per bbl	7 50 12 00
Solid meats—Standards, gal., $1.75; selects, gal., $2.	

ONTARIO.

Toronto.—Trade is satisfactory for the season of the year, and shows an improvement since the set in of the cool weather. Sea herring and mackerel are now on the market, while fillets of haddie is a new line that is being offered. It is quoted at 12 cents per pound. Labrador herrings have arrived, barrels being quoted at $5.25 and half barrels at $3.25. A normal trade is in evidence in oysters.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught whitefish	0 12
Fresh halibut	0 09 0 10	Fresh caught herring	0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 10 0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 06	Sea herring, lb.	0 04½
Pike	0 05	Mackerel, lb.	0 12
New Pink sea salmon	0 09	Mullets	0 04
		Bluefish	0 12

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb.	0 08 0 09	Fillets of haddie	0 12

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	5 25
Oysters, selects, gal	2 00	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 10		

NOVA SCOTIA.

Halifax.—Fish receipts at Halifax during the past week have been light. Fresh haddock are scarce, and are in good demand. Owing to the stormy weather only a few mackerel have been taken along the coast. Large mackerel are retailing here at thirty cents apiece, and the same class of fish are selling in Boston at thirty-five cents.

The indications are that salt codfish prices will go higher. Lunenburg dealers are asking $6 per quintal now, and some of them want $6.25 for the choicest fish. Some Lunenburg fish have been sold in Gloucester at a price which equals about $6.75 for the dry product. Despite the fact that the foreign markets are unsettled, Newfoundland is sending large shipments of fish to the Mediterranean. Two steamers sailing from St. John's, Nfld., this week took 35,000 quintals, and another steamer for Naples took 12,000 quintals. So far this season about 100,000 quintals of codfish have been shipped to Mediterranean ports.

Nothing definite has as yet been ascertained regarding the Labrador catch. Reports from some districts, however, are not favorable, but on the whole it is thought that the total catch will be ahead of last year.

On the Cape Breton coast the fishery is reported to be fairly good. About four hundred barrels of mackerel have been taken in the vicinity of Margaree. The fish are large and fat. The catch of mackerel at the Magdalenes is about 2,500 barrels to date. Over half of these have been sold in the American market.

Oysters are in good demand, and dealers report sales of bulk oysters heavy. Shipments of finnan haddies are light owing to the scarcity of stock, but kippered herring are in good supply.

Codfish, large	5 50	6 00	Mackerel, large	19 00	20 00
Codfish, large	5 00	5 50	Herring, fat	3 00	3 25
Codfish, large	....	6 00	Newfoundland	....	2 60
Haddock	4 00	4 25	Hake	....	3 25

STORE PHILOSOPHY.

The man who is made happy by being lazy is not the man you want on your force. He is a drag on the business wagon.

The salesman who finds it difficult to be polite to folks in dowdy clothes should learn to be so because it pays, if for no other reason.

When you find a salesman being polite only to the people who have money it is time to have a heart to heart talk with him about the common people.

The salesman who can bring his friends to trade where he works is a help to the store, but he who brings them there to loaf can well be spared—or at least his friends can.



THINK IT OVER

Is it worth while starting a Fish Department? If you don't, you let trade and good trade go past your door. You know that a dollar is a dollar; therefore it IS worth while, and we are in a position to give you the best possible assistance.

Here's Your Header:-

"Canada" Brand Pure Boneless Cod Fish

Large Range **Quality All Through**

CANADA TABLETS, 20 1-lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.
MARINER BRAND, 25-lb. Boxes, Bulk.

Ocean Brand:-
HADDIES
KIPPERS
BLOATERS

Some firms talk of their different lines as "fine" and "finer." We emphatically state that ours are "finest," and if you want conclusive proof get in a small supply and put them to the test.

BOUTILIER'S SMOKED FILLETS

If you want a line of Fillets that will bring you repeat orders, we can also supply you.

Choice, bright and attractively packed.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD, NEW FAT JULY SALT HERRING

IF YOUR WHOLESALER CANNOT SUPPLY YOU, WRITE DIRECT

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL



Display your Oysters in a "Coast-Sealed" Cabinet

This is the handsomest, most practical and convenient oyster display cabinet made.
It requires but ONE-EIGHTH the amount of ice used in other cabinets, owing to the vacuum chamber construction.
Ice tank sits in the centre, with three gallons of stock below and two above—thus enabling you to keep your stock absolutely fresh until the last pint is sold.

Sold Outright $17.00 f.o.b. Toronto

No strings attached—no jug-handled loaning agreements with the view of coercing you into buying any particular line of oysters.
Your own judgment will suggest that you handle only "Coast-Sealed" Oysters, because they are the cleanest, fattest, best flavored oysters on the market. They reach you in a container that is sealed at the coast and which holds nothing but pure oysters—all over four years old and with the real salt sea flavor unimpaired.

Write us for Prices and Particulars

Connecticut Oyster Company

CANADIAN BRANCH

50 Jarvis Street : : : : Toronto, Ont.

Making Profitable a Fish Department

SHOULD BE OPERATED SOMEWHAT SIMILAR TO FRUIT DEPARTMENT IN SUMMER MONTHS—THE FACT THAT FRIDAY IS ALWAYS A FISH DAY MAKES A CERTAIN DEMAND THAT DEALERS SHOULD TAKE ADVANTAGE OF—MANY MERCHANTS TAKING UP THIS PROMINENT SIDE LINE FOR FIRST TIME.

Montreal, Oct. 11.—(Special)—Some grocers may be delaying the adoption of a fish department on the ground that they are afraid of loss through waste.

In other words, they fancy the fish will not keep, and that there would be a continual loss on that account. But how does the grocer handle fresh fruit. In spring he buys six crates of strawberries, or even more, and when night comes they have all been disposed off. Then come raspberries, and cherries and peaches and so on. Fruit will not keep for any length of time. It must be sold quickly, and the grocer turns all his activities towards accomplishing that end. He has informed his customers, he advertises, he writes bulletins, send out circulars, and in various methods lets the neighborhood know that he has new fruit and that he wants to sell it.

Apply Same Energy as to Fruit.

This is the method to be employed in handling fish. There is not, the same necessity of immediate disposal as in the case of strawberries, but the grocer who wants to handle fish should adopt a fish policy just as he has a fruit policy.

Friday is a special fish day. There is going to be an assured call for fish that day. Here then is the opening—a supply of fish for that demand. This is the advice of a prominent fish authority. His opinion is that Canadian grocers who do not handle this article are missing a good chance to increase their total trade, and also their profits. It is not only one class that eats fish. Everyone becomes tired at times of meat, and a jaded appetite demand something of a change. But the other point is that it is very nourishing, tasteful and is cheap. The cured fish, haddies, kippers and cod, besides the many other varieties are fast growing in favor.

Comparatively Cheap Food.

The high cost of living can be met in one direction at least by suggesting the more general use of fish in the average consumer's weekly menu. Fish will come to its own in due time, but tardiness should not be tolerated by the grocer.

The representative of one large Maritime company showed the representative of The Grocer a file of new letters—orders and enquiries—from grocers throughout different parts of the country. This was an illustration of the new interest that is being awakened in the possibilities of handling fish. The opportunity is there for the grocers with the right amount of initiative, and the fish season has arrived already and will continue right through to the return of the warm weather.

Nova Scotia apples were on the Englisa market one month before their usual time.

HANDS OFF PLEASE.

"I don't quite see the point of that remark of yours," said the grocer, as he tied up the package of sugar. "What remark was that?" asked the customer. "You just remarked that some men had an offhand way of doing things, and you wished I was one." "Yes; I wished to remind you that your hand was on the sugar when you weighed it."

GOOD OYSTER SET.

The oyster "set" in Connecticut waters this year, is not as extensive as in some previous years, still it is more abundant than any year since 1906. In Long Island sound, off New Haven, Conn., the "set" is in deep water and quite thick. In shoal water the "set" is light. It is several years since there has been a really good set. It takes four or five years for it to develop.

It is estimated that there are 10,000 acres of peanuts in cultivation in Arkansas this year, compared with 3,000 last.

Purnell & Panter, Bristol, England, who are now selling extensively on the Canadian markets, are the oldest and most up-to-date vinegar brewers in the Kingdom. But to compete with the increasing demand for their goods, they have had to make considerable alterations to their factory and brewery. They are now making a sweet pickle, especially for the Canadian trade. As it has a particularly fine flavor, and is attractive in appearance, it is assured a good reception here.—Advt.



Vegetable and Fruit Display, Shown Last Week by Ed, Provencher, St. Denis St., Montreal. This was Quite Attractive in Appearance and Resulted in Good Business.

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND

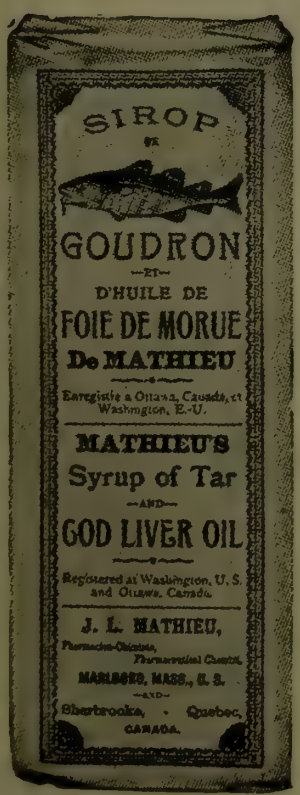


CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere. It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P. Q.

Distributors for Western Canada

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver

L. Chaput, Fils & Cie., Wholesale Depot, Montreal



¼ lb., ½ lb. and 1 lb. Tins.

Economical and Reliable.

George Borwick & Sons

Limited

LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

Consumption of Coffee—Valorization

THE CONSUMPTION OF COFFEE IN CANADA IS AS YET SMALL BUT STEADILY INCREASING—UNITED STATES IS A BIG CONSUMER—PRICES HAVE SHOWN SUBSTANTIAL INCREASE IN PAST YEAR OR SO—VALORIZATION AS EXPLAINED BY A COFFEE DEALER.

The Canadian was not primarily a coffee drinker, but is becoming more so every year. The big influx of other nationalities has been responsible to a large extent, because the European and more especially the Dutch and German are great coffee drinkers, while the people of the United States, so many of whom are yearly crossing the line are also big consumers. The demand throughout the Dominion has accordingly widened, and has now reached something like 1¼ pounds per head. There are, however, splendid chances for its expansion, because compared with other countries this is small. For instance, in the United States the consumption per capita is around 14 pounds.

Reason for Price Advance.

Coffee has been making substantial gains in price during the past year or so. More especially has this been so in the lower grades, some particular lines of which have advanced a full 5 cents per pound during the past year. The better grades have not advanced in the same proportion, and this has been partly responsible for the increase in the use of the better grades. The facts in regard to the advance in coffee are rather interesting, because it is generally claimed that there is plenty of coffee in the world. However, the last two crops of Brazilian coffee have not been as large as formerly, and this is the reason advanced for the rise in price. Whatever the facts may be, it is true that the statistics in regard to the world's visible supply warrant the present strength.

Valorization Explained.

The dealer has heard much during the past year regarding valorization coffee, in control of the coffee interests and of which they placed 1,200,000 bags upon the market in April in order to afford relief, but which had no effect whatever in relieving prices. An explanation of the valorization scheme as set forth by one dealer is as follows:

"A point of interest is to know why coffee is so high while there is so much coffee in the world. You probably have heard of the valorization scheme. Coffee is the principal production of Brazil, and Brazil was producing coffee in such quantities that the farmers or producers were getting a very small price, not enough to really pay for the handling of the crop, which, of course, caused financial depression in the whole country.

"There were various schemes suggested for taking off the market this surplus of coffee. It was proposed that some of the trees be destroyed. It takes about eight years for a tree to reach it's best bearing, and while each farmer wanted the other man's trees destroyed, he naturally did not want his own tampered with, so this scheme was not feasible. A plan was finally worked out by an association of bankers both on this continent and Europe, whereby they would buy the surplus of about $40,000,000 worth of coffee, and sell it out in so many thousands of bags per year, in that way relieving Brazil from its immense over-production of coffee.

Worked Well for Brazil.

"By many it was thought that this scheme would never work successfully, as it was contrary to the law of supply and demand; but unfortunately for those in the coffee business, up to date it has worked successfully for Brazil, and has caused the high market that there is, and we are in the position of having to pay more money for coffee when there is actually plenty of coffee in existence."

MORE STORE PHILOSOPHY.

Be content if you will with each step of your progress as a step, but do not accept any such step as a destination. Keep going.

The store that gets into the habit of being "just out" of things the customers want will be likely to find itself getting just out of money.

Don't hire a man of bad habits with the idea of reforming him. Like marrying a man to reform him, it is beginning at the wrong end. Reform him first.

Every salesman in every store should understand that the goods in that store are no more his property than they would be if he were a customer instead of an employe.

It is the employes of a store who are in a position to discover the little leaks that are letting the profits ship away. When you want to find a leak inquire of the man most likely to know about it.

SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000 a year and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions.

Address Nearest Office, Dept. 243
National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

HAVE YOU STARTED

to stock plug tobacco yet?

If not, you should get down to facts and figures right away.

There's business to be done and you are capable of doing it.

MAPLE SUGAR CHEWING TOBACCO

will prove a strong foundation on which to build up the trade.

Quality is High. Taste is Good.
Profits are Reasonable.

Why Delay?

WRITE

The Rock City Tobacco Co.

QUEBEC **WINNIPEG**

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—First-class grocery; latest store fixtures; clean stock. Good reasons for selling. For particulars apply Box C, CANADIAN GROCER, Toronto.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITION VACANT.

CLERK WANTED — For general store; central Ontario village of 1600. State salary and experience. Box 400, CANADIAN GROCER, Toronto

WANTED—Young man of good character, energy and education to take charge of first-class grocery. Box "M," CANADIAN GROCER, Toronto

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. THE MONARCH TYPEWRITER CO., Limited, 46 Adelaide Street West, Toronto.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond
1-lb. tins, 2 doz. in case..... $2 00
½-lb. tins, 3 " " 1 25
¼-lb. tins, 4 " " 0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen.....	10c.	$0 85
3-dozen.....	6-oz.	1 75
1-dozen.....	12-oz.	3 50
3-dozen.....	12-oz.	3 40
½-dozen.....	2½-lb.	10 50
¼-dozen.....	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	½....	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz } Persons	
1 "	12 " }	$4 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime..	$0 95
" ½-lb.....	1 40
" 6-oz.....	1 95
" ¼-lb.....	2 55
" 12-oz....	3 85
" 1-lb.	4 90
" 3-lb.....	13 60
" 5-lb.....	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins.....	$1 35
" ¼-lb. tins.....	2 35
" 1-lb. tins.....	4 65



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs....	7 25
No. 17, 5-lbs.....	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins.....	0 75
12 oz. tins.....	1 25
16 oz. tins.....	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach.....	1 80
Per doz		Pear.....	1 70
Strawberry.....	1 95	Jellies	
Raspberry.....	1 95	Red currant	2 00
Black currant...	1 95	Black currant...	
Red currant....	1 75	Crabapple.....	

Raspberry & red currant....	1 95	Plum.....	1 70
		Grape.....	1 85
Raspberry and gooseberry..	1 80	Marmalade Orange Jelly....	1 55
Plum jam.....	1 55	Green Fig.....	2 25
Greengage plum, stoneless....	1 75	Lemon	1 60
		Pineapple.....	1 95
Gooseberry.....	1 75	Ginger.....	2 25

Pure Preserves—Bulk

	5 lbs. 7 lbs	14's & 30's per lb.
Strawberry ..	0 59 0 82	..... 0 10½
Black currant.	0 59 0 82	..... 0 10½
Raspberry...	0 59 0 82	..... 0 10½

Preserves allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb..... 0 17
In 10-box lots or case..... 0 16
Gillett's Mammoth, ½-gross box..... 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—
Perfection, 1-lb. tins, per doz.... $4 50
Perfection, ½-lb. tins, per doz.... 2 40
Perfection, ¼-lb. tins, per doz.... 1 30
Perfection, 10c size, per doz.... 0 90
Perfection, 5-lb. tins, per lb..... 0 37
Soluble, bulk, No. 1, per lb..... 0 20
Soluble, bulk, No. 2, per lb..... 0 18
London Pearl, per lb..... 0 22
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—
Supreme chocolate, ½'s, 12-lb. boxes, per lb... 0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. 1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.... 0 90



Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes.....	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes.. ..	0 35
Parisian, 8's, 6 and 12-lb. boxes.	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes...	0 25



Icings for cake—
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen..... 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes.....	0 36
Milk medallions, 5-lb. boxes..	0 36
Chocolate wafers, No. 1, 5-lb. boxes....	0 30
Chocolate wafers, No. 2, 5-lb. boxes....	0 25
Nonpareil wafers, No. 1, 5-lb. boxes....	0 30
Nonpareil wafers, No. 2, 5-lb. boxes....	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes.... .	0 36
Coffee drops, 5-lb. boxes.....	0 36
Lunch bars, 5-lb. boxes.....	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box.....	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box.....	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box.....	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.
In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb..... 0 35
Smaller quantities..... 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz..... 0 90

Mott's breakfast cocoa, 10c size		90 per dz.
" breakfast cocoa, ½s.....		0 38
" " ¼s.....		0 38
" No. 1 chocolate, ½'s.....		0 32
" Navy " ½'s.....		0 26
" Vanilla sticks, per gross.....		1 00
" Diamond Chocolate, ½'s.....		0 24
" Plain choice chocolate, liquors.		0 32
" Sweet Chocolate Coatings.....		0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 33c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages.....	0 26
½-lb. packages.....	0 27
¼-lb. packages.....	0 28
1 and ½-lb. packages, assorted.....	0 26½
½ and ¼-lb. packages, assorted.....	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—
In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded.....	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk....	$5 75	1 45
Gold Seal Condensed Milk.....	4 75	1 20
Challenge Condensed Milk.....	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen).....	2 00	0 50
Peerless Brand Evaporated Milk family size.....	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen).....	4 40	1 10
Peerless Brand Evaporated Milk hotel size.....	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen).....	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case.	5 00
"Reindeer" Condensed Cocoa, case..	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case....	$3 50
Baby size, per case...	3 00
Ditto, hotel	3 75
Silver Cow Milk.....	4 50
Purity Milk.....	4 25
Good Luck.....	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House....	$0 32	Ambrosia.....	0 26
Nectar.....	0 30	Plantation.....	0 23
Empress.....	0 28	Fancy Bourbon	0 22
Duchess.....	0 27	Bourbon.....	0 20

Crushed Java and Mocha..... 0 18
" " " ground.... 0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground		0 30
" " 1 lb. tins, " "		0 31
" " ½ lb. tins, " "		0 32
Anchor Brand, 2 lb. tins "	"	0 31
" " 1 lb. tins "	"	0 32
German Dandelion, 1 lb. tins, ground		0 26
" " ½ lb. tins, "	"	0 28
English breakfast, 1 lb. tins,	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	0 30
Flower Pot, 1 lb. pots,	"	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases 720.....	0 95	dozen
Medium, cases dozen.....	1 80	"
Large, cases 1 dozen.....	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails.....	0 15	lb.

WHITE WAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.
Mo-Ja, ½-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60
Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4
Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms — days prepaid.

Cheese—Imperial

Large size jars, doz..... 8 25
Medium size jars, per doz 4 50
Small size jars, per doz.....2 40
Individual size jars per doz..... 1 00

Imperial holder—
Large size, doz. 18 00
Med. size, doz. 17 00
Small size, doz. 12 00

Roquefort—
Large size, doz. 2 40
Small size, doz. 1 40



Canada Cream Cheese—
In cartons, each 1 dozen..... 0 90
Large blocks, dozen..... 2 30
Medium blocks, dozen..... 1

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.
All same price one size or assorted.

UN-NUMBERED

Under 100 books.....each 04
100 books and over.....each 03½
500 books to 1000 books 03
For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 00
8 oz. bottles (retail at $1.50)	12 00
16 oz. bottles (retail at $3).....	24 00
Gal. bottles (retail at $20).....	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SHINE?

The dealer who is going to shine in his customer's opinion is the one who is handling

BLACK KNIGHT

STOVE POLISH



Black Knight has 'made good' with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.
Order from Your Jobber.

The F. F. Dalley Co., Ltd.

Hamilton, Ont. - - Buffalo, N.Y.

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

BLACK JACK

QUICK
CLEAN
HANDY



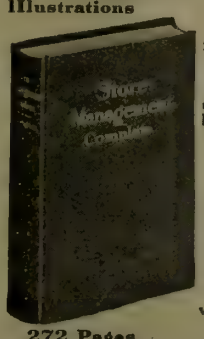
TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2½ doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.

AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	33 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

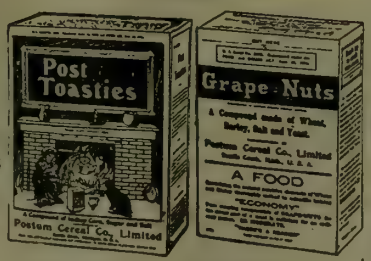
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middlie

Cases of 25 packages, 1 lb	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose..	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36 s..... 2 85

Jelly Powders



Assorted Case,		Contains 2 doz..$1.80
Lemon	(Straight)	Contains 2 doz..$1.80
Orange	(Straight)	Contains 2 doz..$1.80
Raspberry	(Straight)	Contains 2 doz..$1.80
Strawberry	(Straight)	Contains 2 doz..$1.80
Chocolate	(Straight)	Contains 2 doz..$1.80
Cherry	(Straight)	Contains 2 doz..$1.80
Peach	(Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz..$2 5
Chocolate	(Straight)	Contains 2 doz.. 2 80
Vanilla	(Straight)	Contains 2 doz.. 2 80
Strawberry	(Straight)	Contains 2 doz.. 2 0
Lemon	(Straight)	Contains 2 doz.. 2 50
Unflavored	(Straight)	Contains 2 doz.. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELL. DESSERT



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins..	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins..	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

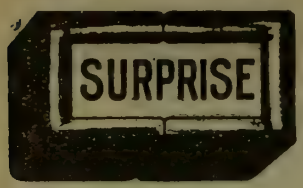
Fine.

4 lbs. box	"Special"..... per box	0 27
8 lbs. "	" ..... "	0 44
5 lbs. "	"Standard"..... "	0 27½
10 lbs. "	" ..... "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard"..... per box	0 30
10 lbs. "	" ..... "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

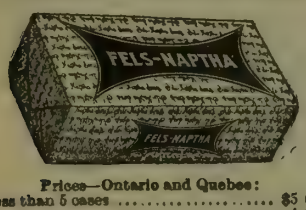
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 05½
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06
200 lbs.	bbls., No. 1 white	0 06
80 lbs.	Edwardsburg silver gloss, 1 lb. ohromo packages	0 07
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, best ohromo label	0 07
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 04½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $8.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

			Per case
Case No. 1,	60 1-lb. packages	1 case	$2 85
		5 "	2 75
Case No. 2,	120 ½-lb. "	1 case	2 85
		5 "	2 75
Case No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75
Case No. 5,	100 10-oz. "	1 case	2 90
		5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

5a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60

Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—			Per case
2 lb. tins, 2 doz. in case			2 65
5 "	1 "	"	3 00
10 "	½ "	"	2 90
20 "	¼ "	"	2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

			Case
1 lb. tins 2 doz in case			$3 50
5 "	1 "	"	4 00
10 "	½ "	"	3 95
20 "	¼ "	"	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per dozen

Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6s and 12s	46
Stag, 5½ to 1lb	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ¼'s	0 40	0 60



HELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 36
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

What Snap Will Do No Other Hand Cleaner Can Do

Snap Company, Limited

Montreal, Quebec

SNAP IS GOOD STOCK



SNAP WILL PAY YOU

WARNING!

Crescent BM&Co. Brand

TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Willington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



Why Two Flours—If One is Better?

Remember this, Brother Grocer—
FIVE ROSES is not milled for *pastry* cooking alone.
Nor for *bread* baking alone.
But for BOTH — it's meant for Both—*milled* for both.
A *general* household flour —a genuine *family* flour.
Milled entirely from the best *pastry* producing parts of the Manitoba wheat berry.
From the driest, whitest, purest parts.
Ground much finer than a flour meant exclusively for breadmaking.
Just as our *second* grade (called HARVEST QUEEN) is meant for bread bakers.
FIVE ROSES is infinitely superior than such flours —better *color,* better *flavor,* easier to handle, keeps better.
But to make good pastry and equally good pastry, FIVE ROSES needed *Strength.*
In order to make big, fat, healthy loaves with tender crust and spongy crumb. It had to contain *more gluten*—more of the purest quality gluten, neither too soft nor too tough.
Also remember, Brother Grocer—
The woman proud of her bread wants to be proud of her pastry.
She wants to be a good cook all 'round—sell her flour that is good *all 'round.*
She uses the same butter, the same sugar, the same eggs, the same oven.
Why not the *same* flour?
Most flours are not made for every recipe in her cookbook—but made for only *one* purpose.
Takes time, and trouble, and knowledge, and milling science to produce a flour to suit your customer's every wish.
But FIVE ROSES makes good *bread* and good *pastry.*
It is milled *on purpose.*
Therefore it is best for the housewife, best for your customers—best for *every single one of them.*
Don't *you* see the opportunity to give better service, better *flour* service?
Serve best and you profit best, Brother Grocer.
And then, just see how your sales are simplified by selling *only* FIVE ROSES.
Less bookkeeping — less correspondence—less mistakes—less excuses — less trouble—smaller stocks—steadier sales—regular repeats—stronger salesmanship through specializing.
If others are doubling their sales — why not YOU?
Don't delay — ask your jobber—or write our nearest office.
DO IT NOW!

FIVE ROSES
is packed to suit your trade in barrels and halves—also in bags. of 7, 14, 24, 49 & 98 lbs.

—CAPACITY—
10,500 Barrels Daily

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" *MONTREAL*

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 142-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, OCTOBER 20, 1911 No. 42

Robinson's Patent Barley

Needs Little Pushing. Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

A WIDE RANGE OF USES

have been developed for Benson's Prepared Corn. The novice, who knows corn starch only as the basis for a few puddings and other desserts, is frequently surprised to find that the experienced cook uses

Benson's Prepared Corn

for many many purposes. Remind your customers that they ought to get our little recipe book, and tell them that we send it free on request.

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

BE HONEST WITH YOUR CUSTOMERS.



GIVE your customers a sound and pure article at a fair and just price.

Do not deceive by selling them the just as good product in place of the standard product of quality, just because the inferior product may show you a little larger initial profit.

Your customers demand quality (or value) and are willing to pay for it, so why risk your reputation, your customers' goodwill and confidence by recommending a product which you know to be inferior, when they demand the quality product?

Maybe you have wondered why so and so's trade with you has not been as large as usual; just pause a moment and consider that it may be the result of your not being honest with them.

If a small number of your trade demand the inferior product, do not endeavor to persuade the better and the larger number of your customers to believe that it is just as good as the quality product, but rather persuade the smaller number to buy the best, which will allow them more value for their money, and show you a better profit in the long run.

Quality products talk and sell themselves; be honest with yourself and customers by selling the products which you can honestly say are the best without the fear of having them prove unsatisfactory to your customers.







MACONOCHIE'S

QUALITY PRODUCTS

PICKLES, SAUCES, FISH, PEELS, MARMALADE, JAMS AND BLOATER PASTE.

YOUR JOBBER HAS THEM---YOU SHOULD HAVE THEM.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

CODOU'S MACARONI

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the only wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.

Agents

8 Place Royale, Montreal *84 Victoria St., Toronto*

CLARK'S

Famous English Mince Meat

In Pails,	- - - -	5 lbs. to 85 lbs.
In Cans,	- - - -	1s to 5s.
1s "Inglass" Brand,	- -	(one size only)

CLARK'S

English Christmas Plum Puddings

In Cans, - - - - - - 1s and 2s.

CLARK'S

Mince Meat and Plum Puddings

are made from the very finest of selected fruits and spices from old English Recipes.

CLARK'S

Mince Meat and Plum Puddings

have that delicacy of flavor which everyone is looking for.

CLARK'S

Mince Meat and Plum Puddings

will create a demand where none exists and will expand and improve your sales if you are already handling these lines.

Get Your Orders In Early. Don't Hesitate.



W. CLARK :: Montreal

MANUFACTURER of the

CELEBRATED PORK AND BEANS



KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good"; make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

BORDEN'S

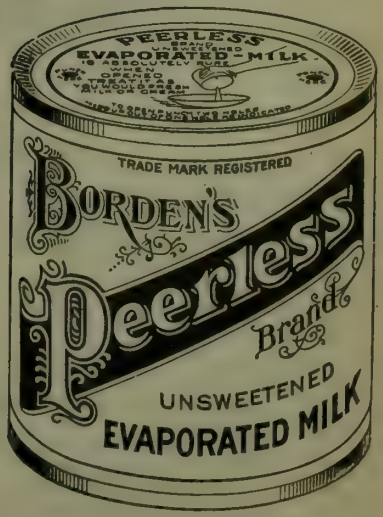
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

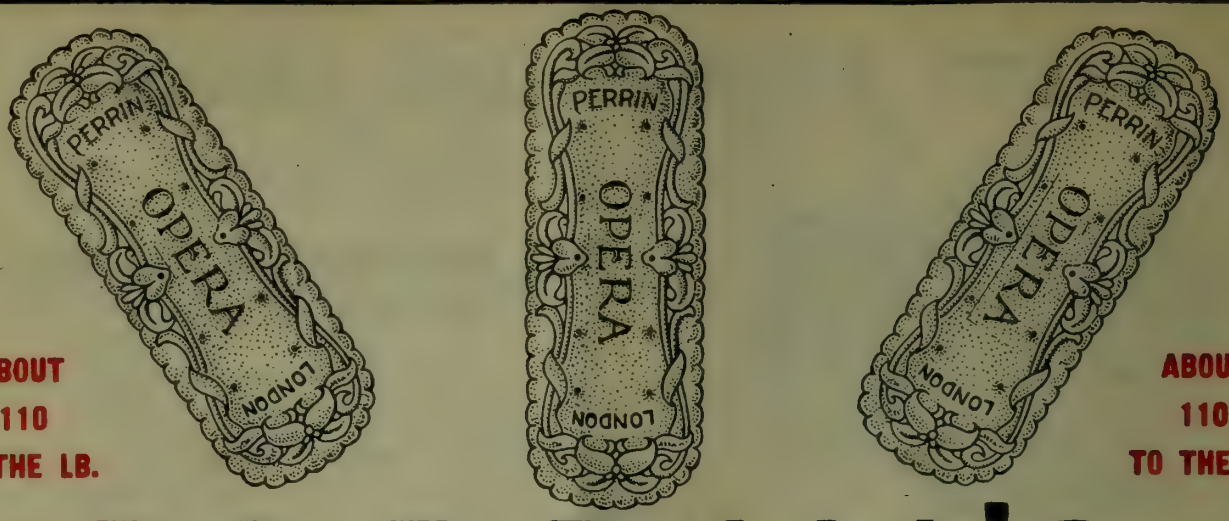
They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN,
Montreal, Toronto and Vancouver



ABOUT 110 TO THE LB.

ABOUT 110 TO THE LB.

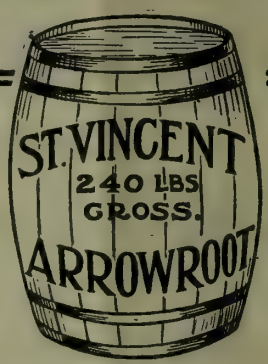
PERRIN'S OPERA FINGERS

Our latest Biscuit delicacy



Dainty design, unique and rich in flavor

TRADE MARK REGISTERED



St. Vincent Arrowroot

The Best Grade

An Opportunity For Large Profits

For a century or more St. Vincent Arrowroot has been an article of consumption all over the civilized world.

Recently, the enormous increase of the use of cocoa and chocolates and the study of domestic science and nursing have brought it into common use among a much larger portion of the people.

Arrowroot makes delicious Blanc Manges, Puddings, Biscuits, Cakes, etc., and is invaluable as a diet for invalids.

Very little education is needed to build up a large trade.

Samples and information given in regard to recipes, grades and prices on application to the Secretary of the

St. Vincent Arrowroot Growers' and Exporters' Ass'n.

KINGSTOWN, ST. VINCENT, B.W.I.



"Simcoe" Brand Baked Beans

A line that has become exceedingly popular throughout Canada by reason of a combination of high quality and generous quantity.

As a green label on each can tells your customers, these tins contain more beans than the 3's flat that are sold at a higher price. The various sizes are put up to suit large or small families or hotels.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

Now that it is a very seasonable time for canned goods, push and profit thereby by selling "Simcoe" Brand Pork and Beans.

Send for our pamphlet on Valuable Hints on Storing Canned Goods.



Dominion Canners, Limited

Hamilton, Canada

The Dominion Government Form of Warranty

Means much to every grocer in the handling of Spices.

It Means This

1. The grocer who receives this warranty with each spice purchase is insured against deception and fraud.
2. The manufacturer or seller giving this warranty is directly responsible to the government for any adulteration or deception on the spices he sells to the trade.—The grocer is not.
3. The consumer, your customer, has the only positive guarantee that the goods are genuine.

Now, Mr. Grocer

Do the spices you buy bear this **Government Form of Warranty?** If not, you are not insured. If the concern from which you buy your spices as pure will not give it, don't you think it is time to feel nervous?

EVERY TIN, PAIL, PACKAGE, BOX AND BARREL OF

White Swan Brand of Spices

bears the Government Approved Form of Warranty for your protection—And they cost no more than ordinary brands.

WE GIVE THIS WARRANTY VOLUNTARILY

SEE IF ANY OTHER SPICE MILL WILL GIVE IT

ON REQUEST AND IF NOT YOU KNOW THE SAFE COURSE

WHITE SWAN SPICES & CEREALS, LIMITED, TORONTO

ADVOCATES OF PURE FOODS

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ HEINZ PURE FOOD PRODUCTS are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburg Chicago London



IF ALL THE GROCERS IN CANADA

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co

INGERSOLL, ONT., CANADA





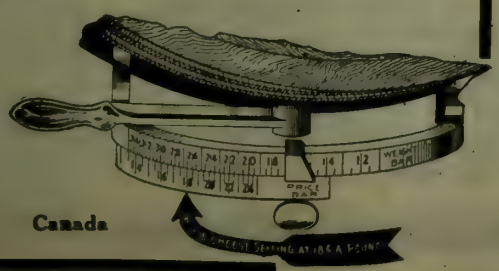
Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried-up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.



The American Computing Co. of Canada

Hamilton, - Canada



"The King of all Package Cheese"

This is what Meadow-Sweet is styled by a prosperous dealer.

He gave us a small trial order. Now he sells dozens a week and makes good profit.

MEADOW-SWEET : RETAIL 10c.

We are perfectly sure you can sell at least two packages a week to 90% of your customers. 20 cents a head is not much, but multiply the amount by the number of your customers. Nice total, eh?

FRESH, NIPPY, APPETIZING

Make it your leader. Others have done it. Are now well pleased.

Meadow-Sweet Cheese Co., Montreal

AGENTS: Laing Bros., 307-309 Elgin Ave., Winnipeg, Man. Fred. Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; Degault Grain & Provision Co., Sherbrooke, Que; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Fruit All The Year Round



Pink's Bottled and Canned Fruits are indistinguishable from Fresh Fruit.

¶ Being bottled immediately after it is picked and cleaned, the fruit retains its rich natural flavour.

¶ Apply for price list to our sole Canadian distributors



THE MANUFACTURERS' AGENCY CO.

Montreal, - -	J. W. Windsor, - -	22 St. John Street
St. John, N.B., - -	S. Cecil Irvine, - -	48 Princess Street
Halifax, N.S., - -	C. E. Creighton, - -	Bedford Chambers
Boston, U.S.A. - -	Gen. Sales Office, - -	330 Board of Trade Bldg.

E. & T. PINK, LONDON, ENG.

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.: C. E. Jarvis & Co., Vancouver, B. C.





Reproduction of 4-col. Newspaper Advertisement

Satisfy your Customers - give them an article of quality and the consumption will increase. Get them to use McCormick's Jersey Cream Sodas once and watch the result.

Already thousands of new customers have been made and this influence will be felt for all time, as these biscuits are unquestionably superior to the ordinary kinds people have been in the habit of buying.

Take advantage of our advertising and keep a full stock always. Order from nearest shipping point.

McCORMICK'S Warehouses, MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY.
Factory: LONDON, CANADA.



THE rapid growth in popularity of PURITY FLOUR is the natural outcome of its spotless purity and ability to give its users more in actual value of results. A flour trade grown on such a basis can do nothing but constantly increase.

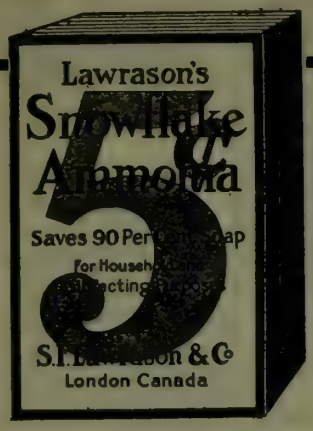
PURITY FLOUR means

More Trade and
Better Trade

Western Canada Flour Mills Co.
LIMITED

TORONTO MONTREAL OTTAWA ST. JOHN
GODERICH WINNIPEG BRANDON VANCOUVER

The Only 5 Cent Package of Powdered Ammonia



GUARANTEE OF $500

That **LAWRASON'S SNOWFLAKE AMMONIA** equals in power any similar powder on the market selling for twice its price.

5c. per giant package 5c.

The wonderful cleansing qualities, disinfectant properties and general household uses of

Lawrason's Snowflake Ammonia

have been told you before in the Canadian Grocer. The same facts have been placed before the public in a vigorous advertising campaign.

The demand is daily growing larger. **Have you ordered your stock yet?**

The people **will have** Snowflake Ammonia. None of the various substitutes for Snowflake Powdered Ammonia are equal to its cleansing properties, and they **all cost more.**

The profit is a good one, get in line for your share.

S. F. LAWRASON & CO., London, Ontario

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

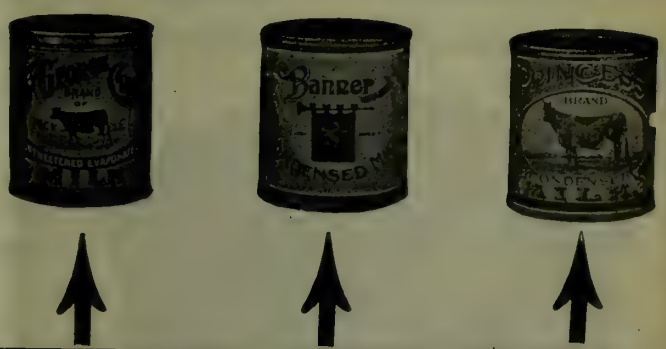
SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

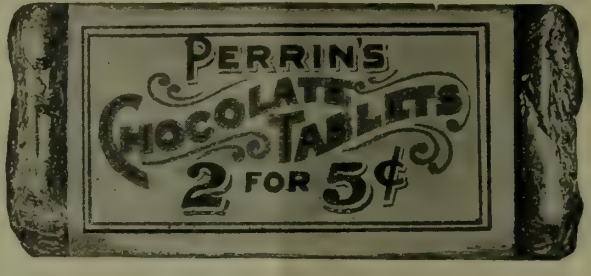
ST. GEORGE - - - - - - ONT.



30 Bars to Box $1.00



30 Bars to Box $1.00



60 Bars to Box $1.00

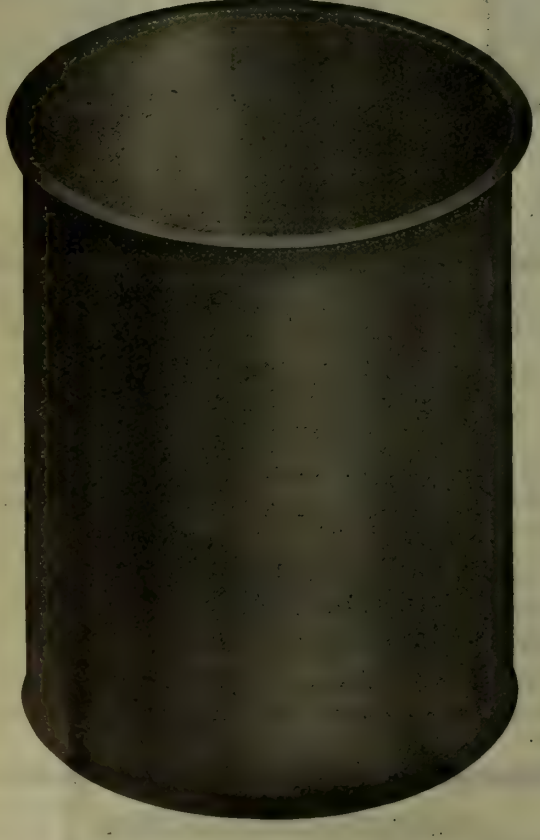
Quality and Profit

are assured you in the brief suggestion that you stock these 3 lines of the best eating Chocolate Tablets you can buy. They may bring greater success than your business has ever experienced.

Manufactured by

D. S. PERRIN & CO. Limited

LONDON - - - CANADA



SANITARY CANS

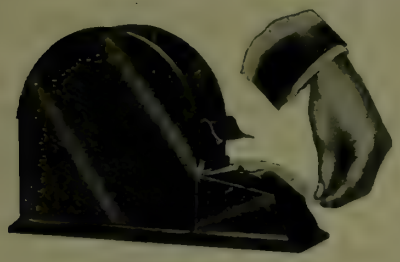
FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Comfort Soap Sealing Machine



Wetting the Tape

Free with 25 Cases Comfort Soap
Or with 10 Cases Comfort Soap and $2.00
Or with 5 Cases Comfort Soap and $2.50

ADVANTAGES

SAVES TIME
SAVES TWINE

Parcels are securely fastened and cannot be tampered with as is the case with twine.

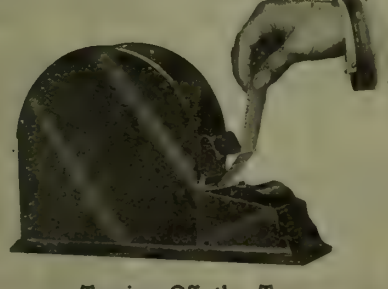
Advertisement of Grocer enters each customer's house on one or more parcels daily.

Each roll of tape is 9,600 inches long and capable of sealing 2,400 parcels.

Rolls of tape with our advertisement only are supplied by us absolutely FREE.

Rolls of tape with CUSTOMER'S ADVERTISEMENT alternating with ours are supplied at 25c. per roll or given free as premiums. No orders taken for less than 20 rolls of tape.

DIRECTIONS:—Draw required length of tape across the roller, pressing it on roller to moisten, then lift upward and press it against cutter and seal parcel. When roll of tape becomes smaller, tighten thumb-screw which is located under the cutter to prevent tape sliding too freely. Always keep plenty of water in the pan.



Tearing Off the Tape

ADDRESS

PUGSLEY, DINGMAN & CO., Limited

TORONTO

MAPLE SYRUP! What Price Are You Paying?

We are now getting delivery of foreign sugar, a large contract made before the advance in price. We are therefore able to continue selling our famous Pearl Brand Maple Syrup Mixture at the old price. Prices are as follows :

Pearl Brand Maple Syrup

Wine measure tins	Per Case
Gallons, 6 to Case	$4 40
Half Gallons, 12 to Case	4.70
Quarts, 24 to Case	4.70
Pints, 24 to Case	2.50
Quart Bottles, 12 to Case	2.35

BULK MAPLE SYRUP, Imperial measure.

2½ Gallon Tins, 2 to Case	$4.00
5 Gallon Tins, 1 to Case	3.90

Oak Barrels, about 40 Gallons, per Gal. 75c.

OUR PROPOSITION

Send us your order for 5 cases or more, we will prepay the freight to the extent of 40c. per 100 lbs.

If the goods are not perfectly satisfactory, return them at our expense.

Our Maple Sugar Specialties will interest you. Send for illustrated price list.

In ordering, name your jobber.

MAPLES LIMITED :: TORONTO

HEADQUARTERS FOR MAPLE PRODUCTS

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family rade by featuring

"KING OSCAR"
NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



By Special royal permission.

"King Oscar" Brand are the primest Autumn-caught fish, canned in our modern sanitary factory, and appeal to every grocer as a good profit producer.

Ask your wholesaler.

JOHN W. BICKLE and GREENING
(J. A. Henderson)
HAMILTON :: :: ONTARIO

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

on every Box Insures the Best

Place Order Now for Fall Delivery

All First-Class Jobbers Handle

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

If it's BUSINESS you want, Sir, H. P. Sauce will surely bring it along

H. P. is no shelf-warmer, it's no sooner on than it's off again---off again to good purpose, too, to your customers and to you.

Don't TRY to do without

W. G. Patrick & Co., Tor., Mont and Van., B.C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



WALKER PATENTED BINS — THE "WALKER BIN" SYSTEM — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



THEY ALWAYS ASK FOR MORE



Club House QUEEN OLIVES

because of the exquisite flavor that is preserved in them.

The fruit is carefully selected for size, shape and color and preserved by our process which turns them out solid and luscious.

Try for the best trade in your town by handling Gorman, Eckert goods.

Write your jobber for lists.

Gorman, Eckert & Co.,
LIMITED
LONDON, Ont. WINNIPEG, Man.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON

Only a limited quantity being packed.

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - Canada

PURITY

is what you get in **JAPAN TEAS**

No coloring matter in **their** manufacture

FURUYA & NISHIMURA

have a complete assortment of NEW CROP on spot and to arrive.

JOBBERS PLEASE NOTE

THE MOLASSES THAT INCREASES SALES!

Apart from the unquestioned quality and flavor of

GINGERBREAD BRAND Molasses

it will sell readily because the large variety of sizes in which it is put up cannot fail to suit every individual requirement of your customers.

Gingerbread Brand is a strong baker, of good body, and a profitable line to handle.

Put up in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's and 5's; and in barrels and halves.

GIVE YOUR WHOLESALER A TRIAL ORDER.

The Dominion Molasses Co.,
LIMITED
HALIFAX NOVA SCOTIA



Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

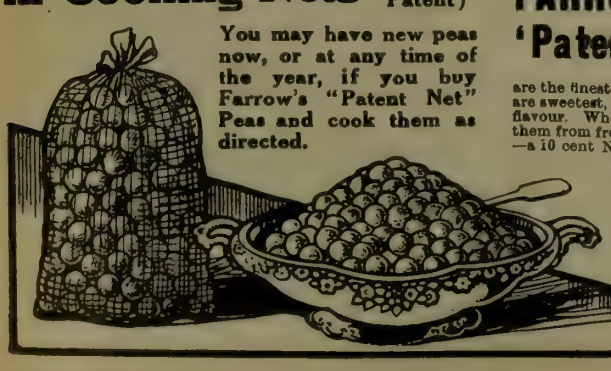
It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)

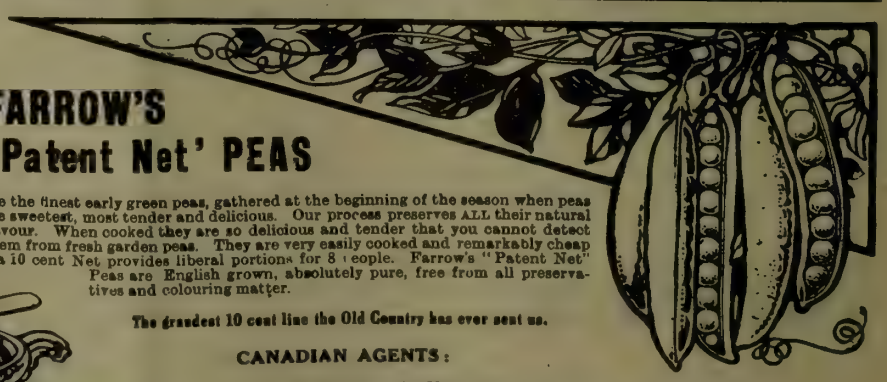


You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.



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W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

LUMP SUGAR

The sale of lump sugar is steadily increasing. It is known to the trade and consumers under several names. When they get to know it

CRYSTAL DIAMOND LUMP SUGAR

will satisfy and please them as the finest and most attractive table sugar produced in the world.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

MACARONI VERMICELLI SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand

BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases.

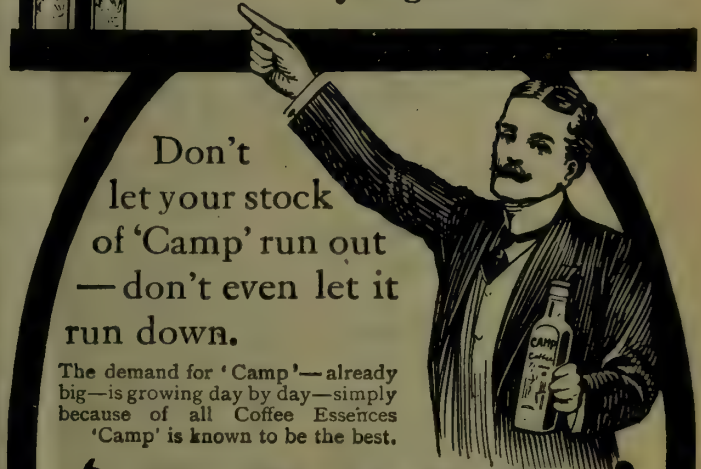
TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



'Camp' Coffee is off your shelves almost before you get it on !



Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.

'CAMP' COFFEE

See your Wholesaler to-day.

R. Paterson & Sons, Coffee Specialists, Glasgow



A Trade Bringer!

Prevail upon your customers to use a match that will give satisfaction, incidentally increasing their confidence in you.

THE DOMINION MATCH

is perfectly made in every respect. The heads never break off or splutter, and the lighting operation is a silent one. The neat packing makes them a good shelf or window display stock. Get in line and sell this satisfaction-giving staple---the profit makes it worth your while.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto.
A. Macdonald Co., Winnipeg, Man.
W. A. Catton, 180 St. James St., Montreal.

WHITE DOVE COCOANUT

Not like Noah's Dove, which could not find a rest for the sole of its foot,

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

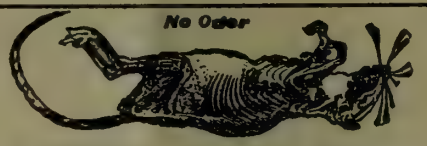
When writing advertisers kindly mention having seen the advertisement in this paper.

FINEST ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 GT. CHARLOTTE ST.
LIVERPOOL, England



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

JELLY TALK

Let us have a chat with you about jellies. That is, the good kind, of course. The majority of your customers always like to have some dessert at meals and are sometimes just doubtful as to what to make. Suggest

Club Jelly Powder

We can guarantee its quality and assure you that it will give general satisfaction. All you want to point out is the fact that there is a rich custard powder with the package besides, and you'll surely find sales good.

"Double Event" Package

Give it a Trial

S. H. Ewing & Sons
MONTREAL, Branch TORONTO

Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information
Don't forget to mention this paper

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID STAPLE LINE

D. SPINELLI & CO.

REGISTERED

MONTREAL - - QUEBEC

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

THE RIGHT THING

It Pleases Both the Trade and the Customer



Packed under official inspection in guaranteed pure olive oil, reliable in quality and moderate in price.

"ESKIMO" Sardines

will prove a particularly seasonable article at this period of the year, giving satisfaction and profit.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor.
QUEBEC—Albert Dunn.
HALIFAX—A. B. Mitchell.
ST. JOHN, N.B ---
W S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---
A. E. Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1612

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For Sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade



With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

enables you to keep your finger on the pulse of your business all the time.

You always know what every customer owes, what all of them owe.

EVERY CUSTOMER ALWAYS KNOWS WHAT HE OWES YOU. You always have every account posted and totalled to the minute, with one writing, cutting out useless bookkeeping, copying and posting from one book to another.

With the McCaskey System you are flagged at every danger point. You cannot forget to charge for goods. You eliminate misunderstandings with customers over their accounts—because you give every customer an exact copy of his account in full after each purchase.

With the McCaskey System you have an automatic collector, an automatic credit limit and can prove your loss to the penny if your store burns.

For years McCaskey Systems have sold from $35.00 upwards, according to type and size.

Don't you think it time to ask for further information? There's a booklet "Bookkeeping Without Books" we'd like to send you. A signed postal card will bring it. Write for it to-day.

Dominion Register Co.
LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:- Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

MINCEMEAT

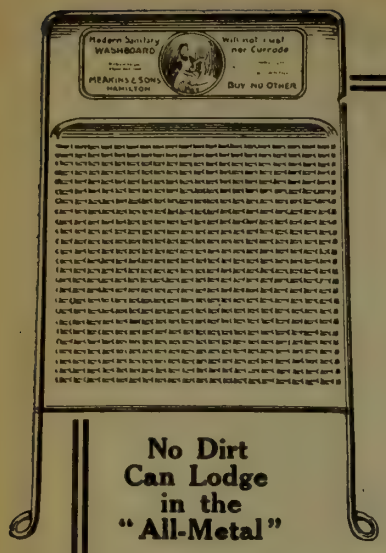
that will surely please your customers

YOU can recommend Shirriff's Mincemeat with confidence that it will satisfy your customers. It is strictly a high-quality food product. The finest ingredients are used; carefully selected fruit and high-grade spices. The utmost care and cleanliness is observed in its preparation.

Shirriff's Mincemeat

has a delicious flavor that rivals home-made mincemeat. It is an excellent line to handle. The prices are right. You can sell Shirriff's Mincemeat at an attractive price, and make a good margin of profit. It's put up in 6, 12, 28 and 65 lb. wooden pails. How many pails do you want?

Imperial Extract Co.
Toronto
Makers of Shirriff's Extracts



No Dirt Can Lodge in the "All-Metal"

All Metal Washboards

Sell on Sight

Because of their many excellent features. They appeal strongly to every woman who has used the old style. It has no joints or wooden parts to catch and hold the dirt or germs, which means it is sanitary.

MEAKINS' SANITARY WASHBOARDS

are made in one piece. No nails or worn edged metal facing to cut the hands.

WRITE FOR PARTICULARS AND PRICES.

MEAKINS & SONS, HAMILTON, ONT.





KNOX GELATINE

Good reputation, based on quality and constant, extensive publicity, makes it easy for you to sell KNOX GELATINE. It pays you a splendid profit. It keeps on selling because it is pure, wholesome, nutritious, and because it makes two full quarts of jelly per package—a liberal money's worth for your customers.

CHAS. B. KNOX COMPANY
Johnstown, N. Y.
Branch Factory: Montreal, Canada

CANADA AND GREAT BRITAIN

TWO GREAT MARKETS DURING TWO GREAT YEARS OF PROGRESS AND SCIENTIFIC ADVANCE HAVE TESTED, TRIED AND APPROVED

A.D. 1910 and 1911

OXO CUBES

¶ *The OXO Company foresaw* **OXO Cubes** *years ago. They tested and proved all the qualities of* **OXO Cubes** *in advance, then they gave the Public what it wanted: a more handy, more economical, and a more uniform Beef Tea preparation. The PUBLIC WANTED it, and the OXO COMPANY PRODUCED it. The Public are ever-increasingly showing their appreciation.* **OXO Cubes** *are now an every-day household food commodity.*

¶ *The Trade were handling a declining turnover in Beef Tea preparations.* **OXO Cubes** *revolutionized this, and the dealer consequently now has an increasing turnover through* **OXO Cubes.**

¶ **OXO Cubes** *HAVE BEEN TRIED by dealers for nearly two years, and dealers KNOW that* **OXO Cubes** *stand all market tests. The quality and production are perfect. The pack and style of the goods is of the highest class, and very attractive. This has been positively demonstrated.*

¶ **OXO Cubes** *are known and proved in every respect, and merit exclusive support. Our success is so apparent attempts will perhaps be made to imitate. Sincere flattery, no doubt, but* **OXO Cubes** *are tried and proved. Do not handle imitation articles. Avoid dissatisfaction.*

¶ *The OXO trade is increasing: the season is here: the demand is lively. Order heavily by mail, and have a sufficient stock ready at hand. All mail orders receive prompt attention.*

MINCE MEAT should bear the Sterling BRAND to assure its QUALITY

Only the most carefully selected spices and fruits go into Sterling Mince Meat. It is prepared by our tried processes and is both delicious and wholesome.

This is an excellent line for Fall selling and yields a good profit.

THE T. A. LYTLE CO. LIMITED
Sterling Road - TORONTO

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.
The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

ANOTHER WINNER

BLACK KNIGHT Stove Polish

We have completed the largest house to house Sampling Campaign ever undertaken in Canada, with Two Superintendents and 24 Boys in uniform.

From Quebec City to Vancouver

Ask Your Jobber for this Line

1 doz., 75c.
Packed 3 doz. in a case.



Non-Inflammable
Dustless
Brilliant and
Lasting Shine

Shows a Handsome Profit to the Retailer.
Largest Advertised Stove Polish in Canada

Manufactured By **The F. F. Dalley Co., Limited,** **Hamilton, Canada, Buffalo, N.Y.**

MAKERS OF THE FAMOUS 2 in 1 SHOE POLISH

IN STORE—New Season's Crop

Currants

Raisins—
Valencia and Malaga.

Figs—Finest Eleme.

Peel—Finest Dripped; also Cut Peel in ½ and 1 lb. pkgs.

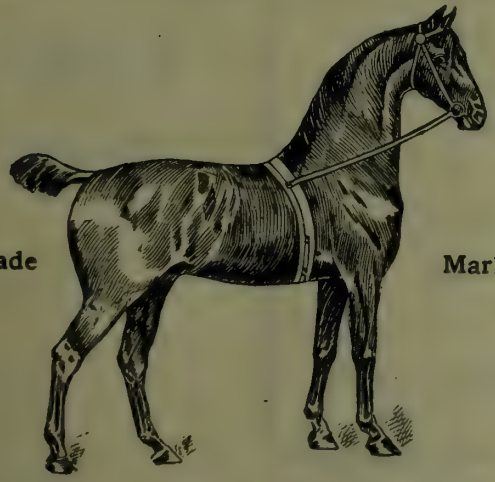
NEW SANTA CLARA PRUNES

All sizes 40/50—90/100 in 25 and 50 lb. boxes

WE CAN MAKE IMMEDIATE SHIPMENT OF THE ABOVE

EBY-BLAIN, LIMITED

Wholesale Grocers. TORONTO



Trade Mark

QUINQUINOL

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received from grocers for **Quinquinol**, surely a guarantee of its great qualities

THREE DIPLOMAS GAINED
Three Rivers, Sherbrooke and Ottawa Exhibitions.

The only Stock Food awarded a diploma at any of the above big Exhibitions.

Recommended by the Minister of Agriculture.

$4.00 per doz. gallon tins. Retails at $6.00. 50% profit

No Loss from Vermin or Moisture

Packed in tins, attractively got up, making a nice display for shelves. It will attract customers. You can offer any of them $500 if they can find any deficiency in Quinquinol.

No Loss to You from Sales

We will guarantee you by personal letter, that you can be at no loss whatsoever. You are at liberty to "money back" the goods. We will make it right. But you will have no cause.

One dealer in each town wanted. Advertising matter provided.

Register now. Exclusive territory. Your sales safeguarded.

The American Pure Food Co., Montreal

Look for High Class Trade Always and Patronize A High Class House

You cannot reasonably expect to secure orders from the best of homes unless you prove that you pay particular attention to lines which have a reputation and that you can fill all requirements.

WINES AND CHRISTMAS TRADE

Many of your customers either open a bottle of wine at Xmas or make a present of Champagne or Burgundy to their close friends. Wouldn't you like to supply these goods? Certainly, then work towards securing such trade by putting in a stock and educating your customers to the fact that you are headquarters for leading wines, etc.

CHAMPAGNE [PIPER-HEIDSIECK] **125 YEARS A LEADER**

We recommend the following and have a complete stock:—

Imported Ginger Ale

Delor & Cie, Bordeaux
Clarets and Sauternes
Diez Hermanos, Spain
Sherry—"Favorito"
Appetizer Wine, "Bacchus"
Burgundy Wine and Quinquina
Natural Tonic Wine
Banyuls' "BARTISSOL"
Frederick Krote Coblentz
Rhine and Moselle Wines
Morin Pere & Fils, Beaune
Burgundy Wines
Porter, Compass Brand, and Bass's Ale
Both bottled by W. E. Johnson & Company, Liverpool

Trayder Brand

WE WILL PAY THE FREIGHT. DON'T MISS THE CHANCE.

Up to the 10th of November we will pay the freight on all orders amounting to five cases, assorted or not, to all railway stations or boat landings in the Province of Quebec and Ontario.

We guarantee you perfectly clear wines, in perfect condition, but we must effect shipment before the period of great cold. Get your orders in early before close of navigation.

Laporte, Martin & Company, Limited

MONTREAL QUEBEC

Our Phenomenal Increase
for 1911 Still Continues

Week ending Sep. 23, we were 18,354 lbs. ahead of the corresponding week of 1910

" " " 30, " " 44,315 " " " " " " " " "

" " Oct. 7, " " 18,052 " " " " " " " " "

" " " 14, " " 45,217 " " " " " " " " "

A grand total for four weeks of 125,938 lbs.



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Advice on Changing to Cash Business

Western Ontario Dealer Desires to Cut Out Credits—Annual Turnover Amounts to About $14,000—Not Enough Details Given — A Question That Needs Close Consideration Before Any Change of System Should be Attempted—Brush up Present Methods.

* By Henry Johnson, Jr.

This is the same old question which comes to me periodically, generally with the evident expectation that it can be solved by some rule, and usually, as in this present case, without sufficient information to enable me to pass even fairly intelligent judgment. Here is the inquiry:

Henry Johnson, Jr., care Canadian Grocer:

Dear Mr. Johnson: Myself a subscriber and close reader of The Canadian Grocer, I would ask the privilege of a question or two, either through the columns of The Grocer or otherwise. I would like your opinion on the probability of a "strictly cash" system of handling my business, which consists of meat and groceries, in town of probably 3,000; business established thirty-three years ago in meat only by my uncle, and groceries added eighten years ago, same being under my personal supervision in grocery department for full time groceries handled, and both branches being under my care since 1900.

I am about moving into new premises nearly completed by myself, and have been considering advisability of a cash business on entering new store. Annual turnover would be in neighborhood of $13,000 to $15,000, with very small proportion of farm trade, of which I think we should get a better trade, but owing to small grocery department and also owing to the fact that we have a branch of the Blank Co-operative store here, and they seem to keep them coming pretty well—I understand they do cash only, or trade—we have a greater demand for dairy products in retail way than we can get in from the farm trade, although there is a good market here and a good farming community. I suppose we have the same trouble in collections here that retailers have the world over where a credit business is transacted. We try to keep credits down to thirty days, but in many cases it is 300, and then if we try to have a settlement in full, we lose an otherwise good customer. Competition is keen here as elsewhere, and working on limited capital, I cannot see my way clear to increase business without increasing credit, which I deem a burden every minute, as I claim at least 90 per cent. of the trade imposes on the retailer in the way of credits.

Yours truly,
A. R. C.

P.S.—I might say that there have been many changes in retail grocery and provision business here since first of the year; many old established firms selling out. I think we would stand a show of getting some new business if some inducements were offered.

* * *

The wise physician frequently quotes an old motto of the profession: "Respect old habits—even bad ones," and we are all familiar with the alleged futility of trying to teach old dogs new tricks. The first thing that occurs to me, then, is to advise my friend to go slow on radical changes for many reasons.

Respect the Credit Business.

The giving of credit may be a bad habit—I am not saying it is, mind—in this business; but it is an old habit, hence should be treated with profound respect. It has been going along for over a generation, presumably about as now. It will be best to take all things into account before we prescribe any such radical remedy as the abrupt cutting off of a portion which may be found, on examination, to be the one reliable support of that business.

I cannot tell just how important it is for several reasons.

I am not told how that $13,000 annual business is divided—how much cash and how much credit.

I do not know what are the actual annual credit losses.

I am not advised how much capital the business has; what it started with; how much stock and cash on hand now; how much owing and being owed; what is the average annual earnings and what the ratio of expense. All these things must be known before it were safe for me to advise what to do.

It All Depends.

For instance, if $8,000 of the business is done for cash and $5,000 for credit, we might find good reason for cutting off the credit—especially if the $8,000 would pay our way so that, at a pinch and under the worst conditions, we could get along on a business cut down to $8,000 for a while. But, if the figure were reversed—if $5,000 were cash and $8,000 credit, we might well hesitate about doing anything sudden which might cut off the greater part of that $8,000.

Again, if I knew just how much the actual credit losses amounted to in a year, I might advise more intelligently; and a statement of this character might be a revelation to my correspondent—it might readily show that he was not nearly as badly off as he now thinks he is.

Something in the Postcript.

All of these things can only be accurately gathered from a detailed statement of the condition of the business; but there is one danger-signal which I see right now which would make me all the more inclined to advise caution. That is the postcript—which as is usual with postscripts, contains a lot of the gist of the letter—wherein he says that he thinks he "would stand a show of getting some new business if some inducements were made."

This is the line of thought: If I sell for cash, I shall eliminate credit losses, so I can afford to sell more cheaply. If I sell more cheaply, I shall increase my business. If I increase my business, I shall make more money; and, like some other things, this looks well on paper. But, also like some other things, this seldom works out just that way in practice, for several reasons. First, the credit losses will look very small compared with the losses resulting from a general reduction of prices sufficient to look like "inducements" to the usual buyer. So the increase of business is problematical; and if that fails, the making more money goes with it.

Must Study Quality and Service.

In fact, there is little chance that my friend could sell perceptibly cheaper for cash. To make more money he must increase his business, not through thinking of price, but through studying quality, service, business methods. Especially should he devote himself to the last, for right there is his present greatest weakness. Let him not contemplate a move which only the strongest, brightest, most forceful and keenest merchants can make successful until he has brightened and strengthened himself a good deal in handling his line of credit. The cash business is emphatically one wherein the merchant must enforce his own rules and ways of doing business; yet here is one who thinks he can do that

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

who yet cannot make his customers settle within "300 days," without driving them away.

I suggest that he begin at once to improve that portion of his management. Start right in **NOW—at once**—on the basis that thirty days is the limit; and that such limit means the full and complete settlement of bills every month. And, as you hope for success, do not extend your credit line among the farmers. They are "good," but slower than any business can possibly stand unless it be specially planned and built that way—as yours is not. That reform will prove very beneficial—very likely it will be all that will be required.

Brush Up the Business.

Then let my friend devote himself to general betterment of his business. Get it brushed up in every detail. Get up neat displays with price tickets. Keep the windows attractive. Do some careful, conservative advertising—straight, plain, honest talks to your townspeople. Deliver promptly. Work the telephone personally to drum up the best, most desirable trade in your town. Keep abreast with the times in the varieties of goods handled. In general be up and doing to make your store the one store of your town. Let no ambition less than this actuate you.

All of which may be modified by a statement, which I hope he will send to me; but I am inclined to think he is barking up the wrong tree, and a careful circumspection will lead him to start on another scent. Meantime, I hope I have helped; but am always ready to help again if I have not hit it right.

BEGIN COLLECTION DEPARTMENT.

Vancouver R. G. A. Going After Delinquents—Also Extends Its Scope.

Vancouver, B.C., Oct. 19.—(Special)—The collection department in connection with the Vancouver Retail Grocers' Association, will be in operation in a few weeks. This is an experiment, but it is expected that it will turn out all right. A thoroughly experienced man will take charge, and the cost will amount to about $300 a month all told. Members of the association have discussed the matter, and they are almost unanimous regarding the benefits to be conferred.

Before accounts are turned into the association for collection, a notice is sent out by the dealer, calling the delinquent's attention to the fact that unless payment is made by a specified date, their name will be reported to the association. This alone has a desirable effect, and one merchant states that after the first notice was sent out, several accounts came immediately in. When a customer realizes that the account has to be paid, he figures out that it better not to delay, since that only means being put on the black list of the association.

Association Extending Its Wings.

The Vancouver Retail Grocers' Association decided at its meeting on Tuesday evening, to take in as members grocers carrying on business in Greater Vancouver. The policy has been up to the present to confine the membership to those doing business in the city proper. With the city's growth, it is difficult for anyone to discern any difference between (in the city) and (out of the city), and the extension is a reasonable one. Heretofore, such dealers could belong only to the B.C. Retail Merchants' Association, but this will give them closer local connection with a strong organization.

PRESIDENT RETIRES.

B. C. Retail Grocers' Association Will Have to Get New Head.

Vancouver, B.C., Oct. 19.—(Special)—Thomas Duke has sold his grocery store to Mr. Woods, and will retire from active participation in business. Mr. Duke was a successful merchant, and previous to starting up at the stand he has just vacated, he was in business on Westminster Avenue, where he successfully conducted the City Grocery. The reason for selling out was that his partner, J. McArthur, was not in good health, which threw the burden on Mr. Duke's shoulders.

This will mean that a new president will have to be elected for the Vancouver Retail Grocers' Association, as the occupant of that office must be an active grocer. This is the second time the association has lost its president in this way.

Dear jam and cheap grouse will be the case in England this year. The intense heat of the summer is said to be responsible for both. The railway strike assisted to boost plum prices.

A WIDELY READ PAPER.

"Herewith find enclosed $2, my annual subscription to Grocer, The Grocer is very highly appreciated and I look forward to its coming and read with pleasure the many valuable hints contained therein."—J. B. Smith, Antigua, B.W.I.

"Kindly send me particulars of your 13 publications as advertised in The Canadian Grocer of September 15 last." This is copy of letter received from Barcelona, Spain, by The MacLean Publishing Co., publishers of The Grocer.

CARTOON TALKS ON SERVICE



Our Cartoonist Represents Look of Dis gust on Face of Purchaser Who is Recommended to Accept Something Infe rior to Article Asked for Because it is Cheaper.

Thanksgiving and Hallowe'en Displays

A Time of the Year When Special Attention Should be Given to Display, Both Interior and Window — Suggestion for the Dealer for the Occasion—Should Make the Most of the Festive Season.

Monday, Oct. 30th is the day set aside for "Thanksgiving" throughout Canada. At this time it is essential that the grocer make such arrangements about his store as are appropriate for the occasion. The day is now not far distant and he should already be planning for it.

Hallowe'en, another occasion for something special in the way of display follows the next day and also requires attention.

Coming so close together this year as they did last year also, combined displays appropriate for both may be carried out. Besides the decoration of the interior, special attention to the window should be given.

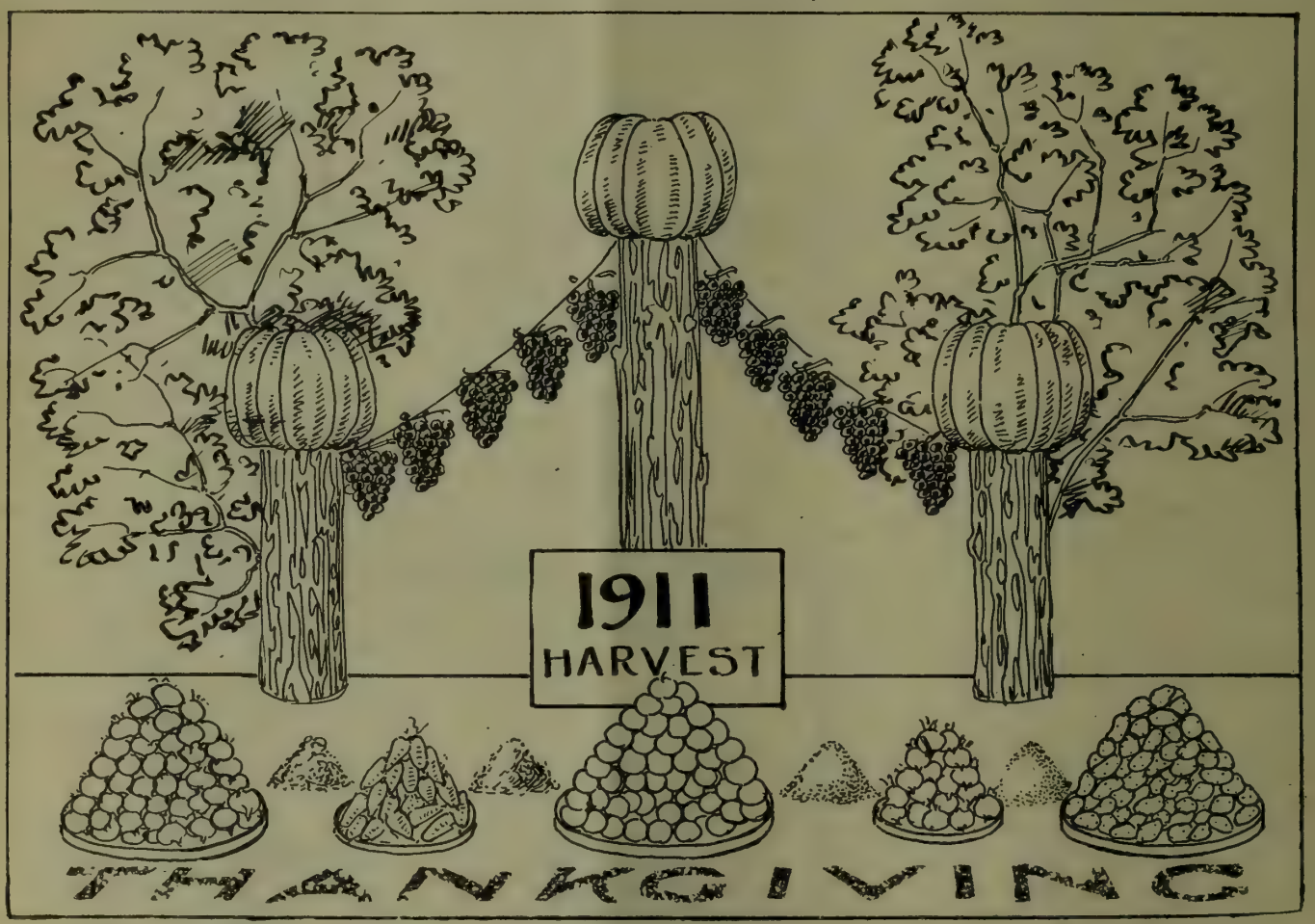
Plenty to Work On.

An attractive window display can easily be made by the dealer, because he can bring into use all the fruits and products of the year's harvest, which can be combined together attractively.

Fruits and vegetables may be shown with price cards, or a Thanksgiving background may be used and any line that would be in demand at this time shown.

Display Suggested.

Herewith we give a suggestion appropriate for Thanksgiving and Hallowe'en. The floor of the window should be covered with colored paper. In the foreground, the word "Thanksgiving" is spelled out with any grain. Behind this in pyramids are shown some products of the harvest. In the centre is the larger display of apples, with beets and carrots on one side and onions and potatoes on the other. Smaller piles of grain lie between. In the centre of the background is a pedestal of wood, surmounted with a good-sized pumpkin. Two smaller pedestals with pumpkins are situated on each side connected by fancy cords on which bunches of grapes are pinned. On both sides, the display is completed by maple branches. A show card in the centre bears the inscription "Harvest, 1911." To give it the appearance of a Hallowe'en window, the pumpkins might be made into Jack o' Lanterns. If it is desired this background only may be used and any line of groceries shown.



Suggestion for Thanksgiving window. Pumpkins, fruits, grains and vegetables used.

PACKING FIRMS UNITE.

Montreal, Oct. 19.—A merger of three big Canadian packing houses with a capital of $5,000,000 is announced. They are the Laing Packing and Provision Co., of this city; Park, Blackwell & Co., of Toronto, and George Matthews, Ltd., with plants at Hull, Peterboro and Brantford. The present capital of these firms is about $2,000,000. Mr. Matthews is to be president of the merger, while Mr. Blackwell is expected to be chosen as vice-president. The merger it is said will be completed by Nov. 5.

The MacLean Publishing Co.—Please find enclosed P.O. Order for $2 to my subscription for The Canadian Grocer. Should have paid it before. Would not like to be without it.

J. F. RICHARDSON.

Elora, Ont., Oct. 11, 1911.

Wide Awake Methods of Retailing.

Farmers Interested in Galt Window—A Flour Guessing Contest—Discount Allowed for Cash by Chatham Dealer.

The Grocer will pay any dealer or clerk for practical items for this page.

Interested the Farmers.

Galt, Ont., Oct. 19.—John Sloan, grocer, recently had a fine window exhibit of apples gathered in Waterloo county that have been sprayed this year for the first time, showing the results obtained by a little care of the orchard.

General interest was attracted by this window, many farmers having samples of their own fruit in it, while others were anxious to see just what could be done by proper care. The local paper also gave considerable space to it.

To Induce Cash Trading.

Earl Grey, Sask., Oct. 19.—S. Riesenburg, general merchant of this town is making a special effort to induce cash trading and in order to do so, is giving away free chinaware with cash purchases.

In a display advertisement in the local paper he explains the plan whereby customers may obtain a dinner set free by paying cash. "Our plan is simple. We give you a check with every cash purchase and a few checks entitle you to one article at a time. In this way you are enabled to pick out whatever pieces you can use to advantage first, and match up with the other articles afterwards, as we shall continue keeping this pattern."

The ad. finishes by saying: "We use these dishes simply as an advertisement and to encourage cash trading."

Flour Guessing Contest.

Hasley, Sask., Oct. 19.—The J. A. Nystuen Co. recognizing that the present is a splendid season for the sale of flour are featuring that line to good advantage. To arouse more than the unusual interest in this line, they are conducting a guessing contest of the weight of a sack of flour which they have displayed in their window. Their ad. in the local paper reads:—

"The sack of flour displayed in our window will be given away free to the person who guesses its correct weight, or should no one succeed in guessing the exact weight the prize will be given to the person whose guess is nearest to the correct weight. Should two or more persons guess the correct weight, or nearest to correct, the prize will be given to the one whose entry was first received."

Discount Allowed on Cash Sales.

Chatham, Ont., Oct. 19.—Clifford J. Mahler, grocer, 390 Queen st., has adopted the policy of issuing cash register checks and allowing a discount on cash sales. In a circular letter recently issued to customers and prospective customers, he explains the proposition. Receipts are issued showing the date of sale and amount, and the customer on returning $10 worth of receipts is allowed 30 cents in trade. For lesser amounts, receipts are good for one per cent. of the face value.

A printed facsimile of the receipt issued, showing a receipt for $1, is embodied in the announcement, and this facsimile is accepted as $1 on the first $10.

This is probably the first time the cash discount system has been tried here in connection with the grocery business. A drug firm has used it for several years, allowing 5 per cent. in trade on all cash sales. This firm is satisfied with the results, and claim that the experiment has brought about a remarkable reduction in credit. In addition, it costs them less than the 5 per cent., since quite a proportion of the checks are mislaid or not turned in. In the drug business, too, the wider margin of profit on goods sold helps to pull down the actual cost.



Thanksgiving background by Warren Andrews, Anderson Co., St. Thomas, Ont., which may be used for the display of groceries at Thanksgiving. Background proper, base and border in green with gilt moulding. Pumpkins cut in halves, wheat and other grains, corn with husks turned back, braided and festooned for border. Pedestals twined with Fall foliage, surmounted by small fruits and vegetables. Lights may be placed behind each pumpkin.

Retail Grocers Hold Monthly Session

Trade Problems Discussed by Toronto Retail Grocers—Organizer Appointed and Membership Will Be Boosted—Testimony Showing That Early Closing Is Not Detrimental to Business—Will Hold Smoker in November.

Toronto, Oct. 19.—(Special) — The Toronto Retail Grocers held another interesting monthly session on Monday evening when a variety of trade problems came up for discussion.

The membership of the association which has been increasing with marked rapidity of late is not going to be allowed to remain at a standstill. The association recognizes that in union there is strength and will endeavor to get the co-operation of as many of the grocers of Toronto as possible. With this end in view on motion of B. Snow, Frank Johnston was appointed organizer and assistant secretary and with the co-operation of the members, a large membership is expected to be rolled up.

Endorse Early Closing.

The association unanimously asserted itself in favor of early closing, a question which it has long supported and fought for. A motion to this effect was put through on motion of J. S. Bond, and seconding of D. W. Clark.

Mr. Hall was the first member to introduce the early closing question. He pointed out that most members were in favor of it and he believed it would be a good idea to hold a mass meeting of grocers to ascertain the feeling of the trade in general on the matter. He did not think there was anyone present who opposed it, and if there was he would like to know the reasons.

He pointed to his own case as an example demonstrating that earlier closing is not detrimental to business. Whereas he formerly kept open until 10 and 11 o'clock, he now closes at 8, and in spite of the fact, his business is on the increase. He referred to one competitor who kept open from six in the morning until 11 at night.

Other members also stated that early closing had not acted adversely on their business. Neil Carmichael has closed at six o'clock every night but Saturday since he started in business and yet sales have been steadily increasing. "When I commenced," he said, "I decided to close early or not stay in the business. While not wishing to appear independent, I still stick by my resolution."

Druggists Sell Laundry Soap.

R. Davies wanted to know if anything had been done in regard to the soap question. "Drug stores are cutting in on the soap trade, selling standard laundry brands at 6 for 25c. I think that soaps belong to the grocer. Wholesale druggists won't sell drugs to the grocer and why should the druggist get grocery lines?"

An animated discussion was centred on the canned goods question, tomatoes bringing forth special comment on account of the manner in which they have been advancing in price. While some canners are delivering only 40 per cent. the percentage of others was stated to be higher. Several members reported that wholesale houses were giving them 100 per cent. of orders. While a large proportion of the remarks were complaints of the high price, some expressed the opinion that they would be able to make a fair profit on canned goods this year.

LETTERS TO THE EDITOR.

Editor Canadian Grocer,— I presume you have seen before this by our daily paper that I am retiring from business. However, I thought I would drop you a line as I have been a subscriber to your valuable paper, and must say have had many valuable hints from same. After thirty years behind the counter in Kingston, I felt I would drop out and let the next fellow have a chance, although I am still a young man, getting up to the fifties and in good health.

My successor is Jno. Gordon who has been in my employ as clerk for fifteen years and who has always been a faithful young man (Scotch.) The old staff are all remaining with the new firm —Russell Edger, who also was with me for ten years, and one driver who has been with me for eleven years, and all the rest of the former hands, so you see we did not change our help frequently.

My aim has always been to get the best help I could, to pay the highest salary and not to wait until a good employe asked for an advance. Give it when you think he deserves it. That has been my policy all through my business career. Will write you occasionally.

JAS. McCULLEN.

Kingston, Ont., Oct. 18, 1911.

Social Function in November.

The executive committee are to make arrangements for the holding of a "Smoker" some time in November. Bowling will again be taken up by the Association, and Thursday evening was named for this. President Miller and Vice-President Davies will lead the contending forces in the contests.

The final report of the picnic held at Cobourg in June was presented showing a good balance. Messrs. Fry and Carmichael were appointed to audit the accounts.

Chas. Page, 1156 Yonge St., was proposed for membership.

CALIFORNIA WALNUTS.

The walnut crop in California this year will be the largest in the history of the State, estimates running from 11,500 to 12,000 tons. The largest previous tonnage of this nut in California was last year, the yield being 9,600 tons. Prices named by the associations are 1 cent below opening quotations in California last year.

In East London, Ont., some citizens in the vicinity of the grocery store of J. H. Wiley, Ontario street, regard some black finger marks on a post in front of his establishment as those of the "Black Hand" society. The story goes that probably Mr Wiley may have offended some Italians working nearby and that this is an ominous sign forboding ill. Mr. Wiley, however, is not taking as much interest in the affair as some of his neighbors.

The Cie. Francaise des Pates Alimentaires, Montreal, manufacturers of macaroni, vermicelli and spaghetti, beg to draw the attention of the trade to the fact they are the owners of L'Etoile and Constantini brands and of those only. They have had it brought to their notice that other brands have been sold merchants and represented as belonging to them.—Advt.

The grocery trade have doubtless noticed recent printed statements showing adulteration on spices, particularly peppers, the last of which appeared in the issue of The Canadian Grocer, of the 13th inst., on page 37, headed "Adulterated Pepper." White Swan Spices & Cereals, protect their customers from adulteration, by placing on every tin, package, pail, box and barrel of "White Swan" brand of spices, the Dominion Government form of warranty as to purity. This is absolute and positive insurance to the grocery trade on spices bought from this well-known firm.—Advt.

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SHOULD ASK A FAIR PROFIT.

The merchant is not in business for pleasure. He is there for the purpose of making money. This must be kept in mind if he would carry the business in which he is engaged to any marked success.

A fair profit is essential in every department and on every line. When the price of an article is increased to the dealer, he should get that much more for his goods. There has been an increase in the price of so many lines of groceries within the past year or so, that cases are known where the merchant has held the price of some staple lines at the old figure, regardless of the increased cost. The grocer is rightly entitled to a higher price for his goods, a fair living profit, and he should see that he gets it.

There are instances of many lines which have advanced and some grocers are now selling at a loss. Coffee might be mentioned as an example. There are still dealers who continue to give a low grade coffee which two years ago sold for 25c, to their customers at the same price to-day. The fact that lower grade coffees have advanced about 5 cents per pound in the past year makes it certain that those grocers are losing on all that coffee they are selling. It should not be so.

The grocer is entitled to a price in proportion to the cost.

PRICE-CUTTING AND IGNORANCE.

Price-cutting in the grocery trade is an evil that is more or less prevalent. Generally it is intentional, that is, the grocer makes an effort to attract new purchasers by offering a price lower than that of his competitor on some article, the retail price of which is generally recognized as being universal. That is the common form of price-cutting. But there are also numerous examples of reduced prices that exist through the ignorance of a grocer or his clerks. Not a few cases of this kind have been referred to in these columns from time to time and within the past week a fine illustration was presented to a representative of The Grocer in Montreal.

A dealer in the northern section of the city between Park Ave. and St. Lawrence St., thus expressed himself: "The grocery business would be all right if there were less of this price-cutting. Almost across the street from me, I can buy jams at three cents a dozen less than when I buy them from the wholesaler by the gross. They do not get a lower price than I, but they simply do not know what they do pay. It seems that the proprietor is leaving much of his business to his clerks and there is an example of what they know."

"Do your customers ever mention lower prices at the store to which you refer?" was the next question.

"Almost every day," was the answer. "They come in and ask for an article, and the price of it. Then I am told they can buy it for less across the way. In a number of cases I have shown my customers invoice sheets in order to prove that my competitor was losing money. They did not mention when higher prices than mine were being asked, but I feel sure that it often happens that the price is higher than it should be. The grocer himself is not paying the attention he should to his business, being engaged in other affairs, and his clerks certainly do not know how to conduct it."

This, then, is an example of how prices may be cut unintentionally. The combination of carelessness on the part of the proprietor and ignorance on the part of the clerks is not going to promote the best trade conditions in that neighborhood. No wonder some members of the trade become disgusted. Should you blame them?

BOARDING HOUSE TRADE.

The customers to whom you can sell large quantities are the ones worth cultivating. This does not mean you are to regard in a light manner the trade of the smaller consumer, but it is well to gather about you as large a number of big buyers as possible. Your sales to them are larger, they buy in larger quantities and the percentage of cost in selling and delivering goods to them is accordingly smaller.

In this regard, the grocer would do well to consider the trade of the prosaic "boarding house." This is open to the dealer, no matter whether in town or city. They are big buyers and their trade is worth trying for. If you have made no special effort in this direction, it would be well that you do so now.

VALUE OF INITIATIVE.

Initiative in the merchant or the clerk is a valuable asset. It may be defined as a something which causes the person to do the right thing at the right time. This is something to be aimed at.

It is an excellent trait in the make-up of a man to be able to put into play in his business, the ideas and methods which have proved of value to other dealers, but he who makes the biggest success in the line of endeavor in which he operates, besides being able to make use of other dealers' ideas, is also able to originate new plans and methods of carrying on his business.

The grocery business calls for just as high a degree of originality and initiative as any other. It is the dealer who possesses it to the highest degree that will forge ahead of competitors in the race for business and success. Such a dealer will not be content to do business in the same manner as his father and grandfather before him, if there is an improved method at hand. He is not governed by precedent or by customs, but has that independent spirit, that confidence in his judgment, that when an idea looks good to him, he will not be slow to apply it to his business.

Such men are in the success class.

Pulse of Grocery Markets in Canada

Brooms are Strong Owing to Extremely High Price for Broom Corn—No Weak Spots in any Line of Canned Goods—Inquiries for Tomatoes Being Made in the United States—Coffee Advances in Toronto—Starch is Higher—Corn Syrup Up in Winnipeg.

QUEBEC MARKETS.

POINTERS—

Starch—Up ¼ cent.
Strawberries—2's, up 25c per doz.
Corn—2's, now at $1 per doz.
Salmon—Very scarce.
Humpbacks—Future $1.30 per doz.

Montreal, Oct. 19.—Steadiness remains a feature of the market and the various houses are reporting satisfactory fall business. So many of the different lines are active that interest is rather general and it requires a good live grocer to know what is going on these days. The weather has been exceedingly fine during the past month and more recently has been ideal Indian summer. Trade has been assisted in this respect and more attention has been given the late fall fruits and vegetables than might have otherwise been the case. Prices are generally high and in many instances there are no signs of immediate relief.

No complaints are being heard in regard to collections, although here and there it is stated that the laboring people are not as well supplied with money as they should be. The people of to-day are good spenders. That's the trouble probably.

Sugar.—The market has not undergone much change during the past week and from the fact that it has not been much one way or the other there might be reason to believe that the top price had been reached and that the market was going to begin its ebb flow. Conditions are firm, however, and one jobber stated that he thought prices would go up before they would show any weakness. It remains to be seen, however. The demand has begun to fall off slightly, but the market has lost but little of its firmness.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
" " " 50 lbs	6 65
" " " 25 lbs	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Molasses are firm at the present quotations, but nothing is known of what the new crop will be. Those who are in close touch with conditions look for firmness. Corn syrup should be regarded as firm. Starch is up a little this week owing to firm conditions in the corn market. It would naturally follow that syrups come under the same list. Nothing has been said in this direction, but syrups may be regarded as firm even considering alone the jam and other markets. Corn syrup needs watching by the grocer just now.

Fancy Barbados molasses, puncheons	0 35 0 37
" " " barrels	0 36 0 38
" " " half-barrels	0 38 0 40
Choice Barbados molasses, puncheons	0 30 0 32
" " " barrels	0 32 0 35
" " " half-barrels	0 34 0 37
New Orleans	0 25 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03¾
" ¼-bbls	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—There is nothing particularly new in this market. New dates and figs are in and the progressive retailers have been selling them now for some time. The other markets are firm.

Evaporated apricots	0 22		0 24
Evaporated apples	0 11		0 13
Evaporated peaches	0 17½		0 18
Currants, fine filiatras, per lb., not cleaned			0 07
" " " cleaned	0 07½		0 08
" 1lb. packages, fine filiatras, cleaned	0 08		0 08½
" Patras, per lb	0 08½		0 09
" Vostizzas, per lb	0 09		0 10
Dates, 1-lb. packages	0 06½		0 07½
Dates, Hallowee, loose	0 04½		0 05
Fards			0 11
Figs, 3 crown	0 08	0 08½	Figs, 6 crown. 0 11 0 12
Figs, 4 crown	0 09		" 9 crown 0 13 0 14
" 5 crown	0 10	0 11	
Prunes—			
30-40			0 13
40-50			0 12½
50-60			0 12
60-70			0 11½
70-80			0 11
80-90			0 10½
90-100			0 10
Raisins—			
Choice seeded raisins	0 10½		0 11
" fancy seeded, 1-lb. pkgs	0 09½		0 10
" loose muscatels, 3-crown, per lb	0 08		0 08½
" " 4-crown, per lb			0 09½
Select raisins, 7-lb. box, per box			0 63
Malaga table raisins, clusters, per box	2 40		5 50
Valencia, fine off stalk, per lb			0 07½
" select, per lb			0 08
" 4-crown layers, per lb			0 08½

Rice.—There is no change in the price of rice and the market's strength remains. No one is looking for anything but firm prices just now.

Rangoons—	
Rice, grade B, bags, 250 lbs	3 55 3 65
" " " 100 lbs	3 55 3 65
" " " 50 lbs	3 55 3 65
" " pockets 2 lbs	3 65 3 75
" " ½ pockets, 2½ lbs	3 80 3 90
" " C.C., bags, 250 lbs	3 45 3 55
" " " 100 lbs	3 45 3 55
" " " 50 lbs	3 45 3 55
" " pockets, 2 lbs	3 55 3 65
" " ½ pockets, 12½ lbs	3 60 3 70
Fancy Patna—	
Patna polished	3 85 3 95
Pearl	4 10 4 20
Imperial Glace	4 60 4 70
Sparkle	4 70 4 80
Japans—	
Crystal	5 05 5 15
Snow	5 15 5 25
Ice Dips	5 30 5 40
Carolina Head	6 50 6 65
Brown Sago, lb	0 05 0 06
Tapioca, medium pearl, lb	0 06 0 07
Seed, lb	0 06½ 0 08½

Nuts.—Some of the new nuts have arrived, and there is a better enquiry from consumers so retailers say. During this fall season walnuts and almonds are used extensively for cakes, etc.

In shell—	
Brazils	0 16½ 0 17
Filberts, Sicily, per lb	0 11½ 0 13½
" Barcelona, per lb	0 10
Tarragona Almonds, per lb	0 13 0 16
Walnuts, Grenobles, per lb	0 18 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 33
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, 3 crown, per lb	0 17 0 18
Pecans, jumbo	0 22 0 23
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 36 0 37½
Brokens	0 30 0 32

Tea.—The various markets are steady and firm. Business is good and conditions remain about in the position of last week. The Japan tea market has been exceptionally active during the past week owing to shortage of leaf and some rejections of China green teas at the coast, and a big demand was created in the United States for Japans, the market having advanced fully 3 Yen per lb. Later cable advices state that the Japan market is absolutely clear of teas of any description.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 35
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Spices.—A steady market is reported in spices, but there is little new to report.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 17	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 85
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 22	0 27

ONTARIO MARKETS.

POINTERS—

Brooms—Strong.
Barley—Higher.
Coffee—Advanced.
Pepper—Higher.
Starch—Up ¼ cent.
Strawberries and Raspberries—2's—quoted at $2.25.

Toronto, Oct. 19.—Business is normal in volume, but the farmers being loath to leave the work on the farm while the weather is yet favorable, has caused some slackness in various parts of the province, which is reflected to some extent in the wholesale grocery trade.

However, there is a fair movement of general lines, and jobbers on the whole are satisfied, for trade has kept at a good level, even during that period when slackness is generally apparent. It is therefore believed when the sales sheet at the end of the year has been added up it will show that 1911 has been a good year for the grocer.

Imported Belgium and French peas, as the result of short crops, are higher in price than last year. The Belgium article ranges from $11 to $15 per case of 100 tins, according to quality

Sugar.—The sugar situation is practically unchanged from a week ago. On the surface there is every appearance of steadiness, the market now being of a waiting nature. However, conditions would seem to indicate a turn to easiness when the effects of the domestic beet crop in the United States begins to exert its influence. "I have suggested Nov. 1 as a probable date for the easiness to make itself felt," said one dealer, "but there is no surety of the fact and it may not for some little time after."

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
ed Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrups and Molasses.—The molasses trade is not particularly brisk just at the present time, but with the high sugar market, there is a marked steadiness in price.

Starch has been advanced ¼ cent per pound, owing to the firm conditions of the corn market. It should be remembered that the same conditions affect corn syrups, which are firm. When starch was affected last time corn syrup also moved up, and although it does not follow that it should do the same thing this time, it is true that there is considerable firmness present. There is at present a brisk demand for syrups.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 40
5 lb. tins, 1 doz. in case	2 75
10 lb. tins, ½ doz. in case	2 65
20 lb. tins, ¼ doz. in case	2 60
Barrels, per lb	0 03½
Half barrels, lb	0 03½
Quarter " "	0 03¾
Pails, 38½ lbs. ea	1 75
" 25 " "	1 25

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The first advance shipment of Malaga raisins will probably arrive by the end of the week. Those retailers who have featured new crop figs since their arrival report a good trade in them. There have also been some small shipments of peaches and apricots, while prunes are getting a fair reception.

Valencia raisins are higher again, late quotations being 29s 6d, as compared with around 22s in the early season, and early arrivals at 25 shillings. This bears out what was predicted a short time ago, and there are dealers who expect them to go still higher. "I expect them to be around 33s. by Christmas," said one broker. Currants in the primary market are also strong.

Prunes—	
30 to 40, in 25-lb. boxes	0 17
40 to 50 " "	0 16½
70 to 80, in 25-lb. boxes	0 10½
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 25 0 26
Fancy, " "	0 27 0 28
Candied Peels—	
Lemon 0 09 0 11 Citron	0 13 0 15
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, p r lb	0 12½ 0 13½
Tapnets,	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 15 0 16
Dried apples	0 09 0 09½
Evaporated apples	0 11½ 0 12
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 07½ 0 08
Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 09½ 0 09½
Sairs	0 05
Dates—	Package dates,
Hallowees—	per 1 lb 0 06½ 0 06½
Full boxes 0 05½ 0 06	Fards choicest 0 10 0 10½

Tea.—Markets continue on a steady scale both here and abroad. A late report on Ceylon teas says that all fine tippy teas have been dearer, and owing to improved quality several estates have obtained very handsome prices. The quantity of really choice tea has not been large. Medium tea was dearer for both leaf and broken grades while common tea showed the least rise, being about steady throughout the month.

Advices from Calcutta state that the weather in several districts is unfavorable and interfering with the outturn, and it therefore seems likely that the early forecast as to a substantial increase in crop may not be borne out.

Coffee.—Considerable emphasis has been given to the advancing coffee market and the strength of the local situation. Primary markets have been experiencing sharp advances, and local prices were bound to respond. It will accordingly not be a surprise to the trade to learn that a general advance has been made by most local dealers. The straight varieties here listed have been generally advanced in accordance with the rise in green coffees and there are dealers who state that even now prices on some lines are not as high as general market conditions warrant.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 32
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Spices.—For some time now, we have been referring in these columns to the strength in the pepper market. Prices in primary markets have shown a marked advance and naturally quotations here have been moved up in sympathy. The ruling price for black pepper in pails is now around 20 cents, while the white is quoted at 28 cents. Indeed, there is a general steadiness to spices, and of late nutmegs have been firming up. The pickling season brought a good rush of business, and even now a good satisfactory trade is in evidence. Just at present it is more of a filling-up nature, but very soon retailers will be beginning to place orders in anticipation of the Christmas demand.

	Bbls.	Pails or Boxes	Tins	½-lb. pkgs. doz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	1 00
Cayenne pepper	0 23½	0 24½	0 26½	0 90	0 90
Cloves	0 25½	0 26½	0 28½	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	90	2 00
Pepper, black	0 19	0 20	0 22	0 75	0 90
Pepper, white	0 27	0 28	0 29	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 16	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20
Shredded cocoanut, in pails				0 19	0 22

Rice and Tapioca.—Steadiness prevails in the rice market at last week's advance. No weakness is apparent in either this or tapioca. Trade is of considerable volume.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 55
Rice, standard B	3 65

Per lb.		Tapioca—	
Rangoon	0 03¼ 0 03¾	Bullet, double goat	0 08
Patna	0 05½ 0 06	Medium pearl	0 06½ 0 07
Japan	0 05 0 06½	Flake	0 08
Java	0 06 0 07	Sago, medimm	
Carolina	0 08 0 10	Seed	0 06½ 0 07
Sago, medimm brown	0 05½ 0 06		

Evaporated Apples.—As the production and offerings of "evaps" increase, naturally some slight easy tendency can be expected. Such is apparently the case.

Barley.—Prices on barley, both pot and pearl, have been moving upward during the past couple of months. At the present $3.50 per cwt. is being asked for pot, with pearl $1.00 per cwt. more. The market is still strong with a good demand.

Canned Goods.

Montreal. — Canadian interests have been inquiring and buying in the United States canned tomato market. One sale

of 10,000 cases is reported to have been made for shipment to this country and local jobbers support the report by statements of negotiations with our friends to the south for any surplus supplies. The price paid was very likely $1 a doz., which means $1.40 to $1.50 after the freight and tariff duties had been paid.

Another note of interest comes from a local retailer who said that a jobber had offered from $1.50 to $1.75 for his lot of tomatoes. The grocer declined, however, feeling that by holding his stock it would be valuable in a few months. In salmon one house reports everything sold out but some Red spring quoted at $2 per doz.

There will be no new supplies until next year, except for humpbacks, which will come along shortly to retail at $1.30 a doz. They are about the lowest grade of salmon, and one's memory does not have to go back far to recall when they were quoted at 80 cents a doz. Such is the salmon market. Referring to the tomato market, a Maryland report says that in 1901 the market reached $1 about December 1st, and went as high as $1.60 f.o.b. in the spring of 1902. The present figure is $1 in the United States and there is a corresponding scarcity of high grade goods.

Retailers are selling salmon at 20 and 25 cents a tin. Five years ago, yes, less, they did not even dream of such prices.

Heavy syrup strawberries, No. 2's, are quoted at $2.25 a doz. This is no surprise to those who have followed the market reports in these columns. The pack was short, and other conditions combine to make the situation even more acute.

FRUITS	Group
Fruits—	
2's—Cherries, black, pitted, heavy syrup	1 92½
2's—Cherries, black, not pitted, heavy syrup	1 52½
2's—Cherries, red, pitted, heavy syrup	1 92½
2's—Cherries, red, not pitted, heavy syrup	1 52½
Gal.—Cherries, red, pitted	8 52½
Gal.—Cherries, red, not pitted	
2's—Cherries, white, pitted, heavy syrup	2 02½
2's—Cherries, white, not pitted, heavy syrup	1 62½
2's—Currants, black, heavy syrup	1 97½
2's—Currants, black, preserved	2 27½
Gal.—Currants, black, standard	5 27½
Gal.—Currants, black, solid pack	8 27½
2's—Currants, red, heavy syrup	1 97½
2's—Currants, red, preserved	2 27½
Gal.—Currants, red, standard	5 27½
Gal.—Currants, red, solid pack	8 27½
2's—Gooseberries heavy syrup	2 25
Gal.—Gooseberries, standard	7 00
2's—Lawtonberries (blackberries), h. syrup	1 77½
2's—Lawtonberries, preserved	1 97½
Gal.—Lawtonberries, standard	7 02½
2's—Pineapple, sliced, heavy syrup	1 77½
2's—Pineapple, grated, heavy syrup	1 77½
2's—Pineapple, whole, heavy syrup	1 77½
3's—Pineapple, whole, heavy syrup	2 32½
2's—Raspberries, black, heavy syrup	2 00
2's—Raspberries, black, preserved	2 25
Gal.—Raspberries, black, standard	7 25
Gal.—Raspberries, black, solid pack	9 50
2's—Raspberries, red, heavy syrup	2 00
Gal.—Raspberries, red, standard	7 25
Gal.—Raspberries, red, solid pack	9 50
2's—Rhubarb, preserved	1 92½
2's—Rhubarb, preserved	2 27½
Gal.—Rhubarb, standard	3 50
2's Strawberries, heavy syrup	2 25
2's—Strawberries, preserved	2 02½
Gal.—Strawberries, standard	7 25
Gal.—Strawberries, solid pack	9 00
3's—Apples, standard	1 10
3's—Apples, preserved	1 8
Gal—Apples, standard	3 05
Gal—Apples, preserved	5 30
2's Blueberries, (huckleberries) standard	1 50
2's Blueberries, (huckleberries) preserved	1 80
Gal Blueberries, (huckleberries) standard	5 30
2's Gooseberries, preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2's—Peaches white heavy syrup	1 90
2½'s—Peaches, white heavy syrup	2 57½
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
2½'s—Peaches, yellow flats, heavy syrup	2 10
3's—Peaches, yellow flats, heavy syrup	2 90
3's—Peaches, whole, yellow heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
Gal. pie fruits, assorted, add 5 p.c.	
2's—Pears, Bartlett, heavy syrup	1 80
2½'s—Pears, Bartlett, heavy syrup	2 05
3's—Pears, Bartlett, heavy syrup	2 40
2's—Pears, Flemish Beauty, heavy syrup	1 80
2½'s—Pears, Flemish Beauty, heavy syrup	2 10
3's—Pears, Flemish Beauty, heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears, pie, peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, Damson, light syrup	90
3's—Plums, Damson, light syrup	1 30
2's—Plums, Damson, heavy syrup	1 05
3's—Plums, Damson, heavy syrup	1 45
Gal—Plums, Damson standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, green gage, light syrup	1 00
2's—Plums green gage, heavy syrup	1 30
3's—Plums, green gage, standard	1 90
Gal—Plums green gage, standard	4 05
2's—Plums, Lombard light syrup	90
3's—Plums, Lombard, light syrup	1 30
2's—Plums, Lombard, heavy syrup	1 05
3's—Plums, Lombard, heavy syrup	1 45
Gal—Plums, Lombard, standard	3 55
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 45
½-lb. flats, per dozen	1 55
1-lb. flats, per dozen	2 5
After December 1st prices advance 2½ cents per dozen.	
Other salmon— all talls—	
Red Sockeye, per case	9 00
Red Spring, per case	8 00
Cohoes, per case	7 50
Pinks, per case	5 00
Lobster—	
½-lb. flats, dozen, $2.90 $3.00; 1-lb. talls dozen, $4.50 $4.75	
1-lb. flats, dozen, $5.00, $5.10.	

Toronto.—The canned goods situation is now beginning to settle, although dealers have not exactly ascertained yet how they stand in regard to stocks of some lines. General steadiness prevails in prices.

Spot tomatoes are held by local jobbers at $1.50 to $1.65 per dozen. Inquiries are being made in the United States regarding this line, and some sales to Canadian dealers are reported. The situation on the other side of the line is much worse than for a number of years. While last year's 3s in the States ranged around 85 cents, now $1 is being asked, making it impossible to lay them down here so as to break the present lowest spot prices. Retailers have had offers ranging around $1.40 for what goods they have ordered. Corn is generally held at above opening prices.

Strawberries and raspberries, 2s, in heavy syrup are held by the majority of firms at $2.25 per dozen. There is still considerable difference in ideas of the value of beans.

Salmon is strong and has every indication of continuing so. Best sockeyes are held at $2.45, and most wholesalers have not any great quantities to offer. Humpbacks and pinks are quoted at $1.35 per dozen.

FRUITS	Group A
3's—Apples standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
2's—Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	5 30
2's Gooseberries preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal—Grapes white Niagara standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow flats, heavy syrup	2 90
3'—Peaches, whole yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, weeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Peare, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears pie peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums heavy syrup	1 05
3's—Plums, heavy syrup	1 45
Gal—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, greengage light syrup	1 00
2's—Plums, greengage, heavy syrup	1 30
3's—Pluurs, greengage, standard	1 90
Gal—Plums, greengage, standard	4 05
Group B is 2½ p.c less than above.	
2's—Cherries, black pitted, heavy syrup	1 92½ 1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½ 1 55
2's—Cherries, red, pitted, heavy syrup	1 92½ 1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½ 1 55
Gal—Cherries, red, pitted	8 52½ 8 55
2's—Cherries, white, pitted, heavy syrup	2 02½ 2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½ 1 65
2's—Currants, black heavy syrup	1 97½ 2 00
2's—Currants b ack preserved	2 27½ 2 30
Gal.—Currants, black standard	5 27½ 5 30
Gal.—Currants, black, solid pack	8 27½ 8 30
2's—Currants, red, heavy syrup	1 97½ 2 00
2's—Currants, red, preserved	2 27½ 2 30
Gal.—Currants, red, standard	5 27½ 5 30
Gal —Currants, red, solid pack	8 27½ 8 3
2's—Gooseberries, heavy syrup	2 25 2 27½
Gal.—Gooseberries, standard	7 00 7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½ 1 80
2's—Lawtonberries, preserved	1 97½ 2 00
Gal.—Lawtonberries, standard	7 02½ 7 05
2's—Pineapple, sliced, heavy syrup	2 25
2's—Pineapple, grated, heavy syrup	2 25
2's—Pineapple, whole, heavy syrup	2 25
3's—Pineapple, whole, heavy syrup	2 32½ 2 35
2's—Raspberries, black heavy syrup	2 25
2's—Raspberries, black, preserved	2 35 2 37½
Gal.—Raspberries, black, standard	7 25 7 27½
Gal.—Raspberries, black, solid pack	9 50 9 52½
2's—Raspberries, red, heavy syrup	2 25
2's—Raspberries, red, preserved	2 25 2 27½
Gal.—Raspberri s red, standard	7 25 7 27½
Gal.—Raspberries, red, solid pack	9 50 9 52½
2's—Rhubarb prese ved	1 52½ 1 55
3's—Rhubarb, preserved	2 27½ 2 30
Gal—Rhubarb, standard	3 52½ 3 75
2's—Strawberries, heavy syrup	2 00 2 25
2's—Strawberries, preserved	2 05 2 25
Gal'—Strawberries, standard	7 25 7 27½
Gal.—Strawberries, solid pack	9 50 9 2½

VEGETABLES

2's—Beans, red kidney	1 15
2's—Beets, bl od red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's Beets, whols, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 0
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Co n	1 05
2's—Corn, fancy	1 07½
Gal—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal—Pumpkins	3 12½
3's—Squash	1 15
Gal—Squash	3 35
2's—Succotash	1 15
2's—Tomatoes	1 07½
3's—Tomatoes	1 50 1 65
Gal—Tomatoes	4 25 4 50
3's—Turnips	1 15
Group B is 2½ p.c less than Group A.	
2's—Asparagus Tips	2 52½ 2 55
2's—Beans crystal wax	1 10 1 25
2's—Beans, golden wax, midget, Auto brand	1 30
2's—Beans, golden wax	1 10 1 25
3'—Beans, golden wax	1 37½ 1 40
Gal.—Beans, golden wax	4 25
2's—Beans, refugee or valentine (green)	1 10 1 25
3's—Beans, refugee (green)	1 37½ 1 40
2's—Bean refugee midget, Auto brand	1 30
2's Peas, extra fine sifted s ze 1	1 75 1 77½
2's—Peas, sweet wrinkle, size 2	1 40
2's—Peas, early June, size 3	1 35
2's—Peas, standard size 4	1 30
2's—Spinach table	1 27½ 1 30
3's—Spinach, table	1 77½ 1 80
Gal.—Spinach, table	5 30 5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz	1 90 2 00
½-lb. flats, doz.	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Lobsters, halves, per dozen	2 75 2 85
Other salmon prices are:			
Humpbacks, doz	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Northern River Sockeye			2 45

Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

MANITOBA MARKETS.

POINTERS—
Sugar—Firm.
Syrup—Advanced.
Evap. Apples—On the market.
Coffee—Strong.

Winnipeg, Oct. 19.—Owing to appearance of another week of wet weather threshing operations have again been delayed and once more are the farmers chafing and waiting for some fine days. In former years the complaint has been that there has been no crop to harvest. This year a large crop has been cut, but the grade of wheat is being gradually lowered, while thousands of acres of flax will not be cut at all.

In spite of these conditions trade holds steady and the volume transacted each week shows considerable increase over last year. Collections have been extremely slow, but it is recognized that they could not be met before, and that the majority of notes will be met, as the price of grain is holding high and feed is selling at a price this year which in other years good wheat has been sold for.

Sugar.—Market shows no tendency at the moment of weakening, and the demand is just as strong as ever. A large volume of trade is being transacted, and while there is a difference of opinion as to future changes, a steady market now prevails. Jobbers are adverse to stocking heavily now that the advance has been checked, and as a result only buy enough to comfortably supply the trade. Prices remain unchanged as follows:

Montreal and B.O. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 01
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrups and Molasses.—All corn syrup advanced 5 cents per case owing partly to the continued strength of sugar. The demand is normal and steady, railroad companies' orders being the heaviest this week. One wholesaler stated as his opinion that if sugar remained at its zenith high prices would yet be seen.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per cate	2 56
3 20-lb. tins, per case	2 57
Half barrels per cwt.	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—A small shipment of apricots were received last week, but the first large supply will not be on hand for two weeks. As stated before, prices are high and lower figures are expected after the first batch of orders have been filled. Prunes are in the same situation. Prices are still holding high, but a drop is looked for here before long.

New prunes.	Per lb.
90-100s, 25, s.p	0 08½
90-100s, 10s, s.p	0 09½
80-90s, 25s, s.p	0 09
80-90s, 10s, s.p	0 10
70-80s, 25s, s.p	0 09½
70-80s, 10s, s.p	0 11
60-70s 25s, s p	0 10
50-60s, 25s, s.p	0 10½
40-50s, 25s, s.p	0 11½

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p, per box	1 85
4 crown layers, 28s, s.p, per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Evaporated Apples.—The first carload of new stock made its appearance last week and has been pretty well disposed of already. As mentioned last week, prices hold strong at 11 to 11½ cents per pound. A decline is expected in a few weeks.

Coffee.—The market is very strong and some firms which had not advanced their prices to the 16-cent per lb. basis did so last week. Higher figures are being talked of, as sales and demand are heavy.

Beans and Peas.—Prices are unchanged in beans and the advances which have been so noticeable in this line appear to be checked permanently. Supplies from the east are expected next week.

Beans, 3-lb. picker, per bushel	2 40 2 50
Hand picked, per bushel	2 50 2 60
Peas, split, 100 lbs.	2 60

NOVA SCOTIA MARKETS.

Halifax, Oct. 19.—Wholesale grocery trade was a little slack during the past week. The lull, however, is considered only temporary. Many large orders for the coastal parts have been filled, but the real rush has not yet started in. Prices are pretty steady throughout the list, but some of the dealers express the opinion that the price of sugar will go still higher. Extra standard granulated is firm at $6, and United Empire at $5.90. New layer figs are now on the market and they are going to the trade at 12 cents per pound. The price of barley was advanced fifty cents per 100 pounds this week. It is now selling at $5.50 per barrel.

Lard is easier at 13½ cents per pound, but the price of bacon and hams remain firm, the former selling at 18 cents for sides and the roll at 13½ cents. Hams are quoted at 18 and 19 cents.

Flour is in fairly good demand, Manitoba high patents being quoted at $6.15 to $6.25, and Ontario blends at $5.10 to $5.20.

NEW BRUNSWICK MARKETS.

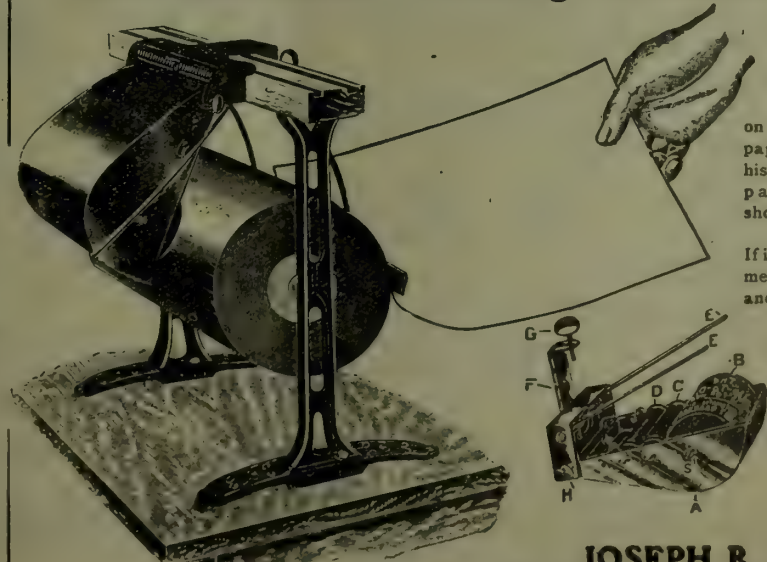
St. John, Oct. 19.—Business continues quite brisk for the week, and indications are for a good healthy trade during the remainder of the year.

The feature of the week has been an advance of 10 cents per barrel in Manitoba flours. It was announced on Saturday, and brings local quotations up to $6.35 to $6.45 per barrel.

In some quarters a decline of ¼ cent in compound laid is reported.

Bacon	0 16	0 18
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb.	0 21	0 23
Butter, creamery, lb.	0 24	0 25
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 15	0 15½
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 00	1 02
Corn, doz.	0 97½	1 00
Peas, No. 4		1 20½
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 60	1 65
Clams	4 00	4 25
Cornmeal, gran.		5 00
Cornmeal, bags		1 65
" bbls.		3 45
Eggs, hennery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies	4 40	4 50
Fish, cod, dry	6 15	6 25
Flour, Manitoba	6 35	6 45
" Ontario	5 45	5 55
Ham		0 16
Lard, compound lb.	0 10	0 11½
Lard, pure, lb.	0 12½	0 13
Lemons, Messina, per box	4 50	5 00
Molasses, fcy. Barbados, gl	0 35½	0 36
Oatmeal, rolled		5 75
Oatmeal, std.		6 35
Pork, domestic mess	22 00	22 50
Pork, American clear	21 25	23 00
Potatoes, bbl.	2 25	2 40
Raisins, Cal., seeded	0 10½	0 11
Rice, lb.	0 03¾	0 04
Salmon, case—		
Red spring	7 75	8 50
Cohoes	7 00	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 90	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	6 75	7 00

The Automatic Printing Attachment



Enables the grocer, by just a pull of the roll of paper, to have his ad. placed on every wrapper or paper bag that leaves his store. The accompanying illustration shows its simplicity.

If its value to you were measured in dollars and cents—the amount would easily repay for its installation. Ask for demonstration and information.

Agents Wanted

JOSEPH R. WILSON

Dominion Agent. Phone Adelaide 199, 204 Stair Bldg.

Did you ever call personally on your customers who don't buy tea from you but get it from a pedlar?

The pedlar is now selling the poorest grade of tea that is allowed to come into the country—stuff that just gets by the Customs Inspector.

High markets have driven him to it. If you will spend a few days making personal calls I promise you you will get an agreeable surprise.

You will find that these customers of yours who have been buying from pedlars are not at all satisfied with the trash they are getting, and very ready to give you an order for tea they can depend on.

Sell them Red Rose Tea once and I think I can guarantee you they won't buy from a pedlar again.

Now is the time. Never been such a good chance before. Isn't it worth doing?

If you can't go yourself you have a bright clerk who might do as well, or even better.

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T. H. ESTABROOKS
ST. JOHN, N.B.

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We are proprietors of
"AFRODITE" brand, the best AMALIAS currant on the market,
"NAUSICAA," fine FILIATRA dry, cleaned, carton currants.
"VICTORIA," fine FILIATRA dry, cleaned, carton currants,
and importers and distributors of
Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

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THE QUEEN OF BLENDS.

Choice Selection of Beans, roasted and blended by our special process, our Coffee has a flavor, richness and aroma which ensure it a success.



One trial will convince your customers of its superiority.

Bulk—8 oz. and 16 oz. tins.

IXL SPICE & COFFEE MILLS, Ltd.
LONDON, ONTARIO.

PROFITABLE BUSINESS

can be done by you if you are handling reliable goods that command the respect of your customers.

"E.D.S." Brand Jams and Jellies

The Standard of Purity in Fruit Preserves

Push this popular line. Make up counter and window displays of it. Call your customers' attention to its purity, which is backed up by a report from the government inspector.

Be prepared to supply your customers with E. D. S. Jams aud Jellies We are telling the public about their quality and purity in big strong convincing advertisements in magazine, newspaper and street car. This will cause big demand--and the profit is good.



ORDER FROM YOUR NEAREST JOBBER

Made only by **E.D. Smith, Winona, Ont.** at his own Fruit Farms

Agents---NEWTON A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N S; J. GIBBS, HAMILTON.

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Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

Vancouver Secretary Attends Convention

Was at Spokane Last Week—Tells of Troubles Besetting Grocery Trade at Seattle—Secretary There Has Resigned—One Dealer Out of Business.

Vancouver, B.C., Oct. 19.—(Special)—R. D. Dinning, secretary of the Vancouver Retail Grocers' Association, attended the convention of grocers held at Spokane last week. Spokane is the centre of the inland empire, and Mr. Dinning, reports that one of the features of the attendance was the large number of secretaries of associations in the district surrounding. Fifteen of these were present, representing a large territory. He is of the opinion that Canadian conventions compare exceedingly favorable with that of Spokane.

Returning by way of Seattle, he found things in a very unsatisfactory condition. J. J. Higgins secretary of the association there, has resigned because of being disgusted with things. The grocery business is being undermined by the operators of what is called the market in that city. It is conducted by a large corporation, which makes a point of getting some staple article in one, two or three carload lots, paying a cash price, and thus getting a favorable quotation, and then offering it below the regular price to draw patronage. The price is below cost, but the loss is charged to advertising, and is concluded to be well spent. First it is cream, soap or some other staple.

Mr. Dinning cited an instance of where an endeavor was made to secure five carloads of an article, which indicates the scale on which the business is conducted. That regular trade has been demoralized, is shown by the remark of a merchant who has been in business there for twenty years. He has four stores, one of which is not far from the market and a fine location. A year ago he was offered $1,000 to get out and let someone else have his stand, but he turned down the offer with scorn. Now the store is closed.

Vancouver has had a little experience along this line, but nothing on a scale to demoralize trade. In fact, conditions in this city are very good at present.

THINGS THAT SHOULDN'T BE.

Chewing gum or tobacco while waiting on a customer.

Wearing a soiled coat, collar or apron.

Putting the end of the string in the mouth when tying a parcel.

Wearing a hat in the store.

Giving special attention to the well-dressed.

Saying to customers: "I don't know."

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence.

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

There's a Cozy Brightness

about the grocery window or store that's decorated with bright red and green Fels-Naptha cartons.

You can always easily save them when emptied; they're quite convenient and valuable for any kind of store display work.



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis.

We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

You'll Never Lose Money On McLean's "White Moss"



Cocoanut of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package

Canadian Cocoanut Co., Sole Makers, **Montreal**

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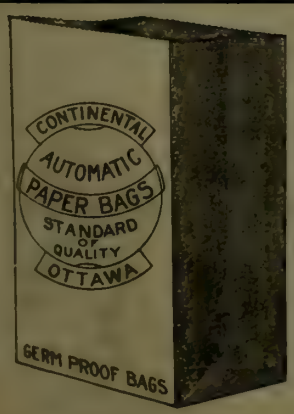
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Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



Continental Original GERM-PROOF Paper Bags

are creating an unprecedented demand an the part of the public because of the positive assurance of the most sanitary mode of wrapping and protecting foodstuffs.

Continental ***GERM-PROOF*** Bags are manufactured of *Extra Quality* and *Strength* paper from specially prepared stock, under *Sanitary Conditions* unequalled in any other bag factory.

Continental ***GERM-PROOF*** Bags ere *priced no higher* than bags of less merit.

SOLD THROUGHOUT CANADA BY LEADING JOBBERS AND WHOLESALE DEALERS

The Continental Bag & Paper Co., Limited

OTTAWA, - CANADh

The House of Quality

GUNN'S

QUALITY BRAND

FRESH PORK SAUSAGE

In One Pound (net) Fancy Cartons

Not How Cheap---But How Good

GUNNS LIMITED

Pork and Beef Packers

Toronto, Ont., Canada

SAUSAGE

This is the season for fresh PORK SAUSAGE and we have the best Pork Sausage on the market.

Made under government inspection.

F. W. Fearman Co. LIMITED

HAMILTON



REINDEER CONDENSED COCOA

(Liquid form)

like Reindeer Condensed Coffee is combined with milk and sugar.

Simply add boiling water and you have a delicious beverage for the casual guest or roomer. Also good for chocolate frosting.

We will supply FREE a limited number of small water heaters to roomers using REINDEER COCOA and REINDEER COFFEE.

REINDEER LIMITED

TRURO, NOVA SCOTIA

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Hog Prices Have Been Falling Off

The Price of Both Live and Dressed Hogs on the Downward Trend for the Past Six Weeks—Supplies are Plentiful and English Market Easier—Butter and Eggs Continue in Steady Position.

The Canadian hog is not the valuable animal he was six weeks ago. Since early in September live hog values have been on the down grade, and are now $1.80 per cwt. below the price of Sept. 1. However, it must be remembered that prices at that time were the highest since the previous October.

A large delivery of the porkers has been responsible for the decreased prices, but whether this really denotes the quantity of hogs in the country is a question. Unlike other countries, dealers in Canada are not supplied with figures so valuable in forming an idea of the market. The opinion has been put forward by many dealers that the high price of feed is inducing the farmers to sell off their hogs.

Then again the English bacon market, a certain factor in determining values here, has been easing off. On Sept. 6, quotations for Canadian bacon ranged from 64 to 68 shillings. Late cables denote a price of 57 to 62s.

With the lowering of live hogs, it is only natural that pork products exhibit some slight easiness. However, there is a general good demand for provisions, that for the heavier lines increasing, and that of smoked meats naturally dropping off a little.

Cheese prices still hold at the previous high levels. However, the steadiness is not so marked of late. The English market is not quite so strong. A late dispatch says stocks are light but high prices check business. Finest Canadian is quoted at 70s. to 71s., as against 71 to 73s. on Oct. 5. Stocks here are smaller than for many years at this time, so that dealers look for a fairly steady market.

The butter situation shows no new features of interest. The tendency is one of steadiness. Egg receipts are falling off, and there is a stronger feeling present. At some points considerable storage stocks have had to be used.

MONTREAL

Provisions.—The market has shown a number of changes during the past week. Live hogs are down to $6.25 and $6.50 and the price of dressed hogs is reported easier. Pure lard is slightly firmer and also some lines of barreled pork. Hams, however, are easier. The demand for pork is good, but hams and bacon are inclined to quietness.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 "	0 12½
Pails wood, 20 lbs. net, per lb	0 12
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 375 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 09½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb	0 12½
Hogs, live, per cwt	6 25
" dressed, per cwt	9 75

Butter.—This market is steady and firm with prices unchanged. Conditions previously existing have not materially changed

Creamery		0 28
Dairy, tubs, lb	0 23	0 24

Eggs.—Prices are firmly held at former figures. Supplies are coming forward rather freely but the market does not show any result.

New laids	0 34
Selects	0 28
No. 1	0 24

Cheese.—The market shows continued firmness and prices are higher in keeping with the primary market. Buyers recently paid exceptionally high prices at the country boards which is surely an evidence of the keen demand for export.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" twins	0 16	0 16½
" small, 20 lbs	0 16	0 16½
Old cheese, large	0 13	0 17

Honey.—There is a steady demand for honey, especially in small lots. The crop was fair and supplies are rather good just now.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

Provisions.—Live hogs have certainly been on the slump during the past six weeks, another 25 cents having been lopped off prices this week. Quotations at country points are now at $5.90, which is $1.80 per cwt. below the price ruling on Sept. 1. Last year at this time prices were $8, but they then began a downward movement reaching $5.75, the lowest point so far this year in May.

With this decrease in hog prices, provisions exhibit a tinge of easiness. Long clear which under a healthy demand has been steadying up, is quoted just slightly lower at 12½ to 13 cents this week. There is a general good demand for pork products.

Smoked meats—		
Light hams, per lb	0 16	0 16½
Medium hams, per lb	0 15½	0 16
Large hams, per lb	0 15	0 15½
Backs, plain, per lb	0 19	0 20
" pea meal		0 20
Breakfast bacon, per lb	0 16	0 18
Roll bacon, per lb	0 11½	0 12
Shoulders	0 11	0 11½
Pickled meats—1 cent less than smoked.		
Long clear bacon, per lb	0 12½	0 13
Heavy mess pork, per bbl	19 00	20 00
Short cut, per bbl	21 00	22 00
Cooked hams	0 25	0 27
Lard, tierces, per lb	0 10½	0 11½
" tubs "	0 11	0 11½
" pails "	0 11½	0 11½
" compounds, per lb	0 09	0 09½
Live hogs, at country points		5 90
Live hogs, local		6 20
Dressed hogs	9 00	9 25

Butter.—The butter situation is practically unchanged from a week ago. Production is at least not increasing and steadiness in prices is the result. Demand is good.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 25	0 26
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 24
No. 1 tubs or boxes	0 21	0 22
No. 2 tubs or boxes	0 17	0 18

Eggs.—A goodly quantity of storage eggs are now being sold, the scanty receipts of new laids making this necessary. The latter are in good demand but hard to get and prices are again stronger this week.

Storage eggs	0 23	0 24
New laid eggs	0 26	0 27

Cheese.—Quotations on cheese are unchanged but prices at country boards are slightly easier. There should still be a considerable production, but it cannot be expected to make up the shortage in the year's yield now evident.

New cheese—		New twins	0 15½
Large	0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—Fowl and chickens are coming along freely and prices are accordingly easier. Duck are not quite so plentiful. There is some complaints of poultry arriving in poor shape, showing the lack of proper feeding.

Fowl, live	0 09 0 10	Ducks, live	0 10 0 11
Spring chicken	0 11 0 12		

Honey.—The same steadiness continues with prices unchanged. Demand is reported normal.

Clover honey, strained, 60-lb. tins	0 11½	0 12
Clover honey, No. 1 comb, doz	2 25	2 75

Acute Situation Reached in Broom Corn

Entire Crop Reported to be Out of Farmers' Hands in Kansas, Oklahoma and Texas—High Prices Paid by Manufacturers —Prospects for Future Prices in Brooms—Reasons for Present Conditions as Given by a Manufacturer.

Reports from the broom corn districts of Kansas, Oklahoma and Texas received to-day, more than ever emphasize the peculiar conditions referred to already in these columns. Broom corn buyers are scouring the country for corn and report the entire crop is now out of the farmers' hands.

"No time in the recollection of the oldest broom manufacturer," stated one Canadian dealer, "has such a condition been brought about so early in the season as this year. In the flurry of 1909 and 1910 it was always possible to find some farmers who were willing to sell their crops at a fair return on their investment, so that the conditions did not assume at any time anything like what they are now. Manufacturers who contracted early at low prices for their corn are in a worse fix than those who did not because many of the farmers who sold early are now defaulting, selling their already sold crop over again, thereby forcing these manufacturers on the market at the time when it is at its highest."

High Price Paid For Corn.

Choice corn was quoted and bought last week at $240 per ton, and this means 20c a pound. Take a 24-lb. broom and you have $4.80 for corn alone to say nothing of wire, handles, tacks, velvet and labor. This does not mean to apply that all the brooms made from now on will be with corn at this basis, because they will not, but one can safely figure if corn is finding ready sale at such an extremely high price the lower grades will be affected, proportionately, and cheap brooms are therefore out of the question.

"Many dealers have asked the question, 'What is the reason for these high prices?' and in answer," continued our informant, "after thoroughly canvassing the leading broom corn counters, and carefully considering all its details, we can say positively it is all summed up in two words, "Short Crop." The first planting of corn was, from State reports, considerably below the average, necessitating a second planting to even things up with last season, and up to the first week in September this second planting looked fine, but it only required a few days of hot winds, and unfavorable weather to interfere with the crop. Hot winds and weather conditions are most assuredly responsible for all the crop troubles this year."

Opinions of conservative dealers of broom corn are that nothing can now be done to avert high prices.

Poor Prospects From Foreign Corn.

"We might add," further explained this manufacturer, "that some manufacturers have been figuring on the foreign corn being a factor towards cheaper brooms, but from reports received to-day there is no doubt this crop, too, is a failure, and cannot possibly affect domestic conditions. Foreign corn is being quoted to-day at a figure that, taking into consideration the enormous waste involved in its handling, makes it just as high as the domestic crop, and as 95 per cent. of it can only be used on the lowest grade brooms, puts it entirely out of the running."

Many of the U. S. factories are now quoting $4.50 dozen for their cheapest brooms. Canadian manufacturers' prices are at present below this, but it is possible there will be another advance soon.

TRADE NOTES.

Halifax, N. S., expects to secure a pickle factory. Negotiations are now underway between the council and promoters.

S. G. Caldwell, of Barrie, Ont., is using bill board space in his town, similar to theatrical posters, advertising his "Pure Food Grocery" lines.

Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

Allison Coupon Books

Increase your profits by eliminating loss and "bad debts," slow collections and errors.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

100 Dollars

should easily be made this season on the sale of Macaroni and Vermicelli if you get behind the right lines and push them. Your customers may not be awake to the fact that dainty and most economical dishes can be made from these products. Tell them.

"Swallow"

(HIRONDELLE)

Brand

should be your leader. Quality absolutely guaranteed. Prices right and lower than imported goods because you have ***no customs duty to pay.***

ATTRACTIVE PACKAGES MAKE YOUR SHELVES LOOK GOOD

WRITE FOR TERMS

The C. H. Catelli Company, Ltd.

MONTREAL CANADA

50% Profit

Yes, Mr. Grocer, 50%, and all clear too. No little extras to pay on the goods, which will eat up your well-earned profits on sales.

50% "SIX GOOD LINES" 50%

CHIVERS'

FURNITURE POLISH
FLOOR POLISH
CARPET SOAP
CLOTH SOAP
PLATE POWDER
MOTOR SOAP

Let the housewife see that you are out to meet her every requirement. You'll make friends with her, but our lines will make friends of you both.

Easy to handle. No wrapping. Ready to hand out at a minute's notice.

50% Profit either from your Jobber or on "Direct to the Office" Orders.

Harrison & Son

St. Nicholas Building, Montreal

CANADIAN AGENTS

Mr. Grocer: It is more profitable for you to encourage the sale of a well-known and well-advertised brand of Baking Powder that you know will please your customers than to try to substitute some cheap kind that may cost you a few cents less per dozen but which may result in the loss of a good customer. Think it over.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.



E. W. Gillett Company Limited

TORONTO, ONT.

Montreal Winnipeg

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



"Our Baby" No. 1

BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO. Specialists and Original Designers

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn, Montreal and Toronto

Hamblin & Brereton, Winnipeg and Vancouver, B.C.

L. T. Mewburne & Co., Ltd., Calgary

T. A. McNab & Co., St. John's, Newfoundland



CCC
Norwegian Canned Goods

THE BEST of BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD

Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS

R. S. McIndoe, Toronto. — Watson & Truesdale, Winnipeg.
A. H. Brittain & Co, Montreal. — W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

One Card, One Cent, One Minute

Isn't it worth while? We want you to give our goods as fair a trial as you give others. We are not afraid to have them placed side by side. You will be agreeably surprised if you do this.

"Laurentia," "Daily Bread,"
"Regal," "National,"

Are four brands, which, while young, are being handled by first-class dealers as if they had been on the market for years.

Get in touch with us.

The St. Lawrence Milling Co.

Limited

MONTREAL

Manitoba Flour Up 10 Cents per Barrel

Wheat Markets Stronger—Some Bookings for Fall and Winter Reported—Western Wheat is Grading Low—Good Season for The Grocer Who Pushes Cereals.

An upward move of 10 cents per barrel has taken place in Manitoba flour this week, the first change since the 20-cent rise on Aug. 18. Although the last two changes in flour have been upward, the price of this commodity is still 30 cents per barrel below the figures of one year ago.

Present trade seems to be of normal volume. Last week, considerable export business was reported from Montreal, offers being more within the ideas of exporters. In regard to bookings for fall and winter requirements, different mills find themselves differently situated. Some say there has been little or no buying yet, while others report that both retail dealers and bakers are now making contracts. Purchases generally become freer towards the approach of the close of navigation.

This advance in flour has been in sympathy with the stronger values for wheat. In the Canadian West, while deliveries have been improving, the grading on account of adverse weather conditions has been poor. The world's shipments of wheat last week were much less than expected.

"I am of the opinion," said the representative of one firm; "that wheat is bound to be cheaper. Canada has a bumper crop, and it is the poor grading that is now supporting the price." Still there are others who put forward opposite views.

MONTREAL.

Flour.—Spring wheat flour was advanced ten cents per barrel on Saturday last and first spring wheat patents are quoted at $5.50 per barrel in bags. The export demand has increased and this has given the market additional strength. One has not to look far for the reason of the increase in prices. Out of 779 cars of wheat received at Winnipeg on October 14, only a total of 183 cars registered as first and second grades. This small percentage of finest quality wheat is almost entirely the result of the recent rains which were said to have damaged the stock. Actual damage to a large extent was done and the flour mark records a little price jump as the result. The demand is excellent, both locally and from the country.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 50
" straight patents, in bags	5 00
" strong bakers, in bags	4 80
" second, in bags	4 30

Cereals.—Rolled oats are firm and in good demand. The primary market showed firmness at the recent advanced prices aod the rolled oats market has been influenced. There is steady demand from the country and city.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—Manitoba flours have been advanced 10 cents per barrel this week, the change taking place on Monday which brings 1st patents in car load lots up to 5.40 per barrel. The stronger wheat market is responsible. "Compared with a year ago," said one dealer, "flour is really cheaper than wheat. While Manitoba wheat is to-day 3 to 4c higher than a year ago, flour is 30 cents per barrel less."

A good normal present trade is in evidence in flour, but while some millers report that retailers and bakers are booking for fall and winter necessities, others maintain that trade in this direction has as yet been very small. One local miller reports a sale of 35 cars of flour to one baker, showing some trade at least is being done for future wants.

Some millers are asking 10c. more per barrel for flour in cotton sacks, although this cannot be said to be general, although it is being considered by other mills which have not as yet adopted it. Cotton has been advancing with such rapidity that this is being found necessary.

Manitoba Wheat	
1st patent, in car lots	5 40
2nd patents, in car lots	4 90
Strong bakers, in car lots	4 70
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 15
Patents	4 50
Blended	4 50

Cereals.—There has been no change in cereal prices during the past week and the steady tendency still remains. Consumption of cereals is at a good volume, with a brisk trade reported by millers, especially for rolled oats. Indeed one firm was about out of supplies at their Toronto warehouse for a few days last week. Mills are sold well ahead in rolled oats. "I don't look for any break in prices this side of the new year," one dealer said to The Grocer.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 85
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

Soda Biscuit Profit

is only possible to the grocer who handles a brand which is so good as to excite commendation. The news of an extra good brand soda biscuit soon spreads because, as you know, a pleased customer is a splendid advertisement.



is the brand of unparalleled excellence. They have that flaky crispness that cannot be duplicated in many other brands of sodas.

Sell Mooney's if you desire to give your customers continued satisfaction. There is good profit for you, too.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY,
VANCOUVER, B.C. ST. JOHN'S, NFLD.

MAPLEINE

THE POPULAR FLAVOR

A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

See Price List

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.



The Crescent Mfg. Co.
SEATTLE, WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

COMFORT SOAP'S LATEST PREMIUM.

The Comfort Soap people are to be congratulated on the success of their latest premium, viz :—The Comfort Soap Sealing Machine now so largely used by up-to-date Toronto grocers. This machine saves time and twine, and gives an up-to-date appearance to the counter.

The Comfort Soap people are giving Free this Rapid Sealer to purchasers of 25 cases of Comfort Soap.

The machine is the most modern invention adapted for the wrapping of packages.

This up-to-date idea is a saver of time, labor, and money. Two inches of tape will do the work of two feet of twine, and do it better, neater, quicker and cheaper. On one roll of tape you may have 4,800 advertisements, and can seal up as many as 2,400 parcels.

These machines will make an attractive addition to any counter, and will not occupy any more space than a twine holder. The idea is simply for your parceler to draw a moistened tape with your advertising on it from the machine and place it on your packages wherever the paper meets.

Tapes with The Comfort Soap advertisement are supplied absolutely free by The Comfort Soap Company, which fact alone means a great saving of twine expense to the owner of one of these machines. The grocer may have his own advertisement on the tape at less than cost price. Every grocer should secure one of these machines at once before the supply runs out, especially when they can be had absolutely free of cost.—See full-page advertisement on page 13 of this issue for further particulars. It will be well worth your while.—Advt.

DAVIDS'

A WATER COLOR FOR PEN or BRUSH

Letterine

TRADE MARK REGISTERED 1892.

READY FOR USE—IN ALL COLORS.

Recommended and Used by Prominent Card-writers as a Rapid Drying, Lustrous

SHOW CARD INK

A Water Color. Ready for Use.

Prices as follows:

	Quarts	Pints	2 oz.
Black	$1.25	70c	15c
Red	$1.25	70c	15c
Blue	$1.25	70c	15c
Green	$1.25	70c	15c

Prices as follows:

	Quarts	Pints	2 oz.
Violet	$1.25	70c	15c
Yellow	$1.25	70c	15c
White	$1.25	70c	15c
Gold, 2 oz. bottle for 25c.			

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.

Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens

THADDEUS DAVIDS CO.

Established 1825. New York, U.S.A.

CANADIAN AGENTS:

BROWN BROS. Ltd., TORONTO, Ont.

PEACOCK Brand PICKLES

These goods have given genuine satisfaction and will always do so because of their excellent flavor and you should not hesitate for one moment to give them a place on your shelves.

An Attractive Window Display

will sell goods for you every time. Why not arrange a nice window and place our large sized bottles in good position? They look well always. Contents neatly packed. Sure to attract attention.

ASK FOR QUOTATIONS

MATHEWSON'S SONS, MONTREAL, QUE.



Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

20

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

THIS LIGHT SAVES YOUR MONEY

MR. GROCER

Can you afford to lose $240 in 5 years? One Ontario grocer did this without knowing it. Using electricity his lighting bill was $64 per year. Last year he used an "R-K" Lighting System, costing $16, saving $48, and in addition had a much better lighted store. We guarantee the system 5 years—an absolute guarantee that he will save at least $240.

Do you know you're losing money, let us help you save. The "R-K" System can be installed anywhere—gives a pure white brilliant light—costs less than gas, electricity or acetylene. Costs but little to install—saves your money from the start—thousands in daily use.

You need one in your store—let us tell you why. Write TO-DAY for booklet "M"—it's free—a postal brings it.

RICE-KNIGHT LIMITED - TORONTO

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

John Gray & Co. Ltd., Glasgow, Scotland

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit.

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

Cape Cod Cranberries
Grape Fruit
Late Valencia Oranges
Jersey Sweet Potatoes
Canadian Chestnuts
Lemons, Nuts
New Figs,
First of the season,
Spanish and Domestic Onions.



25-27 CHURCH ST. TORONTO
are Largest Receivers

TAKE

the cover off a box of
"St. Nicholas"
or
"Home Guard"

you behold the beautiful Extra Fancy Lemons—prime quality—from the most improved groves of Sicily—a faultless selection, faultlessly packed. Just what discriminating dealers and consumers are looking for. If you are not handling these brands you are losing money.

J. J. McCABE
AGENT
TORONTO, : : ONT.

Prospects for Oranges and Lemons

Oranges Now in Better Demand—Valencias Coming to an End—Florida, Mexico and Jamaica Will be Sending Supplies—Navels Later Than Last Year—The Situation in Lemons—Malaga Grapes Arriving

With domestic lines of fruits in smaller supply more interest is being directed to imported goods. Oranges are in better demand and prices are slightly firmer.

Shipments of California Valencia oranges are drawing to a close and will probably be finished by the end of the month. Growers have been extending their orchards, so that Valencias last until much nearer the navels than they previously did. Some Florida oranges are expected along in a week or 10 days. A normal crop of good quality is reported from that state. Mexicans should arrive around the 21st of the month and are said to be of better quality than in previous years, while the same is also reported of Jamaicas, which will arrive soon and will serve as a cheap orange. Navels are not expected as early as last year, both because the season is later and because the pure food laws prevent the shipment of immature or artificially colored fruits. However, they are expected along before Dec. 1, and prospects are for as large and as good a crop as last year.

On some markets lemons are exhibiting a slightly easier tendency, although this cannot be said to be general, depending on supply and demand. One dealer reports that his information regarding the new crop is that the best quality will be shorter than last year and that the total will be slightly less than first expected. Another dealer expects first arrivals about the first of November.

"Lemons," he says, "will be well cleaned up before the arrival of new crop." That is what the larger dealers say. There is a good demand in Europe for the lower grade lemons which will probably have some effect on the general situation.

Malaga grapes are beginning to arrive on Canadian markets.

The report from the Dominion Agriculture Department set the condition of potatoes at 76.78, the same as last year, but 13.60 less than two years ago. Conditions are generally lower in Ontario than elsewhere. The Maritime Provinces and the Northwest provinces give 90 per cent. and over for potatoes. It will be remembered that two years ago, potatoes were plentiful and cheap.

MONTREAL.

Green Fruits.—Apples are coming forward freely with a good demand for export. There is a fair local trade and stocks are moving steadily. Malaga grapes are offered now in two weights, medium and heavy. The demand for California grapes and Canadians is good Oranges are moving a little more freely. Canadian plums, peaches and pears are practically off the market.

Apples, bbl.	3 50	5 00	Limes, a box	1 25	1 50
Apples, Fameuse, bbl.	5 00		Oranges—		
Bananas, bunch	1 50	1 75	Valencia	4 50	5 50
Bananas, crated	1 75	2 00	Jamaicas, bbl.	2 75	3 75
Cocoanuts, bags	4 00	4 50	Sorrento	3 25	3 50
Grape fruit, Florida, case	4 50	5 00	Mexican	2 75	3 00
Grapes, Malaga, per keg	4 50	5 00	Peaches, California, crate	1 25	1 50
Grapes, Canadian, bas et	0 20	0 25	Pears, Can. bas.	0 50	0 75
Grapes, Cal., box		3 00	Pears, California	2 25	2 75
Lemons	4 00	4 50	Pineapples—		
			Floridas, case	4 00	4 50
			Plums, California box	1 50	2 00

Vegetables.—The vegetable market is steady, a good general trade being reported. New potatoes, tomatoes, celery, cranberries and onions are now among the leading vegetables.

Carrots, doz.		0 25	Canadian lettuce per doz.	0 45	0 50
Cabbage doz.		0 75	Onions—		
Celery, doz.	0 60	0 75	Spanish, crate	3 75	4 25
Corn, per doz.		0 20	Canadian reds, 100 lbs.		3 00
Cranberries, Cape Cod, bbl.		9 00	Sweet potatoes		2 00
Cranberries, N.S.	7 00	8 00	Montreal potatoes, new, bag	1 15	1 25
Cucumbers, doz.		0 60	Tomatoes, Canadian, box	0 60	0 75
Garlic, 2 bunches		0 25			
Green Peppers, bushel basket	1 75	2 25			
Leeks, doz	1 50	1 75			

TORONTO.

Green Fruits.—Domestic lines of fruit are gradually disappearing from the limelight, and imported goods are again coming into the position of prominence. Many of the fruit men are already preparing to leave the summer market, denoting that the end of the domestic fruit season is not now far off. Peaches are clearing up, and although they are still of nice appearance, they are losing their flavor. Grapes are still coming along but not in as large quantities as last year. Tomatoes are not of the best quality and there are more offered than there is demand for.

Valencia oranges, the only kind on the market just now, and which we reported as firm last week, are quoted at higher prices this week. Shipments of these will soon be over, and Florida and Mexican will probably be called upon to tide the trade over until arrival of new crop navels. Florida grapefruit is now on the way and with a short crop, prices are expected to be higher than last year. One dealer said probably $5 to $6 according to size. Lemons are exhibiting just a slightly easier feeling.

However, stocks are expected to be well taken up before the arrival of new crop

There is a little more interest being taken in apples. One firm quotes: Snows, No. 1, $4; No. 2, $3.50; Kings No. 1, $4; No. 2, $3.50; greenings No. 1, $3.50; No. 2, $3; Baldwins No. 1, $3.50; No. 2, $3.

Cranberries are holding firmly. Some Nova Scotian stock has been received here

Bananas	1 25	1 75	Canadian pears, 11-qt. basket	0 75	0 50
Lemons—			Grapes, small	0 25	0 30
Verdelli	4 00	4 50	Grapes, California box	2 00	2 25
Limes, box		1 25	Peaches, Colorado, box		1 50
Oranges—			Cranberries, Cape Cod, brl.	8 50	9 00
Late valencias	5 00	5 50	Apples, brl.	2 25	3 00
Can. tomatoes, 11-qt. baskets	0 30	0 50			
Can. peaches,—					
Best grades	0 85	1 00			
Common flats	0 30	0 40			
Common leno	0 50	0 75			

Vegetables. — Trade in vegetables through the hands of the commission man is not overly large just at the present. The demand for pickling necessities is about at an end. Potatoes are unchanged from last week, but there is

Nova Scotia Cranberries

Fancy, well colored Fruit, in barrels, price $7.50 bbl.
Fresh car due Monday.

Lemons Cheaper

We quote for next week's shipment—
MAPLE LEAF BRAND, 300s, $3.75 a box.
DOMINION BRAND, 300s, $4.00 a box.

Headquarters for FRUITS, FISH and OYSTERS

ORDERS SOLICITED

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

FOR —
"Green Mountains,"
"Delewares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

Good things for
HALLOWE'EN
Canadian Chestnuts and Hickory Nuts
Sweet Potatoes, Cranberries, Oranges, Lemons, Bananas
THE HOUSE OF QUALITY
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO


BUSTER BROWN

Your Success depends on the goods you buy.
Our Success depends on the goods we pack.
BUSTER BROWN LEMONS are successful because we pack them to succeed.
W. B. STRINGER, Toronto
Sales Agent
FRATELLI FOLLINA, Sicily
Growers and Packers

considerable firmness present at the moment. Spanish onions are coming along quite freely, but prices are holding high.

Dealers are offering Canadian chestnuts at 10c per pound.

Canadian beet, per bag		0 75
Cabbage, Canadian, dozen	0 65	0 75
Ca rots, bag		0 75
Egg plant, bsk	0 25	0 30
Celery, per doz. heads	0 40	0 50
Cauliflowers, dz.		1 25
Green peppers, basket	0 15	0 20

Onions—		
American cooking, 100-lb. bag		2 50
Spanish, case		3 50
Canadian, 75-lb. bags		1 65
Potatoes, N. B. stock, bag		1 25
Potatoes, Ontario, bag		1 15
Sweet potatoes, barrel	4 00	4 50



Fish - Oysters



Weather Not Favorable for Fish Trade

Present Autumn Weather Not Particularly Beneficial For Fish or Oyster Business—Good Improvement, However, in Past Month—Coming of Real Winter Weather Would be Welcomed by Fish Dealers.

There is a fair trade in evidence in fish at the present time, and a substantial increase in the sales of this line has taken place in the past month. Still, the weather just at the present time is not favorable to the cause, and the approach of real cold weather would work for a good improvement. The same may also be said of oysters.

Lake trout, pickerel and pike continue in good supply, but the season for these is nearly finished. This is the close season for white fish, but there are some frozen left for the demand. Supplies will now begin to change from the fresh to the frozen.

Codfish arrivals at Halifax have been rather disappointing of late. The September catch of herring was not good, the dogfish having kept the herring out in deep water. Shipments of smoked fish from the Maritime Provinces to the West are quite heavy. Smelts are expected to be on the market in a week or so.

The price of Madeira fish in Newfoundland has been advanced 20 cents per quintal.

QUEBEC.

Montreal.—The fine autumn, or rather Indian summer, has not been particularly beneficial to the fish trade. The demand has been good, but the best part of the season has not arrived. For instance, the trade in oysters would undoubtedly be heavier with colder weather. But as it is, there is much room for improvement. Oysters will move more freely with the first approach of winter coming to stay, and even now business is good. Fresh haddock is more plentiful this week, and fresh cod and mackerel are also coming forward. Lake trout, pickerel and pike continue in good supply, and the season for these fish is nearly finished. There is no fresh whitefish at present, it being close season, but there is some frozen whitefish left for the demand. In smoked varieties, haddies were more plentiful this week, thanks to improved weather conditions. New fillets have been limited in supply and the higher price quoted is a direct result.

FRESH

Bluefish, per lb.		0 12
Dressed perch, per lb		0 10
Dressed bullheads, per lb.		0 10
Eels, fresh, each		0 25
Flounders, per lb		0 08
Mackerel		0 12
Haddock, per lb	0 05	0 06
Halibut, per lb.		0 10
Herring, each		0 03
Steak cod, headless, per lb	0 06	0 07
Halibut, express per lb.		0 10
Salmon, B.C., lb		0 17
Salmon, Gaspe		0 18
Sea trout		0 10
Sea bass, per lb.		0 12
Smelts, fancy		0 12
Lake trout, lb.	0 10	0 12
Pike, per lb.		0 08
Pickerel or dore	0 10	0 12

FROZEN

Haddock		0 04
Halibut, per lb.		0 09
Pike round lb		0 06
Pike, dressed & headless, cases 150 lbs., per lb.		0 07
Steak cod		0 05
Mackerel		0 10
Round pink salmon		0 09
Gaspe salmon, per lb.		0 18
Qualla salmon		0 10
No. 1 Smelts, boxes, 10 and 15 lbs. each.		0 07
Whitefish, large, lb.		0 09
Whitefish, small		0 06

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb		0 04
New Labrador herring, per bbl.		5 50
New Labrador herring, per half bbl.		3 00
Labrador sea trout, bbls.		12 00
Labrador sea trout, half bbls.		6 50
No. 1 mackerel, pail		2 00
No. 1 mackerel, ½ bbls.		8 00
Scotia herring, No. 2, bbl.		
Lake trout, half bbl.		6 00
Choice mackerel, half pail		2 00
Salmon, B.C., red, bbl.		14 50
Salmon, B.C., half bl.		8 00
Salmon, Labrador, bl.		15 00
Salmon, Labrador, half bl.		8 50
Salmon, Labrador, trcs, 300 lbs.		21 00
Salt eels, per lb.		0 07
Salt sardines, bbls.		6 00
Salt sardines, ½ bbls.		3 50
Sea trout, ½ brl.		6 50
Sea trout, bbls.		12 00
Scotch herring		6 00
Scotch herring, keg		1 00
Holland herring, ½ bl.		5 50
Holland herring, keg		0 75

SMOKED

Smoked eels, per lb.		0 10
Bloaters, large, per box		1 10
Haddies	0 07½	0 08
Herring, new smoked, per box		0 20
Kippers, (fancy, large) per box		1 25
Kippers (small)		1 00
New fillets, per lb.		0 11

SHELL FISH

Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60
Oysters, fancy cape, large bbls.		9 00
Malpeque Oysters, per bbl	7 00	12 00
Solid meats—Standards, gal., $1.75; selects, gal., $2.		

ONTARIO.

Toronto.—Trade in fish is on the increase and is opening up well. Dealers are well satisfied with the volume that is in evidence at present. Ciscoes are on the market at $1.25 per basket. Halibut is practically off the market this week. As the season advances supplies of frozen fish will increase.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 09 0 10	Fresh caught herring	0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 10 0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Sea herring, lb.	0 04½
Pike	0 05	Mackerel, lb.	0 12
New Pink sea salmon	0 09	Mullets	0 04
Whitefish	0 11	Bluefish	0 12

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb.	0 09	Fillets of haddie	0 12
		Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls.	5 25
Oysters, selects, gal.	1 45	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

Halifax.—The arrivals here of codfish during the past week have been somewhat disappointing, and prices are firm with a good demand for what fish shows up. The Lunenburg bankers are arriving with good fares, and the fish makers have their hands full trying to get the stock ready while the weather is fine. Several more cargoes were shipped from Lunenburg to Gloucester this week. In spite of the duties they have to pay the Gloucester merchants find it profitable to handle. For Bank cod now in course of curing at Lunenburg, it is reported that $6 per quintal is being asked, but the final price will altogether be governed by the usual law of supply and demand.

Dealers say that the catch of herring in September was disappointing. This is attributed to the dogfish keeping the herring out in deep water. Fishermen are now looking forward to a late fall catch. The market for pickled fish is fairly firm.

Receipts of halibut on the local market are fair. Good haddock are scarce, and the demand is excellent. Dealers report the smoked fish trade good all round. Shipments to the West are quite heavy, and orders are coming along for all the fish that can be packed. It is expected that smelts will be on the market in the course of a week or so.

Fish buyers held a meeting at St. John's, Newfoundland, this week, and advanced the price of Madeira fish twenty cents per quintal in that market. It is now quoted at $5.20 per quintal. No change was made in the other prices of fish.



HIT HARD NOW

The season of big things is on. Keep "hitting up" the fish trade and you'll see a "bump" in your bank account. It can't help "swelling," because profits are large and most satisfactory. Our lines are all winners and will make that fish department of yours a regular success.

"Canada" Brand Pure Boneless Cod Fish

Large Range Quality All Through

CANADA TABLETS, 20 1-lb. Tablets. CANADA CRATE, 12 2-lb. Boxes.
CANADA STRIP, 30-lb. Boxes, Whole pieces. COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.
MARINER BRAND, 25-lb. Boxes, Bulk.

These are great goods. Many dealers have given them a trial, and since shown their satisfaction by ordering more. They order more because their customers order more.

Ocean Brand:- HADDIES, KIPPERS, BLOATERS — Place other brands beside "Ocean" and see the difference. Ours are fat and choice.

BOUTILIER'S SMOKED FILLETS — Have a great name. You must have heard talk about them. Do as others do. Give them a trial.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD, NEW FAT JULY SALT HERRING
IF YOUR WHOLESALER CANNOT SUPPLY YOU, WRITE DIRECT

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters

CANADIAN BRANCH

50 JARVIS STREET, TORONTO

MR. RETAIL MERCHANT, Everywhere, Canada. Oct. 19, 1911

DEAR SIR:—

Among other false impressions once current regarding the handling and sale of oysters was the notion that oysters should be watersoaked. But this notion is now obsolete. These are the things you should be careful about in connection with your oyster business: That your oysters come from communities that produce oysters with the *best flavor* and that mature them sufficiently *firm* to *retain that flavor* for the longest time possible. That shipment is made in the *most sanitary package* obtainable. That the oysters are *refrigerated* at a low temperature, and also protected *from freezing.* And that they are displayed attractively.

Remember that the frequency with which your customers use oysters depends entirely upon the satisfaction they obtain.

We would call your attention to the fact that "Coast Sealed" Oysters are grown on the most desirable ground—ground that is famous for the flavor of its oysters; and shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages. If you desire it we can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice. There are no hampering restrictions connected with any of our propositions.

Soliciting an early inquiry,
We remain,
Yours faithfully,

Connecticut Oyster Company

Booming the Business by Bulletin

Western Ontario General Merchant Got the Idea From Newspaper Bulletins—Superior to Blackboard He Claims — Uses White Paper and Red Ink.

Chatham, Ont., Oct. 19. (Special)—"Booming business by bulletin" is the new idea adopted by a successful general merchant. He occupies a corner store, and the idea takes concrete form in a semi-circular bulletin board posted on the corner pillar. On this bulletin board announcements of new goods or special lines are pasted.

"I got the idea when I visited Toronto a few weeks ago," explained the merchant. "I noticed that there were always little crowds standing outside the newspaper offices, reading the newsbulletins that were posted up as the despatches came in. It struck me that the idea could be adapted to the grocery business.

New Arrivals Posted.

"Hence, I had my bulletin board made. Whenever some new line comes in, or a big shipment of something arrives, up goes a bulletin. As you will notice, I use white paper and red ink, which makes a clear and striking design. There are always people stopping to look at the bulletins. They attract more attention than show cards in the window, largely, I suppose, as a result of their novelty.

"I have no regular time for changing the bulletins. Suppose a shipment of sweet potatoes arrives in mid-day; I have the clerk write out a bulletin to that effect, and paste it up forthwith. It is a helpful aid, too, in moving stock that is a little bit slow. For instance, I think this or that brand of pickles has been a little too long on my hands. Up goes a bulletin: 'Take home a bottle of mustard pickles to stimulate your supper appetite.' And you'd be surprised to see the people who will respond to the suggestion.

Supplements Window Display.

"Of course, the idea takes paper and paste and ink and time and effort. Then, too, the field is limited to the passers-by. It helps out the window displays, however, and attracts notice by its very novelty. The use of a blackboard for special announcements is a scheme as old as the hills; but generally the blackboard had to be placed on the sidewalk, which is something the police regulations won't permit nowadays. In any case, the blackboard announcements did not show up as clearly as ours do, and the blackboards could hardly be used in wet weather. I started out by pasting the announcements behind the plate glass window, but this scheme necessitated frequent cleaning of the glass, and I dropped it. The bulletin board works better.

Inserts a Catchy Phrase.

"I don't make my bulletins just a list of prices. A catchy sentence or two —rarely more than a dozen words—is more suggestive than a mere price."

Samples showing the general style of the announcements are the following:

"September brings oysters. Ours are fresh, just in. Try them."

"Sugar for preserving $6.25 cwt. Buy before the price jumps again."

J. & J. Colman, Limited, London, Eng., have a novel post card on which appear an illustration of the first United Kingdom Aerial Post. H. M. Mail is being carried by aeroplane from London to Windsor. "No responsibility in respect of loss, damage or delay is undertaken by the Postmaster-General," is one of the announcements.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

WHERE DO YOU BUY?

Retail storekeepers of to-day stock pretty much the same lines.

Most of the lines are staple articles to be purchased *anywhere* at the *cheapest* price.

Other articles, however, need a closer study. A certain price may *look lower,* but on comparison of stock may be *higher.*

Oysters are amongst this latter class.

Since the laws of both United States and Canada regarding the sanitary methods of shipment have been enforced, there is not much to choose between the different dealers in regard to the style of shipment.

Oysters are artificially cultivated, and come from widely different localities.

Does it not impress you, Mr. Retailer, that the stocks, quoted at the same price per gallon, might be of *greatly different value?*

We think so.

We are spending a lot of money to bring this to your notice. We feel that we now have a grade of oysters superior to any offered in Canada.

The measure is **SOLID.** The stock is **SUPERIOR.** The price is right. Every can of oysters is received by you *exactly as sealed at the Coast.* What more could you ask?

GIVE US A TRIAL ORDER AND LET US PROVE IT

THE F. T. JAMES CO., Limited

WHOLESALE FISH AND OYSTERS

SOLE SHIPPERS OF

Beacon Brand Oysters

TORONTO

Opportunity for Sale of Condensed Milk

Consumption of Condensed Milk Steadily Increasing But Its Sale Could be Extended and Enlarged by Proper Efforts on Part of Dealers—Reasons Why It Can be Recommended—High in Quality and Purity—Its General Use.

Myriads of inventions are yearly being brought to our notice which not so long ago would have been declared impossible. Not alone are these confined to mechanical devices but in many products handled in the grocery store we have evidence of this advancement within the past half century.

Not so many years ago, if we had been told it would be possible to can milk so that it would possess all the advantages and be put to all the uses of the fresh article, we would have never believed it. Things seemingly impossible, however, have been achieved and now not only have we condensed and evaporated milk possessing all the advantages of fresh milk, but it possesses none of the disadvantages, a feature which has helped materially in its sale.

Sales Rapidly Increasing.

That the sale of this milk is increasing with great rapidity is a well-known fact. Not alone is it true in cities but in the smaller towns and even in country villages, dealers are selling more and more of it.

The many good points in its favor are responsible. Nevertheless, in spite of the increased production, there is still ample opportunity for the enlargement of its sale if the grocer puts the necessary efforts behind it.

Perhaps one of the reasons why this line has not been given the attention that it should, is that the dealer himself does not really understand the condensed and evaporated product, and the many points in its favor.

Must Overcome Prejudice.

For some reason, there has been in the minds of many a prejudice against it, founded on the belief that its quality, purity and use are not equal to the fresh article. This has kept them from recommending it as they would an article in which they had unbounded faith. This belief has been founded without proper examination.

Manufacturers realized the prejudice that would exist in the minds of the public and have kept that in view and prepared an article which overcomes that prejudice. The milk is gathered in a sanitary method, and cleanliness is the keynote of its manufacture, not alone in the factory but from the moment it leaves the cow. The milk is carefully examined by fully qualified inspectors. The most scientific methods are employed in the factory. Thus the dealer is assured, and he in turn can assure his customers, that it is as pure and good as the fresh article, and he will be surprised, as the writer was in making a study of condensed and evaporated milk, to learn the general uses to which it can be put.

Difference Between the Two.

Condensed milk is ordinary milk mixed principally with sugar to preserve it and as the name implies "condensed."

Evaporated milk is fresh milk, without anything added, merely evaporated and relieved of the water which it contains. It is unsweetened and preserved by sterilization only.

Now with fresh milk extremely scarce in many portions of the country and the public being warned of its indiscriminate use, an excellent opportunity is presented to the grocer for the extension of the sale of this milk. Attention to it in display, advertising and personal talks are the best methods of doing this.

FEW OUTSTANDING ACCOUNTS.

They Did Not Exceed $50—Cash Business in Vancouver.

North Vancouver, B.C., Oct. 12.—L. H. Williams, of upper Lonsdale, has disposed of his grocery business to McAllister Bros., and has left for his former home in Boston, Mass., to remain there permanently. Mr. Williams is one of these capable men of business who have proven that right methods and close attention to business are bound to succeed. Starting business in a most modest way over two years ago, Mr. Williams steadily built up an excellent family trade, which continued to enlarge with the result that three times he found it necessary to seek enlarged premises, and a few months ago he removed into the quarters which are now occupied by the business.

Mr. Williams has always transacted business on a strictly cash basis, and is able to boast that when he sold to the present owners the total outstanding accounts did not exceed half a hundred dollars. The actual value of the goods on the shelves together with the value of the business on the basis of the monthly turn over—all the product of a little over two years' work—is such that Mr. Williams finds himself in position to return to his old home and to establish himself in a comfortable way in that city, upon a permanent basis.

CATALOGUES AND BOOKLETS.

Dominion Canners, Limited, Hamilton, Ont., have printed a pamphlet on "Valuable Hints on Storing Canned Goods," a copy of which will be sent to any reader of The Grocer on request. It deals with the methods of storing and handling canned goods, effect of frost on them, causes of leaky cans, etc.

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco



Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.

HAVE YOU STARTED

to stock plug tobacco yet?

If not, you should get down to facts and figures right away.

There's business to be done and you are capable of doing it.

MAPLE SUGAR CHEWING TOBACCO

will prove a strong foundation on which to build up the trade.

Quality is High. Taste is Good.
Profits are Reasonable.

Why Delay?

WRITE

The Rock City Tobacco Co.

QUEBEC **WINNIPEG**

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

BANKRUPT STOCK FOR SALE

TENDERS will be received until October 21st for the purchase of a stock of Groceries, Crockery and Fixtures in the Town of Wingham. The stock list can be examined on the premises at any time.

Terms of sale 25 down and the balance in 30 days on approved security.

A. E. SMITH, Assignee.
DUDLEY HOLMES, Solicitor.

POSITION VACANT.

CLERK WANTED — For general store; central Ontario village of 1600. State salary and experience. Box 400, CANADIAN GROCER, Toronto

WANTED—Young man of good character, energy and education to take charge of first-class grocery. Box "M," CANADIAN GROCER, Toronto

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 live merchants use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 8-oz., 6 doz	0 80
No. 2, 8-oz., 3 doz	0 85
No. 9, 3½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	
Per doz	
Strawberry	1 95
Raspberry	1 95
Black currant	1 95
Red currant	1 75
Peach	1 80
Pear	1 70
Jellies	
Red currant	1 90
Black currant	
Crabapple	
Plum	1 70
Grape	1 85
Marmalade	
Orange Jelly	1 55
Green Fig	2 25
Lemon	1 60
Pineapple	1 95
Ginger	2 25

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Peaches allowed up to 25c per 100 lbs.

Bine

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 33c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	Pails.	25 and Tins.	50-lb. Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pou, 1 lb. pots, "	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	50	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		9 15 lb.

WHITE WAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.	
Mo-Ja, ½-lb. tins	30c. lb.
Mo-Ja, 1-lb. tins	28c lb.
Mo-Ja, 2-lb. tins	28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz



Ground or bean—

	W S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—days prepaid.

Cheese—Imperial

Large size jars, doz	$ 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 36
Medium blocks, dozen	1



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2	"	"	1 75
2½	"	"	2 00
4	"	"	3 00
5	"	"	3 75
8	"	"	5 50
16	"	"	10 00
32	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SHINE?

The dealer who is going to shine in his customer's opinion is the one who is handling

BLACK KNIGHT

STOVE POLISH



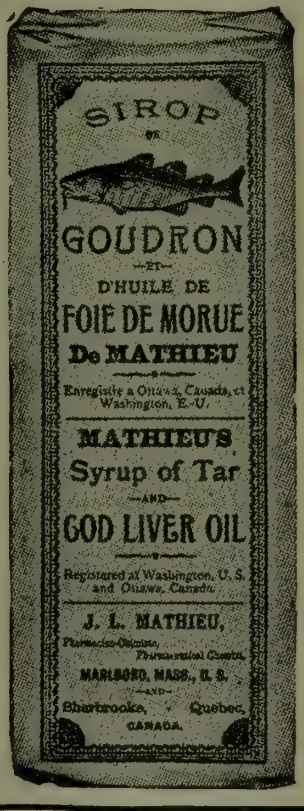
Black Knight has 'made good' with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.
Order from Your Jobber.

The F. F. Dalley Co., Ltd.

Hamilton, Ont. - - Buffalo, N.Y.

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP

OF TAR AND COD LIVER OIL.

They'll be thankful and you'll make a "little something" —and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest **Mathieu's Nervine Powders** —the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

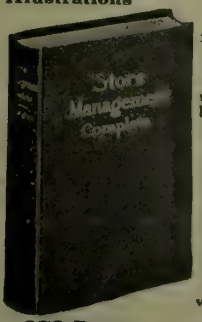
Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	33 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	26 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 13 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.		0 85
100 lb. Kegs	lb.	0 05½
300 lb. Barrels	"	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

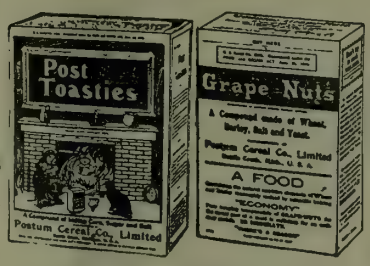
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkges., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.. $2 50
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins..	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins..	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs.	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½



Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Vermicelli and Macaroni.

D. SPINELLI CY, MONTREAL.

Fine.

4 lbs. box	"Special"	per box	0 22
8 lbs.	"	"	0 44
5 lbs.	"Standard"	"	0 27½
10 lbs.	"	"	0 55
60 lbs.	cases or 75 lbs. bbls.	per lb.	0 05
25 lbs.	cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard"	per box	0 30
10 lbs.	"	"	0 55
25 lbs.	cases (loose)	per lb.	0 05
25 lbs.	cases, 1 lb. packages	"	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	10 20
Oriole soap, per gross	12 00
Floriola soap, per gross	18 0
Straw hat polish, per gross	



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain Laundry Starches	Cents per lb.
40 lbs. Canada Laundry	0 05½
40 lbs. Canada white gloss, 1 lb. pkgs.	0 06
48 lbs. No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs. kegs, No. 1 white	0 06¼
200 lbs. bbls., No. 1 white	0 06¼
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs. Silver gloss, in 6 lb. canisters	0 07½
36 lbs. Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs. kegs, Silver gloss, large crystals	0 06½
28 lbs. Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs. Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 48 cart's, per case	3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch (20 lb. boxes ½c. higher)	0 05½

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 05½
Kegs, 100 lb	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS

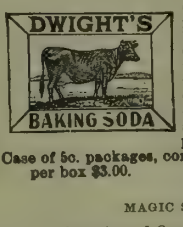


Ve etable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

			Per case
Case No. 1, 60 1-lb. packages		1 case	$2 85
		5 "	2 75
Case No. 2, 120 ½-lb.	"	1 case	2 85
		5 "	2 75
Case No. 3, 30 1-lb.	"	1 case	2 85
Case No. 3, 60 ½-lb.	"	5 "	2 75
Case No. 5, 100 10-oz.	"	1 case	2 90
		5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $3.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60

Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

			Per case
Plain tins, with label—			
2 lb. tins, 2 doz. in case			2 65
5 "	1 "	"	3 00
10 "	½ "	"	2 90
20 "	¼ "	"	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

			Case
lb. tins 2 doz in case			$3 50
5 "	1 "	"	4 00
10 "	½ "	"	3 95
20 "	¼ "	"	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.

CANADA FIRST BRAND



The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

Per dozen

Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to lb	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	58
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

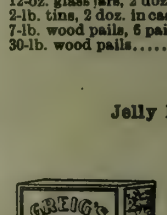
Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



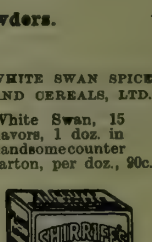
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5 cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in box	1 15

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



TRADE MARK KEYSTONE BRAND REGISTERED

BRUSHES and BROOMS
FOR FALL TRADE

It is worth your while to be certain that you place in the hands of your customers only goods which are absolutely reliable. You can do this if you handle the **Keystone Brand**, as no brush or broom is allowed to leave the factory unless perfect in every respect.

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN ONTARIO

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England



CHINESE STARCH

HAVE YOU A STOCK?

GREAT SELLER ALL THE TIME

DET PRICES

OCEAN MILLS
MONTREAL

"Quality is Economy"

In the Salt you buy from

Verret, Stewart & Co., Limited

you have both.

Darkness (DH)
Royal Bk Bldg

The Salt Sellers - Montreal



BISCUIT EXCELLENCE

There is a wealth of good quality ingredients used in the manufacture of Reception Wafers, and it takes very little persuasion on your part to make your particular customer try them—the thin flaky salted soda cracker with the distinctive flavor. And you will find that the favor with which they are received will surely result in a big demand for them.

Put up in "Aertite" packages—a feature in connection with the excellent quality of Reception Wafers, which makes them a profitable and rapid-selling stock.

We also make all kinds of Dainty and High-Grade Biscuits

TELFER BROS., Ltd., Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, OCTOBER 27, 1911 No. 43

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL

30 Church St., Toronto

Agents for the Dominion of Canada

REMIND YOUR CUSTOMERS

That Benson's Prepared Corn possesses an extreme delicacy that is never imitated by other corn starches which try to equal it. You can tell them that

Benson's Prepared Corn

readily takes the full flavor of any kind of seasoning and gives results in cooking that are quite impossible with a starch of less fineness and purity.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



THIS SOAP

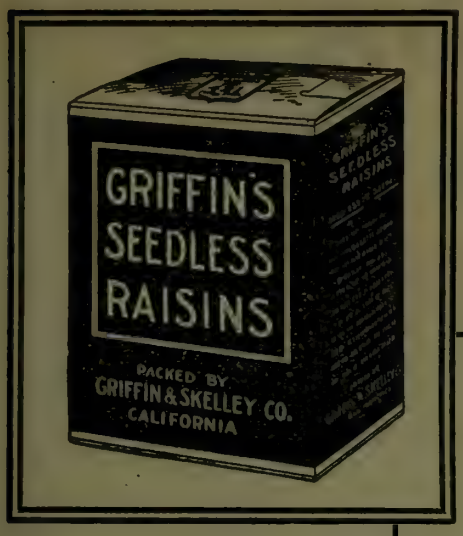
has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N. B.

Branches: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

FOR THANKSGIVING—



"GRIFFIN'S SEEDLESS" are a specialty of Griffin & Skelley
Nothing superior is packed or obtainable

What the consumer says:

"I find 'Griffin's' Seedless Raisins the best I have ever used, I tell all my friends how clean and nice they are."

We have hundreds of such letters.

"THE FINEST AND CHOICEST CALIFORNIAN RAISIN GROWN."

Griffin & Skelley's Seedless Raisins

There can be only one best, one leader, one nearer than another in the hearts of good cooks. And in the Raisin World that distinct and individual production, "Griffin's Seedless Raisins," easily takes first place.

Free from dirt, as well as seeds—carefully chosen by skilled hands and alert brains—the seedless raisin, standard of quality everywhere!

Highest Quality

The absolute purity of Cox's Gelatine makes it a standard product of world-wide fame.

Cox's Gelatine

It has never disappointed, and never will, because folks get what they expect and want when they buy the peer of all—"Cox's." Highest quality to-day, to-morrow, and all the to-morrows to come.

Codou's Macaroni, Vermicelli, Spaghetti, etc., represent the top notch of quality—the highest attainment of skill, experience and cleanliness in a model factory.

Codou's Macaroni

A Macaroni whose delicacy bears witness to the caution used in selecting only finest wheat (from Taganrog) for the making. Nutritious to the highest degree. The name on every package "Codou" serves to assure you of highest quality when you buy.

Highest Quality

SOLD THROUGHOUT CANADA BY ALL THE BEST DEALERS

CLARK'S

English Mince Meat

1s "Inglass" (one size only) and in cans.

Thoroughly Cooked Perfectly Sterilized

Absolutely Guaranteed

CLARK'S

Christmas Plum Puddings

In Cans, - - - - - - 1s and 2s.

Will remind your customers of what Puddings used to be like.

Above everything else, Get Your Orders In Early.



W. CLARK : : Montreal

MANUFACTURER of the Celebrated

"CHATEAU" BRAND CONCENTRATED SOUPS



A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H DUNN,

Montreal, Toronto and Vancouver

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive" Biscuits

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

Biscuits may be grouped into two general classes—FOOD Biscuits and FANCY Biscuits; but

"Granola Digestive" Biscuits

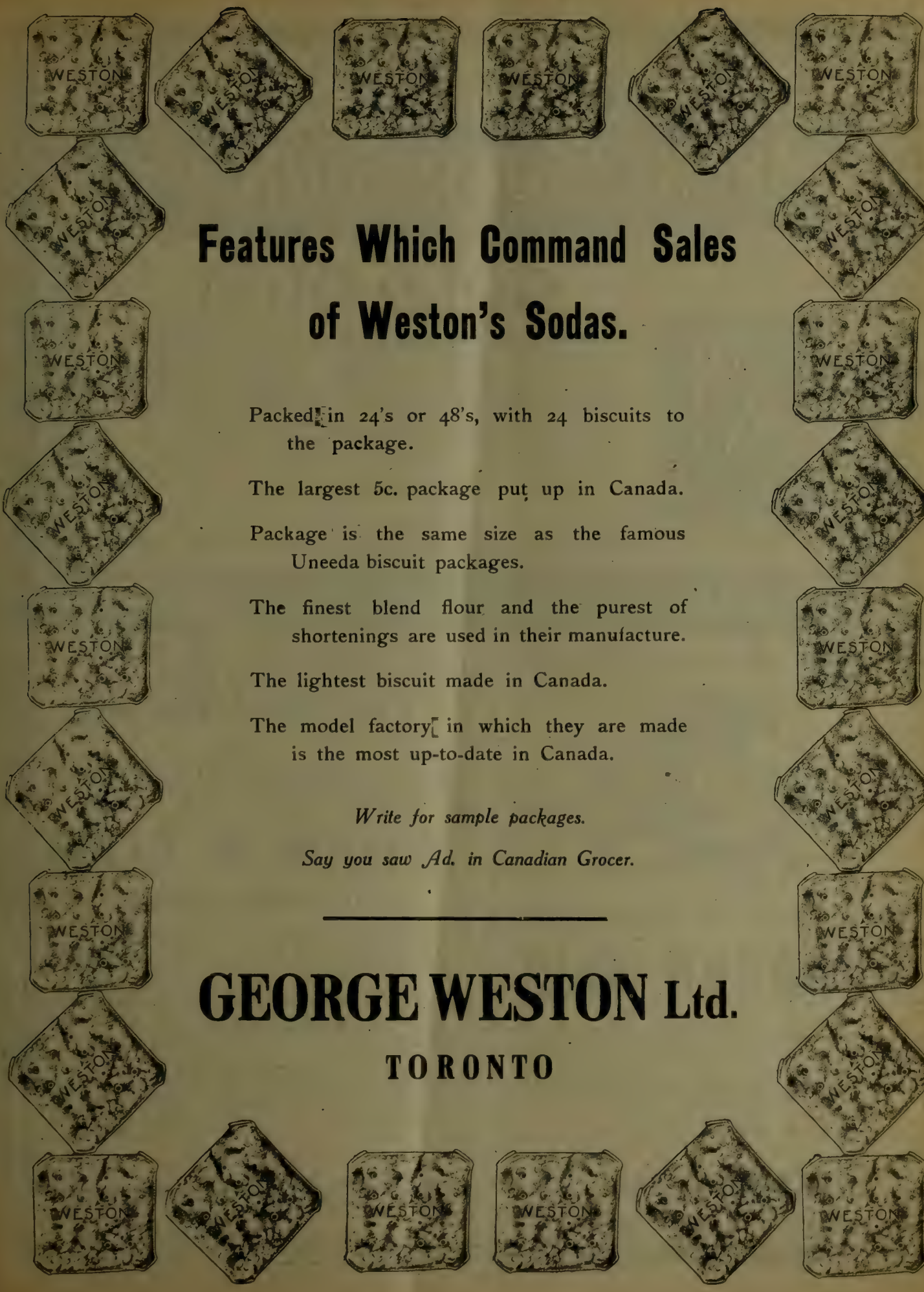
possess the wholesome nutritive qualities of the former with all the appetising attractiveness of Fancy . . . Biscuits . . .

They are thus specially suitable for general household use . .

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.



Features Which Command Sales of Weston's Sodas.

Packed in 24's or 48's, with 24 biscuits to the package.

The largest 5c. package put up in Canada.

Package is the same size as the famous Uneeda biscuit packages.

The finest blend flour and the purest of shortenings are used in their manufacture.

The lightest biscuit made in Canada.

The model factory in which they are made is the most up-to-date in Canada.

Write for sample packages.

Say you saw Ad. in Canadian Grocer.

GEORGE WESTON Ltd.

TORONTO

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



When she asks for salt she means of course

WINDSOR SALT

She never thinks of using any other kind for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

THE CANADIAN SALT CO., LIMITED

WINDSOR, ONTARIO.

The Best Quality

There is no other Brand on the market with a higher reputation for absolute purity of materials and deliciousness of flavors than

ADAM & CO.'S
Worcester Sauce

The ingredients of this sauce are guaranteed absolutely pure and prepared under conditions of scrupulous cleanliness and efficiency.

If you are not handling Adam & Co.'s Worcester Sauce—write for information, the profit will interest you.

Canadian Agents:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....38-40 Cordova St. E., Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

Pink's Table Jellies

with the flavor of the Fresh, Ripe Fruit

MAKE DAINTY, DELICIOUS DISHES. PREPARED FROM PURE FRUIT JUICE AND FINEST SUGAR, THEY CONTAIN NO CHEMICALS OR INJURIOUS INGREDIENTS, AND MAKE AN IDEAL DESSERT.

Made in all flavours and packed in 1 quart, 1 pint and ½ pint packets.

Sole Canadian Distributors:—

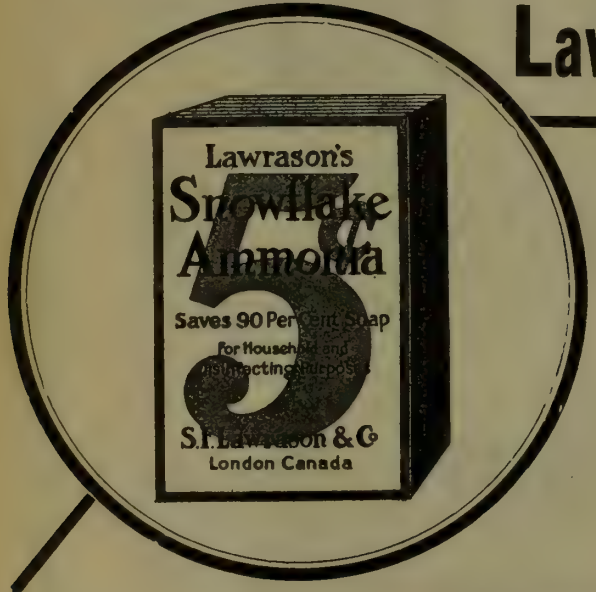
The Manufacturers' Agency Co.

MONTREAL	J. W. WINDSOR	22 St. John Street
ST. JOHN, N.B.	S. CECIL IRVINE	48 Princess Street
HALIFAX, N.S.	C. E. CREIGHTON	Bedford Chambers
BOSTON, U.S.A.	GEN. SALES OFFICE	330 Board of Trade Bldg.



E. & T. PINK, LONDON, ENG.

Lawrason's Snowflake Ammonia



HOUSEWIVES demand ammonia powder that is pure—they say there is nothing to equal Lawrason's for its purity and cleansing properties.

The demand is large and it is daily growing larger by reason of the large size package, which is sold at half the price of any competitors.

Guarantee of $500

accompanies each package with the statement that it equals in power any similar powder on the market selling at twice the price.

Don't let your competitor get the lion's share of this trade—Order a stock to-day and be a winner too.

S. F. LAWRASON & CO., London, Ontario

Simcoe Beans--Better Than Home Baked



Progressive Canadian Grocers are selling more Baked Beans than they ever did before. These grocers have found it to be a very profitable policy to push hard our SIMCOE BRAND BAKED BEANS. They are made from selected beans, cooked by the latest scientific methods; all the sauces are carefully prepared from ripe fruit and pure sauces.

The result is a perfect can of delicious baked beans; beans that are better than home baked; and will sell to all classes of trade, with a good margin of profit.

Don't fail to call your customers' attention to the highly important fact that the high cost of living does not apply to Simcoe Baked Beans. A meal for an entire family for 10c. is still possible.

Send your order to-day.

Send for our Pamphlet on Valuable Hints on Storing Canned Goods.

DOMINION CANNERS, Limited

HAMILTON :: CANADA

New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

FIRE! FIRE!

6 STORES BURN
ACCOUNTS ALL SAVED
THROUGH THE KEITH
SYSTEM

A COMPLETE STORY IN 6 VOLUMES.
HERE IT IS.

1. D. D. BOWERS, Liberty Center, Ohio
2. A. F. BENDER, Cumberland, Md.
3. W D. DICKEY & SON, Springfield, Ohio
4. GUSTAVE KRATZIG, Pittsburg, Pa.
5. J. KUMMER & CO., Uhrichville, Ohio
6. THOS. H. CARROLL, Hartford, Conn.

(Write any of the above parties if you wish to verify these statements)

LISTEN!



One-writing Self-Indexing
Fire-proof

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the Keith Fire-proof System.

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof takers.

They have an axe to grind.

We have given you facts backed by sworn affidavits and we, therefore, feel safe in leaving this matter to your intelligence.

The fire-proof feature is only one of the many points of protection offered by the Keith System.

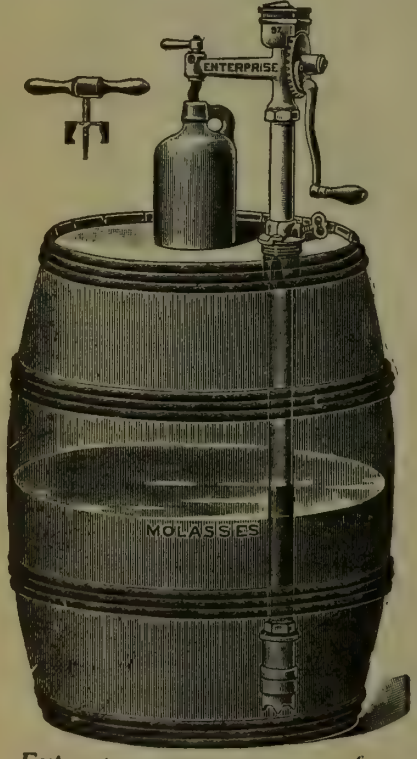
WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U.S.A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



Your Particular Trade

demands pickles and relishes of known reputation. You fortify your reputation by stocking

Sterling BRAND

RELISHES

table luxuries of absolute purity, whose delicious flavor leaves a lasting impression that will bring repeat orders. Be convinced yourself of that distinctive flavor by trying a bottle on your own table—your enthusiasm will result in many sales, for which the profit is a good one.

The T. A. Lytle Co., Limited

Sterling Road - - - Toronto, Canada

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR



There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd.

54 Noble Street - TORONTO

Montreal Representative

JAS. RUTLEDGE - Telephone St. Louis 3076

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building

MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

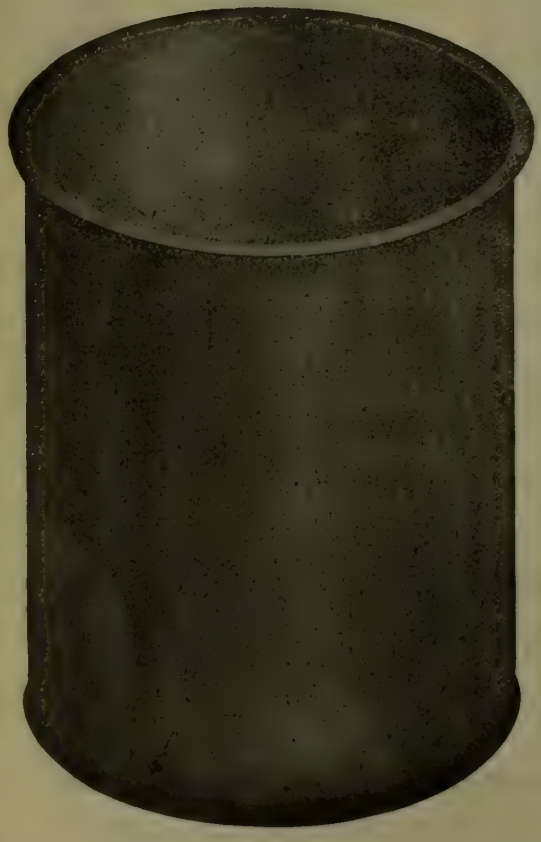
ST. GEORGE - - - - - ONT.

When your customers ask for "something different" for breakfast, tell them about

"FORCE"

Nourishing, because made from wheat; easily digested, because blended with barley malt.

THE H-O COMPANY - HAMILTON, ONTARIO



SANITARY CANS

FOR

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

ANOTHER WINNER

BLACK KNIGHT Stove Polish

We have completed the largest house to house Sampling Campaign ever undertaken in Canada, with Two Superintendents and 24 Boys in uniform.

From Quebec City to Vancouver

Ask Your Jobber
for
this Line

1 doz., 75c.
Packed 3 doz. in a case.



Non-Inflammable
Dustless
Brilliant and
Lasting Shine

Shows a Handsome Profit to the Retailer.
Largest Advertised Stove Polish in Canada

Manufactured By **The F. F. Dalley Co., Limited,** Hamilton, Canada, Buffalo, N.Y.

MAKERS OF THE FAMOUS 2 in 1 SHOE POLISH



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

ARE YOU INSURED

AGAINST ADULTERATION

on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.



KO - KO - BUT

"The Key to Good Cooking."

You have in KO-KO-BUT a means of making good contented friends of your customers. Helps them to do what they cannot do with lard or butter—keep down the greasy odor in the kitchen.

Ko - Ko - But

THE PERFECT COOKING BUTTER

100% PURE VEGETABLE FAT

Price within the means of all, and put up in tins to prevent waste.

Give It a Trial

DOMINION COCOANUT BUTTERS, LIMITED

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Tell Your Jobber You Want

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for Fall Delivery



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty

Ask any of the following Jobbers for our Catalogue [illegible]

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); F. le Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

If it's CUSTOMERS you want, Sir—

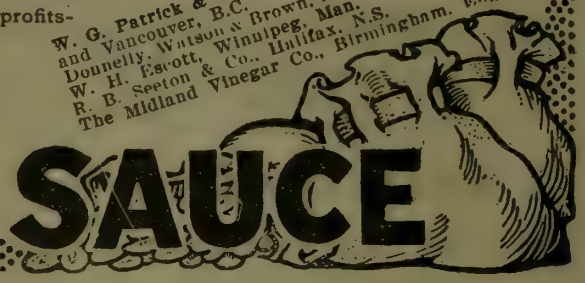
You certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique--it makes customers--it makes business--it makes profits-

Why Not Sell it?

W. G. Patrick & Co., Toronto and Montreal and Vancouver, B.C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.

H.P. SAUCE



THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



RIDEAU HALL COFFEE

has the distinction of being a line that will secure new trade for you, besides keeping it. Its perfect blending and roasting have given it an enviable reputation among coffee experts.

Besides, it gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsaleable stock. No time or trouble spent in persuading people to have it. Rideau Hall Coffee sells all the year round.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Canada First



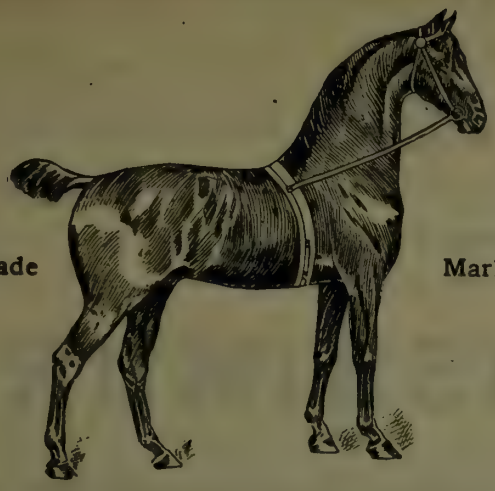
Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario
Head Offices: Hamilton, Ontario



QUINQUINOL

A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received from grocers for Quinquinol, surely a guarantee of its great qualities.

THREE DIPLOMAS GAINED

Three Rivers, Sherbrooke and Ottawa Exhibitions.

The only Stock Food awarded a diploma at any of the above big Exhibitions.

Recommended by the Minister of Agriculture.

$4.00 per doz. gallon tins. **Retails at $6.00.** **50% profit**

No Loss from Vermin or Moisture

Packed in tins, attractively got up, making a nice display for shelves. It will attract customers. You can offer any of them $500 if they can find any deficiency in Quinquinol.

No Loss to You from Sales

We will guarantee you by personal letter, that you can be at no loss whatsoever. You are at liberty to "money back" the goods. We will make it right. But you will have no cause.

One dealer in each town wanted. **Register now.** **Exclusive territory.**

Advertising matter provided. **Your sales safeguarded.**

The American Pure Food Co., Montreal

AN OPPORTUNITY AWAITS YOU

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Instead of wasting your evenings doing nothing—sometimes pretty expensively, too—you can make good money as a circulation salesman for the MacLean Publishing Company.

Get new subscribers for MacLean's Magazine, the publication which by virtue of the many and expensive improvements recently made, has jumped to the forefront in the national magazine field. It is essentially Canadian in spirit, and is published especially for Canadian readers and those interested in Canadian affairs.

We pay you most liberally for new and renewal subscriptions.

October, November and December are the three best circulation months in the year.

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MacLean Publishing Company

143-149 University Ave., :: :: TORONTO, CANADA

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JOBBERS, kindly ask our Agents for samples of New Crop on hand of all grades.

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SELL GINGERBREAD BRAND MOLASSES! It Pays

Four real reasons why you can increase your Molasses sales by selling "Gingerbread Brand."

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3. Its quality and flavour are unsurpassed.
4. It is put up in a large variety of sizes.

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Put up in tins—2's, 3's, 5's, 10's and 20's, Pails—1's, 2's, 3's and 5's gals. and in barrels and ½ barrels.

The
Dominion Molasses Co.,
LIMITED
HALIFAX, NOVA SCOTIA



½ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

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Limited
LONDON, ENGLAND
Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's
BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

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LUMP SUGAR

The sale of lump sugar is steadily increasing. It is known to the trade and consumers under several names. When they get to know it

CRYSTAL DIAMOND LUMP SUGAR

will satisfy and please them as the finest and most attractive table sugar produced in the world.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

MACARONI VERMICELLI
SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand

BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases.

TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL



THE TEST OF TIME

has both proved the value and reliability of

JAMES DOME BLACK LEAD

The finest article of stove polish in the world. If you want the same high-class polish in paste form, just ask for

DOMELINE

This is simply Dome Lead in paste form, put up in a big tin to sell at

FIVE CENTS

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

HOUSEWIVES' FAVORITE



WHITE DOVE
Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.

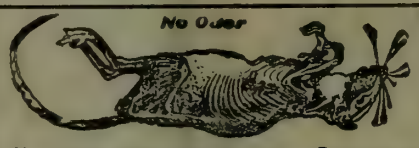
THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I C STEWART, Halifax

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

Are you interested in any of the lines that are advertised?
A Post Card will bring you price list and full information
Don't forget to mention this paper

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OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS., - Toronto, Ontario

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871



It dries them up Common Sense KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

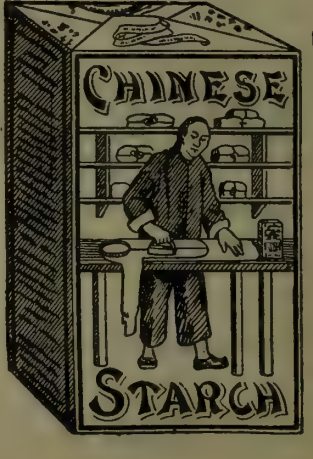
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This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
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Manufacturers and Buyers of Dried, Evaporated and Canned Apples
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ESTABLISHED 1885

WINDSOR SALT
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TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

TRY A
Condensed Ad.
IN
This Paper

JELLY TALK
Let us have a chat with you about jellies. That is, the good kind, of course. The majority of your customers always like to have some dessert at meals and are sometimes just doubtful as to what to make. Suggest
Club Jelly Powder
We can guarantee its quality and assure you that it will give general satisfaction. All you want to point out is the fact that there is a rich custard powder with the package besides, and you'll surely find sales good.
"Double Event" Package
Give it a Trial
S. H. Ewing & Sons
MONTREAL, Branch TORONTO



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME
GET PRICES
OCEAN MILLS
MONTREAL

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N S.; F. H. Tippett & Co., St. John, N.B.; C E. Jarvis & Co., Vancouver, B.C.

Your Reputation

is in the balance if you are given to selling inferior sardines.



"ESKIMO" Sardines

Have been selling for several years, and the enormous demand which has been created by their known good quality has given them a sound footing among the high-grade stocks of a grocery.

The sardines are the finest, packed in a modern sanitary factory, put up in pure French Olive Oil, making them an immensely popular line with all classes.

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QUEBEC—Albert Dunn.
HALIFAX—A B. Mitchell.
ST. JOHN, N B ---
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LONDON, ONT.---
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EDMONTON---
Dominion Brokerage Co.
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Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed
Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 90
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1895

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
74 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
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Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

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Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

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T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852 6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

Confectionery and the Rise in Sugar

The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

John Gray & Co., Ltd., of Glasgow, Scotland

bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit.

We have a reputation of over one hundred years for high class candy making.

Prices and Particulars from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



Staples Promote Sales

A staple article that will give satisfaction has its effect upon the user by prompting other sales from the same store.

THE DOMINION MATCH

is the surest satisfaction-giver among staple articles. Each match makes a light, because it is perfectly made in every respect.

The boxing is attractive and entices sales. Secure a stock right away and be convinced—your profit is assured.

THE
DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto.
A. Macdonald Co., Winnipeg, Man.



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID
STAPLE LINE

D. SPINELLI & CO.
REGISTERED
MONTREAL - - QUEBEC

No Alum

in the old reliable

Cook's Friend Baking Powder

The only powder with a pedigree

Order from your jobber



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON

Only a limited quantity being packed.

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - Canada

IN STORE—New Season's Crop

Currants

Raisins—
Valencia and Malaga.

Figs—Finest Eleme.

Peel—Finest Dripped; also Cut Peel in ½ and 1 lb. pkgs.

NEW SANTA CLARA PRUNES

All sizes 40/50—90/100 in 25 and 50 lb. boxes

WE CAN MAKE IMMEDIATE SHIPMENT OF THE ABOVE

EBY-BLAIN, LIMITED

Wholesale Grocers. TORONTO

"I KEEP EVERY COPY ON FILE FOR REFERENCE"

¶ This is what one of Edmonton's (Alta.) best grocers told our circulation representative who called on him not long ago. He pointed to his file of Canadian Grocers carefully placed in his office.

¶ Still further he said:—"I consider it one of the best helps to me in the business."

This paper is read by leading dealers all over Canada. Not only that, but it is kept on file for future reference, which explains to a large extent its high advertising value.



L. & B.

Banner Brand Jams and Jellies

A popular-priced line of unequalled quality, guaranteed to contain nothing but pure fruits and best granulated sugar. Our Bakers and Biscuit Manufacturers' Special is without equal for quality and consistency.

LINDNER & BENNER
TORONTO

Western Agents—LAING BROS., Wholesale Grocers, Winnipeg.

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.
The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.



The Public Demand



Never before has the demand for purity in food and drink been so insistent as to-day. You can always uphold the purity of "SALADA" Tea. Its scientific cultivation, the cleanliness of its preparation, the sealed lead packet, combine to protect the fragrant leaves from all contamination. It's pure — recommend it to your customers—they'll come back for more.

"SALADA" TEA COMPANY

TORONTO :: :: MONTREAL

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The Cocoanut and Why Market is High

Nine Years Required for Tree to Bear Fruit—Cyclones are Damaging—Dealers Constantly Selling More of It—How the Cocoanut Grows and What It is Used For—Care Should be Taken in Selecting Place in the Store for It.

Montreal, Oct. 26—(Special).—A few weeks ago a slight advance was announced in the price of cocoanut, as it is ordinarily sold in grocery stores. This article is staid and sober in its market transactions and very rarely attracts attention. It might, therefore, be well to consider the cocoanut and some of its history.

Tropical countries are subject to cyclones and other severe window storms and it is only recently that many plantations were ruined in this manner. As it requires about nine years for the young trees to arrive at a good bearing state, the supply has been greatly reduced while the demand has increased. Some of our large manufacturers have been taxed beyond their capacity and are working day and night to fill the deluge of orders on hand.

The Cocoanut Palm.

From a mere trifle the industry from this tree has developed into one of world wide scope and represents the turning over of from ten to twenty million dollars a year. The tree serves the natives with liquor from the sap, vegetables from the small roots, sewing materials from the stems of the leaves, and in many places its fruit is the natives' chief source of food. The life of the tree is upwards of fifty years and commences to yield about the fifth year and continues to do so continuously until it dies of old age.

Unlike most other trees it never ceases bearing fruit and on the same tree you will find everything from a blossom to the ripe fruit. Each tree will produce about fifty nuts annually, and three months are required to ripen the nut, which falls as soon as ripe.

The industry in oil made from cocoanuts is extensive and has been greatly developed in Europe. This article is now refined so as to keep perfectly sweet and is extensively used for culinary purposes, soaps and cosmetics.

The Cocoanut.

While the cocoanut comes from many parts of the tropics, Jamaica produces a nut that is highly regarded by the manufacturers of fine strip cocoanut, the kind that the grocer sells. The history of the nut and the story of how it eventually reaches the market is interesting, but it is too voluminous for this article. The cocoanut grows on a palm tree whose round regular trunk rises unbrokenly to a height of from 20 to 50 feet, terminating in a cluster of leaves that have won such unlimited admiration for the palm. Young palms are to be seen in hotel rotundas, conservatories and elsewhere, and enable the norther to form a good idea of the appearance of the full-grown tree. It is in the cluster of leaves that the cocoanut is found, and imagine its fall from this lofty position upon reaching maturity.

Growth of the Nut.

The growth of the nut is most interesting. We are accustomed only to the form in which we have seen it, the hard shell enclosing the meat and milk. When the nut is ready to fall it is enclosed in a thick fibrous covering which serves several purposes. The whole nut, therefore, is about the size of a pumpkin with the nut proper, snugly and securely enclosed in its casing of fibre. When green the hard shell, that we know, is soft and pulpy and the whole nut could be easily cut in two. But as it grows and begins to ripen the shell becomes firm and hard, and finally the nut is fully developed and becomes too heavy for the slight stem that has held it to the tree.

Fibre a Protection.

It is then that the fibrous outside covering proves its usefulness. In a drop of fifty feet a nut might easily be broken, but the spongy fibre casing acts as a "buffer" to the nut which remains intact. The palm tree shows a preference for growing near the sea and again the outside fibrous substance proves its worth by keeping afloat, carrying the nut to some shore where eventually it becomes the seed of another tree. Thus does nature provide for its reproduction.

The husk covering, or fibre, also protects the nut from numerous insects in the tropics and from mice and rats. There are several "eyes" at one end of the nut, anyone of which may be easily punctured, and the milk drained. It quickly sours if the eye is disturbed. Hence the protection.

Ready for the Market.

Then comes the collection of the nuts by the natives. They are gathered from the ground, collected at various points and brought by boats to some port where they are sold to representatives of fruit dealers or cocoanut manufacturers. In former days there was no hitch to this method, but of late the nuts are practically double their former cost and the native sells as suits him. He may have promised you 5,000 nuts and is on his way to a port with the shipment, but another buyer intercepts him and the native suddenly forgets that you ever existed. This is one of the hazards of the business and frequently inconveniences manufacturers of fine strip cocoanut. Of course, the nut has been stripped of its fibrous case before delivery and arrives on the market in the form the small boy knows best.

Such, then, is a brief outline of the growth and marketing of the cocoanut. When it reaches the manufacturer the shell is removed and is thrown away, and likewise the milk. The meat is pared and is ready for the machines through which it passes coming out in fine thin strips. A certain amount of sugar is added, mostly as a preservative. Next comes a drying process and other details depending upon the manufacturer. Cleanliness is a watchword of the factory and in its final state cocoanut of the highest quality is certainly a delight to the housewife.

Profits Have Been Small.

It is generally admitted that the profits to the manufacturer have been dwindling. The price to the retailer has remained unchanged for 18 years according to one authority, but practically everything connected with the cost of manufacture has increased. As stated above, the nuts themselves are about twice as dear as they were a few years ago. Labor now demands a much higher wage, and the actual cost of operating has certainly not diminished. Everything has been going up except the price to the retailer. These are the facts that account largely for the recent advance.

Advice to Retailers.

The handling of cocoanut is a point demanding the grocer's careful attention. This article should be kept cool and dry. A place of even temperature is required and an absence of moisture is desired. A Quebec wholesale house had placed a shipment of cocoanut in a position where the sun glared down upon it during a part of the day with the result that there were complaints about the quality. The room happened to be damp at the same time and the result was disastrous to the quality of the cocoanut. It should be kept away from mustard, spices, coffees and other odorous groceries like matches and coal oil, for cocoanut is decidedly susceptible to

strong flavors. In this respect it is even worse than butter. Dryness and an even temperature, are the points to be remembered.

Quality in Cocoanuts.

There is another feature worthy of note. The grocer knows that almost every article has several qualities. This is true of potatoes, apples, eggs, butter and so on. It is also true of cocoanut, both in the raw and shredded state. Cocoanuts when collected may be punky or spongy, they may be immature, they may have been damaged in some way. The old principle of quality applies to this article just as it does to almost everything else. When it is prepared for the consumer it appears in different forms. It may be snowy white, or rather yellow. It may be in long shreds, the desirable form for household requirements, and is always to be found in packages, or in the macaroon form mostly used by bakers. And so it goes. Years of careful experience are required to produce a first-class article for the housewife. The grocer knows that there are different qualities and that the housewife will get the best results by using cocoanut of highest quality.

What becomes of the fibrous casing, mentioned above. To-night when you go home you will find before the welcome door of your own domicile an ordinary doormat. In this utilitarian age when it seems nothing is going to waste, it has been found that the fibrous casing of the cocoanut makes a fine line of door mats and matting.

These facts are vouched for by a manufacturer who has had an experience of twenty-five years in the business.

Wide Awake Methods of Retailing

Western Ontario Dealers Annual Fall Catalogue—Believer in Displaying Individual or Associated Lines—Weight Guessing Contest.

The Grocer will pay any dealer or clerk for practical items for this page.

His Annual Fall Catalogue.

Hartford, Ont., Oct. 26.—B. W. Thomas has this year again issued his Fall bargain sale catalogue. As there is no printing establishment here, he has printed it himself, covers being in 2 colors. The sale days are Nov. 1, 2, and 3 and this announcement is made quite plainly on front cover.

The catalogue is 7 x 5½ inches in dimensions and was distributed in a large envelope printed in blue and red with the slogan: "Ringing in the annual fall bargain sale, etc." Cut of a bell makes this appropriate.

The Telephone.

Montreal, Oct. 26.—"When a woman prepares a list of groceries, calls up her grocer and gives him her order, there is little or no chance of salesmanship entering the transaction," says a local dealer. And while the phone may be highly regarded by the customer, the trade are by no means a unit in approving it."

There seems to be an effort here on the part of a few of the very best grocers to bring the women to the store as frequently as was the custom before the phone orders became the rule. When the customer cannot see new goods it is much more difficult to sell them to her than when she used to call regularly and often at the store. One prominent grocer holds the telephone a doubtful asset to the trade. He is now planning to lessen the tendency to use the phone for orders.

The thought is one that grocers should not overlook. Salesmanship and the personality upon which it appears in its best form are something to be considered.

Displays Lines Separately.

Quebec, Oct. 26.—A local grocer recently gave an interesting talk on window display.

"The value of a window, well trimmed as a selling agent is not questioned by any dealer who has studied the matter. However, there are good and bad methods of window display.

"The window with a number of lines jumbled together fails in it's purpose. It does not attract attention. While it is best to show only one line at a time, the small merchant cannot afford this nor has he generally a large enough stock of any one line to make a fitting display. I am in the same position, I overcome it by showing associated lines at the one time, and separating them as far as possible. That is, I do not pile one line upon another but show each one separately, preferably raised slightly on some manner of pedestal above the window floor. In showing fruit, for instance, I separate the varieties by showing each individual line in a fancy basket."

Ham Guessing Contest.

Ripley, Ont., Oct. 26.—Charles Pollock recently held a guessing competition on the weight of a ham. Fifty persons competed for the prize, which was a large ham. Rev. W. A. Bremner was the nearest to the exact weight, and bacon became the favorite dish at the manse for a time.

CARTOON TALKS ON SERVICE



Scooping something that has been spilled on the counter into the paper bag is not the height of cleanliness. Sanitary methods are absolutely necessary in the modern store of to-day.

Lesson 6--Short Course in Card Writing

The Brush Stroke Roman, One of the Most Speedy Styles of Letter in Practical Use—Sample Card Introducing Simple Form of Decoration — The Edwards Short-Cut Course.

By J. C. Edwards. Copyright, Canada, 1911.

This style of lettering, the brush stroke Roman, is considered one of the most speedily-made styles used to-day in modern card-writing. The slant style, which will be taught in a few lessons farther on, is the speediest, as the forward slant of the strokes has a decided tendency to promote greater speed. This lettering was executed with a No. 7 red sable brush (in albata), the corner of the brush being used to make the fine lines and the width for the strokes.

Correct Use of Brush.

Don't try to just touch one corner of the brush to the card. Draw the brush flat and use it as we have already indicated in previous lessons, and as shown in the corner picture on the lesson chart, but instead of using the T square, except for very long strokes, let the hand rest as shown in the picture at the upper left-hand corner and draw the brush (edgewise) from top to bottom by simply resting fingers very lightly.

Practice this stroke steadily for a while and you will find it comparatively easy. If you do not accomplish the results desired at first, try again and again. The hardest stroke of all, which you will come in contact with in this lesson, is the small horizontal stroke, as stroke 3 in A, stroke 1 in T, stroke 2 in L, and so on, but if you would persevere, always remember that the edge of the brush is used for the fine line and that you press it according to the width stroke you desire. The heavier you rest the brush the broader stroke you get, no matter whether it is the edge or width of the brush you use.

How to Add the Spurs.

There is one point in this lettering that the student will find quite hard to master at first, and that is the adding of the spurs to a fine line in such letters as A, N, M, V, W, X and Y. The corner of the brush alone being used (not the whole stroke, except for the horizontal stroke, as No. 5 in A and others).

In the letter A you commence to add the spurs with No. 4, using the left-hand corner of the brush and without lifting it from the card, draw the brush edgewise, as indicated by stroke 5, and finish up with the right-hand corner of the brush with stroke 6.

The addition of spurs to the broad stroke is comparatively easy, as the whole brush is used without danger of covering the edge with the opposite side of the brush that is not actually in use. In the letter B you will find with practice that you can accomplish great accuracy as well as speed. This also applies to such letters as P and R, they being composed of practically the same strokes as the B. The P is is really the first stroke of the B, with an enlarged second stroke; the R is a P with the addition of the No. 3 stroke, which may be made as shown in the plate or a straight stroke brought down on a slant and finished with spurs. The other letters are easily understood by close examination of the plate. The finished card illustrated here is a half-sheet (22x28 inches) and lettered entirely in brush stroke Roman capitals.

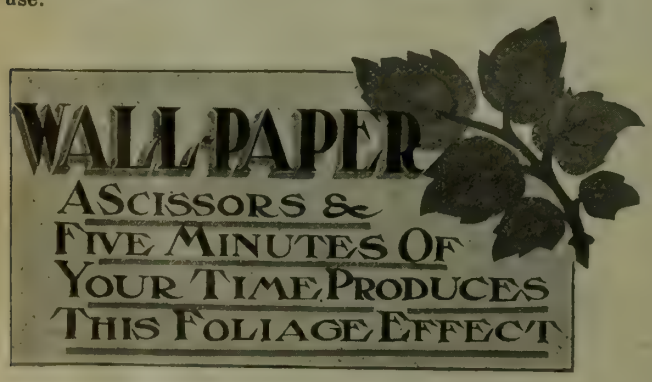
Simple Form of Decoration.

The display line, "WALLPAPER," is brought out more prominently by being shaded with a left-hand lower shade of grey; the reader is underlined with broad strokes of grey. We are here introducing the first and most simple form of decoration. The effect being accomplished by pasting a section of foliage cut from wallpaper, on one corner of the card and breaking the line border. This is easily executed and adds greatly to the appearance of a window card (not for interior display purposes).

The display line is lettered over it, giving the whole a more real pointed effect, which is, of course, desirable. The same brush was used for all the lettering on this card; the top line was made with two strokes of the brush for the wide parts of the letters.

Try one of these cards, using any kind of an illustration or flower you wish, as long as it is in keeping with the inscription.

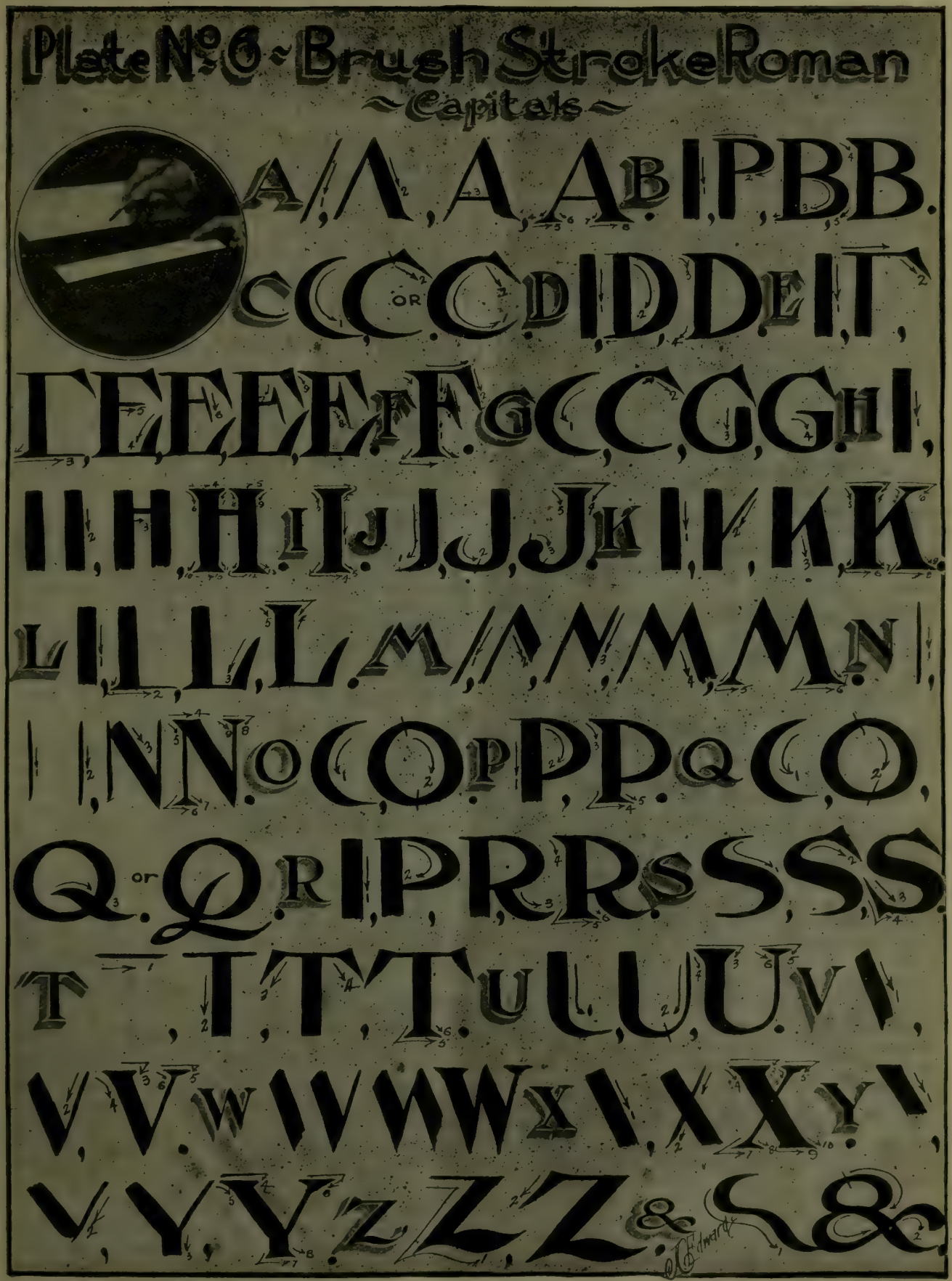
For any further information re the lesson or about brushes, outfits, etc., write to J. C. Edwards, the author, care MacLean Pub. Co., or to The Canadian Grocer.



A show card showing simple but effective use of brush stroke Roman and neat ornamentation.



Showing position of brush in hand while lettering.



This plate is illustrative of the brush stroke Roman letter. For full instructions see accompanying article by J. C. Edwards.

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PUBLISHED EVERY FRIDAY.

FALL CAMPAIGN NUMBER.

Our next issue will be our big Fall Campaign number. Special efforts have been made to produce a bright, practical issue, and one which dealers will keep on file for future reference. It will contain an unusually large number of advertisements, and therefore as a directory will be invaluable to the trade.

The editorial matter will consist of actual methods in use by Canadian dealers for increasing fall, Christmas and winter trade, looking after various departments, delivery, etc.

See that you get your next week's copy. It may be a little late, but you should receive it shortly after day of publication, Nov. 3.

WESTERN WHEAT CROP SITUATION.

Considerable speculation has been roused as regards the extent of damage done to the growing crop in the West during the last few weeks, owing to the severe wet weather, which has delayed threshing operations to such an extent that at the present time only 50 per cent. is completed in Manitoba, 10 to 15 per cent. in Saskatchewan and 20 per cent. in Alberta.

So far the most reliable figures which can be received show an estimated loss of 8,925,000 bushels of wheat, 37,980,000 bushels of oats and 1,200,000 bushels of flax. Barley remains unchanged.

The former estimate, from which this estimate was made, during the last week in August showed a total yield of 178,650,000 bushels for wheat. Apart from this loss in yield, the depreciation of grade is a serious factor, and of the three provinces Manitoba is the safest. Not only is the wet weather delaying harvesting, but men are also scarce, and farmers in the neighborhood make up the threshing gangs.

NEWS OF ADVANCING BROOM MARKET.

Some complaints have been made by retailers that they knew nothing of conditions affecting brooms until prices had been raised to a high figure.

The Canadian Grocer has been giving to its readers the conditions of the broom and broom corn market, as any features bearing on it arose. The careful reader will have noted this, and will probably have benefited by getting in on brooms when they were considerably below the present prices.

In the markets of Sept. 22, the first news of the rising market was given to readers. On Sept. 29 not only was the broom situation dealt with in our general markets, but a good-sized editorial on that date forewarned the grocers of Canada on what they could expect. The last sentence said: "Conditions would indicate a continued strong market on brooms." Thus was the reader supplied with knowledge that if acted upon meant dollars and cents to him.

Since then, the issues of Oct. 6, 13 and 20 have all made reference to the situation, which could not be taken by readers to mean anything but a strong market. Such is found to be true, and those who have kept in touch with the situation have benefited.

MAKE AN EXTRA EFFORT.

Grocers should make a decided effort to profit by Thanksgiving Day and Hallowe'en coming together. It is not only a season of re-unions, but of home parties, socials and friendly gatherings. Nuts, oranges, grapes, apples, confectionery, besides pickles, jams, jellies, and a host of goods that will be asked for.

The last Saturday in October is going to be one of the busiest days in the year, and to get the most from the natural demand, there should be an effort to attract attention and business. Windows and interiors should be appropriately arranged, and the store should be given a festive appearance.

Cast a herring to catch a salmon is often a good business motto.

VALUE OF ADVERTISING.

An Ontario farmer had an orchard which yearly produced a large volume of apples. He had been each year selling them to a certain apple dealer as they stood on the trees. He had to take just about what that dealer offered him, as he was the only man who approached him to buy.

Suddenly the idea dawned on him that probably if other buyers knew what he had to offer he would be able to get a larger figure.

With this in view, he had circulars printed and sent to a number of buyers, telling him what he had to offer, and soliciting their bids.

That farmer with the increased price he received for his apples over the previous year, figured that the investment in the advertising brought him just 5,000 per cent. dividend.

This is just another proof of the value of advertising. The grocer cannot expect the amount of returns on his advertising to be quite as large as this in percentage, but he will certainly find that it pays to let the people know what he has to sell.

RETAINING PUBLIC CONFIDENCE.

A merchant the other day promised to deliver some goods before a certain hour. He failed to keep his promise. The customer's confidence in him decreased. Next time that customer will probably go to Jones, on whom she can depend.

The same merchant recommended a certain brand of preserved fruit as of the best quality. The customer

found it was not the best, but about the worst she had purchased in years.

The next time he recommends an article, she will probably not believe him, whether he tells the truth or not. Thus he proceeds to destroy his customer's confidence in him.

A merchant must keep faith with his customers if he wishes to succeed. A man who does not live up to his promises or statements cannot maintain the confidence of his customers, and without their confidence, business cannot be expected to increase or even maintain its present standard. It will show a gradual decrease as customers' confidence in him dwindles. As far as lies in his power, every effort must be put forth to make good every single promise or statement made by a merchant. Unless he does, success is certainly difficult.

LOSS OF A GOOD CUSTOMER.

In a Canadian city, a woman customer, settling up her summer account with the grocer, wrote: "Herewith is the amount of your account as rendered. I think, however, you have been charging me rather high prices on some goods."

The grocer, on receiving this hint of overcharge from his customer went into a rage and answered: "You had better find some place else to deal if you think I am overcharging you." Of course, that is exactly what the customer did when she received the note.

Did this grocer act just in the best manner in this case? It was certainly not to the good of his business anyway, for the customer, if she had not received his reply, would have continued to deal at his store, as she had undoubtedly received good service and good goods. The letter, of course, was in a certain manner a charge against his honesty and he refuted it by showing that he could do without her trade, and it no doubt appeased his anger somewhat.

Nevertheless, considering the matter seriously, it would have been better not to have glaringly displayed his anger. The dealer is in business to do as much trade as possible and it is well that he handle these questions tactfully. Perhaps, it would have been best to have allowed the matter to drop without any comment. If he felt he should try to convince the customer that his prices were reasonable, he might have at least done so diplomatically. He might have explained to her that in comparing prices, she consider the quality of the goods; that he made a special effort to give the best goods and service possible. He was in reality not charging too much for the goods and service supplied. If he had explained this, he would likely still be receiving the trade which amounted to an appreciable figure.

CARE OF FIXTURES.

Most fixtures in the grocery stores to-day are substantially made. It is essential that the manufacturer put an article of the best quality on the market if he hopes to make a success. They are so constructed that they will with proper use last indefinitely. They must, however, be given some care.

Many of these fixtures are put together in such a way that with use will become loosened. They should immediately be tightened, if the life of the fixture is to be made as long as possible. Some portion of a fixture may get out of place or some part of it slightly damaged. The best time to give attention to these things is just as soon as noticed. If left, the damage will probably become much greater. It only requires a moment or so, and does much to prolong the life of a machine.

If there is any portion of a counter fixture that will move, there are some clerks who take particular enjoyment in monkeying with it, generally to its depreciation. This is not what the fixture was made for, and should not be played with in this way. Manufacturers are sometimes blamed for poor fixtures, when the employes are at fault in not handling them properly.

SALESMANSHIP NIPPED IN THE BUD.

A case of salesmanship nipped in the bud was related to the writer the other day by a clerk in a grocery store.

A new delivery boy had been engaged. He was a hustler, and while on the route tried to secure any orders possible. The second day he came in as if he were proud of what he had done. "Mrs. Jones wants me to bring her up two cans of tomatoes," he said.

"We can't be running up there with two cans of tomatoes," gruffly replied the proprietor, who was out of sorts that day. "Why can't she order all she wants at once?"

The young delivery man was taken back. He expected that, being able to sell some goods, he would be praised, instead of meeting with such a reception. After closing-up time, he took the tomatoes up to Mrs. Jones, as he had promised, but his zeal to secure additional orders for his employer had disappeared.

Thus had the proprietor crushed the ambition of a budding salesman, and at the same time caused direct loss to himself. Words should be carefully considered before they are spoken, especially when the temper is ruffled or aroused.

THE FUTURE AND THE DRUMMER.

American and English contemporaries are having a great deal to say just now about the commercial travelers, some urging that his day of usefulness is past, others saying a word in his defence. There seems to be a certain amount of ground for both contentions.

At present there are travelers calling upon the merchants who really have little of value to show. They are working on commission pure and simple, and are trying to sell something which is at best only a fad. They are worrying the merchant, and blocking the way for the legitimate traveler who represents some house which has goods of value to sell.

The day of these travelers has not passed. They will likely be used more and more. They advertise goods as well as actually sell them. They give the retailers selling ideas, as these could not be given by circulars. They answer questions, meeting the need of each customer.

A good staff of road men means much to a firm. They stimulate trade and get the company well known. Indeed there are many dealers who come to respect a wholesale house by learning to respect the man who travels for it.

No, the drummer has not lost his usefulness. It is only the counterfeit drummer who has made himself unpopular.

Looks Like a Mercantile Gold Mine

Retail Business With a 6.63 Per Cent. Expense and Net Profit of 11¼ Per Cent.—The Normal Gross Earning Placed at 25 Per Cent.—More Light on a Previous Financial Statement.

*By Henry Johnson, Jr.

On Sept. 15 I reviewed a statement which seemed really too good to be true so I asked my correspondent for further details, and I have them now as follows :

Editor Canadian Grocer,—

Gentlemen :—We note in your last issue of The Canadian Grocer our statement sent you recently for your criticism and note that your Store Management editor wants more information, which we are pleased to give herewith.

"We enclose our balance sheet, inventory taken July 1st, 1911. In explanation of some of the accounts, beg to state : Store building is net cost after allowing due rent per year ; Telephone Stock is cost of line—our investment in same ; Personal Accounts of $4,051.83 is what our customers owe us. This generally extends from April 1st to December 1st following ; the item of Foreign Personal Accounts, $1,891.43, is amount of outside accounts due us for wood, and are paid promptly when due. Now regarding the Loss & Gain Account, wish to explain as follows : The Suspense Account is lost customers that failed to pay, and is considered lost. Telephone account is telephone rent over lines other than in what we are interested. The Expense account includes salaries, stationery, light, fuel, donations, and all other charges not included in the other accounts. Furniture and Fixtures is depreciation in value. Inventory July 1st, 1910, was $5,600 ; amount due us on personal accounts was $3,723.45, which was paid by April 1st, 1911. We do a large credit business as we are in the timber and the farmers here make wood along in the spring and summer and begin to haul the wood in the fall and mainly in the winter, and in this way pay up their store bills, and as a rule pay up by April 1st each year for bill contracted for from spring previous.

Nearby Competition.

"We trust you will understand how our business is run here and bear in mind we have neighboring towns to compete with that practically do business on a cash basis, hence we are not getting fancy prices. We of course are aware that we do a large business with small help, and the writer thinks he has a system that is hard to beat in running this store with little help.

Please answer through your paper as before. Thanking you for your kind attention to this matter,

Yours very truly, C.M.S.

Sept. 22, 1911.

P.S—We have not included interest on the investment which, on July 1st, 1910, was, in round numbers, $20,300.

This is the accompanying statement :

RESOURCES.

Real Estate, Timber Land .....$	2,800.00
Cash on hand and bank	2,510.10
Bills Receivable (Good)	2,294.55
Bank Stock	300.00
Furniture and Fixtures	150.00
Store Building	1,260.00
Telephone Stock	36.77
Personal Ac., due us (Good)...	4,051.83
(Begin 4-1-11 ; run to 12-1-11)	
Personal Accounts, Foreign ...	1,891.43
Wood on hand, Inventory	3,675.22
Merchandise, Inventory	5,700.00
	$24,667.90

LIABILITIES.

Amount due on Bark	14.50
Owe on personal ac., not due...	685.20
Capital	20,000.00
Loss and Gain Account	3,968.20
	$24,667.90

In some respects this statement serves to obscure more than elucidate matters For example :

The item of Store Building is so accounted for as to leave its status in doubt. Did it cost $1,260 to build ? If so, what kind of building can it be ? Or have they credited against it, as an investment, a liberal rental which rental has covered all charges, including interest, and operated to reduce the investment besides ? It were much better to give the cost of the building and the ground under it, and hold it as a resource at a fair value, crediting any surplus to Loss & Gain ; because this method would more correctly show the status of the assets.

The Doubtful Accounts.

Suspense account nowhere appears in either statement. If it be a temporary method of carrying doubtful accounts for a period or permanently, so that unexpected payments may be credited thereon and so get into Loss and Gain, the idea is a good one. Perhaps this is the reason why it does not appear. It certainly should not appear, if this is its character, because it presently is not a resource. The practice of boldly wiping out doubtful accounts is the best of management.

Furniture and Fixtures is said to be depreciation in value ; but I cannot make that jibe. In the previous statement Depreciation of $500 was taken from the stock inventory, making the net $5,700 apparently very conservative. If the one item of F. & F., $150 is depreciation, then it cannot properly go under Resources. What should appear there under F. & F. is the present fair value of the business equipment. Is that not correct—or do I not get the right idea ?

Phenomenal Net Profits.

All these points are, however, of comcomparatively minor importance. The great, big fact is, that these people are operating on a phenomenally light expense and making net profits which I have never known to be equalled anywhere in this line of business. The entire capital is turned 1¼ times annually including every item of ownership and investment. The working capital is turned only 1½ times, but the very light expense and the fine average margin, considering light expense, offsets this slow overturn. The expense of 6.63 per cent. remains a marvel, and the net 11¼ per cent. stands as monumental in its significance. The net annual gain on the investment is 25 per cent., which is surely good enough for anybody.

This writer is surely correct in thinking he has a system that is "hard to beat." Indeed it is, and he may well be proud of it. He may be a bit backward in the matter of lucid statement, but he sure knows how to handle things to earn a fine profit. I have nothing whatever to suggest for the improvement of this business, but frankly take off my hat to the management thereof. I wish I knew how to do even nearly as well in the way of net profits and light expenses. If I could figure out that way in my business, with my 5 2-3 times overturn, I should show about 100 per cent. on my invested capital every year.

Twenty-Five Per Cent. Normal.

The lesson may be here : That the retail business may be likened to the bond business in that, one way or another, it works out about the same. Investments in bonds and, in fact, all securities, works out to about 4½ per cent. That is to say that, over a long period of years, if one seems to earn a higher rate, his losses will reduce his average to 4½ per cent. If he wants absolute security, he must be content with 4½ per cent. to begin with. So, too, 25

(Concluded on page 39.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

Latest Review of the Grocery Markets

Various Lines of Dried Fruits are Now on Canadian Markets — Large Sized Prunes Scarce—Firmness Still Present in Rice—Markets in Producing Sections at High Level—Strength Still in Coffee—Spot Tomatoes Held at High Price.

QUEBEC MARKETS.

POINTERS—

Manila paper.—Down to 2¾c.

Coffee.—Price is higher.

Dried Fruits.—New prices quoted.

Brazil Nuts.—Up 1½ cents.

Rice.—Firm at advance.

Montreal, Oct. 26.—Seasonable business is booming, and the prospects for a good fall and Christmas trade are glowing. Such are the opinions rather freely expressed by those in a position to know the trend of affairs, and to gauge to a certain extent the outlook for the near future. Prices are generally firm and are by no means low, but withal there is a feeling of security, based upon the prosperity of the country, that is taken as a basis for splendid business. Just now things are brisk and bright, and the season is only beginning. While this satisfaction and hopefulness reigns among the wholesale trade, it may be safely taken for granted that the retailers are in a similar position.

Sugar.—The market remains steady with a fair demand. It is out of the question to estimate the next movement. Opinion is divided. High prices have held for quite a time, and a reduction would be welcomed by many heavy users of sugars. The falling off in demand may result in easier prices, but the principal conditions in the primary markets have not been extensively changed.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 50
" " 50-lb. boxes	6 60
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 "	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices

Syrups and Molasses.—The demand for syrups and fancy molasses has been encouraging and for the former especially there should be a good seasonable enquiry. This is the beginning of the period when syrups are in particularly good demand, and special efforts to get new trade will surely be effective.

Fancy Barbados molasses,	puncheons	0 35 0 37
" " "	barrels	0 36 0 38
" " "	half-barrels	0 38 0 40
Choice Barbados molasses,	puncheons	0 30 0 32
" " "	barrels	0 32 0 35
" " "	half-barrels	0 34 0 37
New Orleans		0 25 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls.		0 03¾
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

Dried Fruits.—Jobbers are now offering new prunes, Valencia raisins, and some currants. These goods have arrived at an opportune time, for already there is a demand for dried fruits, and it should be only a short time until the season reaches its height. A glance at the appended list will show that the larger prunes are quoted at a high price, just as intimated some time ago. The smaller sizes are more plentiful, and are a little easier. The market as a whole, however, is firm.

New figs by direct steamer will be here next week. The price is firm. Retailers report a good demand for the supplies they received by express some time ago. Malaga table raisins are a little higher than formerly. Valencias are likewise rather firm. New dates will not be here until some time next month, and according to reports will be higher in price. The Persian date crop was short and the existing international troubles have increased insurance risks with the result that freight rates are higher. Nothing has occurred to relieve the general firmness in dried fruits and nothing of that nature is now expected. Hallowe'en dates are quoted at old prices, and the earliest arrivals at open prices. One jobber remarked that the open quotations are the highest he has seen in many years.

Evaporated apricots		0 22	0 24
Evaporated apples		0 11	0 13
Evaporated peaches		0 17½	0 18
Currants, fine filiatras, per lb., not cleaned		0 07	0 07½
" " " cleaned		0 07½	0 08
" 1lb. packages, fine filiatras, cleaned		0 08	0 08½
" Patras, per lb		0 08½	0 09
" Vostizzas, per lb		0 09	0 10
Dates, 1-lb. packages		0 07½	0 08
Dates, Hallowee, loose		0 06½	0 07½
Fards			0 11
Figs, 3 crown	0 09½ 0 10	Figs, 6 crown	0 12 0 13
Figs, 4 crown	0 09½ 0 10¾	" 9 crown	0 14 0 15
" 5 crown	0 10½ 0 11½		
Glove boxes, 16-oz., per box		0 10½	0 11½
Glove boxes, 10-oz., per box		0 07	0 07½
Prunes—			
30-40			0 14
40-50			0 13
50-60			0 12
60-70			0 11
70-80			0 10
80-90			0 09½
90-100			0 09
Raisins—			
Choice seeded raisins		0 10½	0 11
" fancy seeded, 1-lb. pkgs		0 09½	0 10
" loose muscatels, 3-crown, per lb		0 08	0 08
" " 4-crown, per lb			0 09
Select raisins, 7-lb. box, per box			0 83½
Malaga table raisins, clusters, per box		2 50	5 75
Malaga table raisins, clusters, per ½ box		0 80	1 90
Valencia, fine off stalk, per lb		0 06½	0 07
" select, per lb		07½	0 07½
" 4-crown layers, per lb		0 07½	0 07½

Nuts.—The market has a firm tone, although of new stocks there is not a great deal of information at hand. Reports from producing centres show that prices will likely rule high

In shell—		
Brazils	0 17½	0 18½
Filberts, Sicily, per lb	0 11½	0 13½
" Barcelona, per lb		0 10
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 18	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Valencia shelled almonds	0 40	0 42
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon, green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted		0 11
Sun, green		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 36	0 37½
Brokens	0 30	0 32

Rice.—Yet another instance of high prices, giving business a new impetus, is found in recent transactions in rice. The demand for rice this fall has been fifty per cent. heavier than during the same period last year. Prices are very much higher, and yet it is a fact that business shows a big improvement. The market is firm, primary market conditions remaining unchanged, if not firmer. It seems to be generally held that prices will go higher, as there are no indication of relief in the districts of production.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ½ pockets, 12½ lbs	3 80	3 90
" " C.C., bags, 250 lbs	3 45	3 55
" " " 100 lbs	3 45	3 55
" " " 50 lbs	3 45	3 55
" " pockets, 25 lbs	3 55	3 65
" " ½ pockets, 12½ lbs	3 60	3 70
Fancy Patna—		
Patna polished	3 85	3 95
" Pearl	4 10	4 20
" Imperial Glace	4 60	4 70
" Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina Head	6 55	6 65
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07
Seed, lb	0 06½	0 08½

Teas.—The market for Japan teas still remains high and firm. Several shipments of better grade which were intended for Canada, have diverted to the United States, where they will meet a higher market, realizing fully ten per cent. more than in Canada.

The United States markets are very short of Japan teas, as also desirable China green teas. A review of the Indian market for last month, remarks that some falling off in quality was noticeable. The choicest lots were therefore keenly competed for and realized top prices, as it is felt that the tendency of the quality will be downward to the end of the season. It is of interest to note that the shipments from Calcutta to the United Kingdom from April 1st to September 30, were 92,677,000 pounds, against 87,348,000 pounds in 1910. Common Ceylons showed a poorer quality at times than the average for the early autumn, and buyers seemed unwilling to operate except at a decided reduction.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 26
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—The present situation is certainly vexatious to the trade. Not quite two weeks ago, medium and low grade coffees in the world's markets advanced a cent a pound, and the better grades responded in sympathy to a greater or less extent. A local coffee house remarks that there are pronounced indications that still higher figures may be reached, "as the October flowering is reported as comparatively poor, and with bad weather conditions, less than the average crop is predicted." That, however, is only one factor contributing to this period of artificial prices, but it helps the big interests, with whom the Brazilian Government is in league, to keep absolute control of the market, and although there is ample coffee in sight for the world's requirements, we see no immediate prospect of relief from the present fictitious conditions. Prices are almost up to the highest point reached in thirty years, and these may be surpassed, as the big interests seem determined to force prices to the utmost limit. From the viewpoint of most coffee dealers, such control of the market seems piratical, but whether it is called piracy or conspiracy, does not help matters in the least.

Valorization was introduced at a time when there was an overproduction of coffee. It was intended as a relief to the planters and traders when prices where too low. The governments of Sao Paulo and Rio Janeiro borrowed money to buy up coffee and put restriction upon its export. Now the tables are turned and there is an underproduction

One can make a good guess as to whom the valorization scheme is benefiting most.

Mocha	0 25	0 28	Santos	0 20	0 22
Rio	0 17	0 18	Maracaibo	0 23	0 26
Mexican		0 25			

Spices.—Fair business is reported, with the market steady.

	Per lb			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 17	0 30
Cinnamon, whole	0 16	0 18	Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 85
Cloves, whole	0 28	0 35	Nutmegs	0 25	0 60
" ground	0 21	0 35	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	Peppers, white	0 22	0 27

Beans.—Jobbers are quoting $2.40 for white beans, with a good demand felt.

Manila paper is now quoted at 2¾ cents a pound, as the result of competition with a new make that has met with some success.

Canned Goods.

Montreal.—There is nothing very new to report in canned goods this week. One house reported a complete delivery of tomatoes, evidently desiring to further the goodwill of their customers, by thus filling their orders completely. Of course, they had to go outside for supplies, possibly being among those who were reported purchasers in Maryland markets. There is a good demand for canned goods, but there is no particular feature this week.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 12½	8 55
Gal.—Cherries, red, not pitted		
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 97½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
8's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup		2 25
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3 s—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2 s—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.60; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

TORONTO.—There are no particular features, other than those in evidence before, to be reported this week. It can be said that the general tone of the market is steady and prices are well maintained.

From $1.60 to $1.75 per doz. is being quoted for spot tomatoes, but with retailers having just received their season's supply, there are but few purchases. Indeed wholesalers just at the present have few to offer. Gallon tomatoes are quoted at $4.50 to $4.80.

Inquiry among retailers brings out the fact that already a good demand for canned goods is being found. With prices in a number of cases high, consumption is accordingly smaller than it would be under lower market conditions, but it is true that consumption as a whole is on the increase.

New pack salmon is coming forward. Based on what he got compared with the amount he wanted, one wholesaler says he only received 25 per cent. delivery of sockeye. Of cohoes, 50 per cent. was recived and a full delivery of humpbacks. With sockeyes at such a high figure, a heavier demand will be thrown on the other lines, and the general opinion is that a strong market can be expected in the lower grades.

It is reported that the supply of lobsters is not all that could be desired. Last year there was a considerable period during which the market was bare. Some dealers expect the same thing this year.

FRUITS	Group A
3's—Apples standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
2's—Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	5 30
2's—Gooseberries preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55

2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow flats, heavy syrup	2 90
3's—Peaches, whole yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, weeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears heavy syrup	2 [illegible]
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears pie peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums heavy syrup	1 05
3's—Plums, heavy syrup	1 45
Gal—Plums, standard	3 55
2's—Pluns, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, greengage light syrup	1 10
2's—Plums, greengage, heavy syrup	1 30
3's—Plums, greengage, standard	1 90
Gal—Plums, greengage, standard	4 05

Group B is 2½c less than above.

2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants b ack preserved	2 27½	2 30
Gal.—Currants, black standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red. preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 3
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup		2 25
2's—Pineapple, grated, heavy syrup		2 25
2's—Pineapple, whole, heavy syrup		2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup		2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup		2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberri s red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 00	2 25
2's—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

2's—Beans, red kidney	1 15
2's—Beets, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's Beets, whols, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 05
2's—Corn, fancy	1 07½ 1 10
Gal—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal—Pumpkins	3 12½
3's—Squash	1 15
Gal—Squash	3 35
2's—Succotash	1 15
2's—Tomatoes	1 07½
3's—Tomatoes	1 60 1 75
Gal—Tomatoes	4 80
3's—Turnips	1 15

Group B is 2½ p.c less than Group A.

2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 10	1 25
2's—Beans, golden wax, midget, Auto brand		1 30
2's—Beans, golden wax	1 10	1 25
3'—Beans, golden wax	1 37½	1 40
Gal.—Beans, golden wax		4 25
2's—Beans, refugee or valentine (green)	1 10	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Bean refugee midget, Auto brand		1 30
2's Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2		1 40
2's—Peas, early June, size 3		1 35
2's—Peas, standard size 4		1 30
2's—Spinach table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal.—Spinach, table	5 30	5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb. flats, doz.	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50		
Other salmon prices are:		Lobsters, halves, per dozen	2 75 2 85
Humpbacks, doz	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		2 45
Northern River Sockeye			
Chicken	4 00	Soup, 2's	1 9
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Rice—Firmness still present.

Spot Tomatoes.—$1.60 to $1.75.

Coffee.—Steady at advance.

Beans—Stronger.

Salmon—Position considered strong.

New Fruits on market.

Toronto, Oct. 26.—A good steady demand for groceries from wholesaler to retailer is apparent. Wholesalers are making no complaints regarding business. A fair amount of orders from different sections for shipment before the close of navigation is reported, but it is believed that some retailers are holding off in their purchases in this regard as long as possible. That at least is the opinion of one wholesaler. Navigation will not close until well on in November.

Reports from the retail section of the trade reflect a general healthy condition of affairs. General lines are moving freely. Canned goods and new dried fruits are coming into their hands and they are using them as a lever for more trade.

Sugar.—Sugar remains unchanged, $5.95 per cwt. still ruling. There has been no change in price since Sept. 8th. The raw market is fluctuating within a narrow margin with futures in European beets about the same as spot but Cuban cane is about 1c lower. When pressure of domestic beet is brought to bear on the raw market, there is a belief that an adjustment will be brought about. At the moment the market is steady. First crop estimates giving something definite regarding the outturn of European beets are now awaited. Demand for sugar is good for the season.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
ed Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—A good volume of trade in syrup is being found by the grocer who is pushing it. Several conditions increase the opportunity for its sale, one being the high prices of various lines of canned goods. Both syrups and molasses are quite strong.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 40	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 1 doz. in case	2 75	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 65	Molasses—	
20 lb. tins, ¼ doz. in case	2 60	New Orleans, medium	0 30 0 35
Barrels, per lb.	0 03½	New Orleans, bbls	0 28 32
Half barrels, lb.	0 03¾	Barbados, extra fancy	0 45
Quarter " "	0 03¾	Porto Rico	0 45 0 52
Pails, 38½ lbs. ea.	1 75	Muscovado	0 30
" 25 " "	1 25		

Dried Fruits.—A good array of new crop dried fruits are now to be found on the local market. Besides new prunes and Valencia raisins which have been here for some time, there have been arrivals of currants, peels, Malaga raisins and new table figs. The first shipments of new dates are expected by Nov. 15.

There are not many large-sized prunes on the market yet, and no plenitude can be expected during the season, as the large sizes are extremely scarce this year.

The new arrivals are welcomed by the trade, for already an appreciable consuming demand will be found for them.

In primary markets both Valencia raisins and currants have been steadily stiffening up, and indeed raisins have ascended so rapidly that some dealers would not be surprised at a slight setback.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
70 to 80, in 25-lb. boxes			0 10½
80 to 90, in 25-lb. boxes			0 09½
90 to 100, in 25-lb. boxes			0 09
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 25 0 26
Fancy, " "			0 27 0 28
Candied Peels—			
Lemon	0 09 0 11	Citron	0 13 0 15
Orange	0 10 0 12½		
Figs, 2 to 2½ inches, per lb			0 12½ 0 13½
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 15 0 16
Dried apples			0 09 0 09½
Evaporated apples			0 11½ 0 12
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 07½ 0 08
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
		Sairs	0 05
Dates—		Package dates,	
Hallowees—		per 1 lb	0 06½ 0 06¾
Full boxes	0 05½ 0 06	Fards choicest	0 10 0 10½

Tea.—A report from London, Eng., on tea says that the stocks of tea there are considerably below those of the same period of the past few years. However, a fair increase is expected from India. From Ceylon, it is expected there will be more tea during October, but even so, it is not believed that deficiency of the previous months can be made up before the end of the year. The world's consumption is still going ahead, states this report, so even anticipating this increase from India, it is difficult to foresee anything but a strong market from now onwards.

Coffee.—The late advances in prices are well maintained. Reports from New York indicate an exceedingly strong market, and in very strong hands, so that present conditions would indicate no weakening.

Manufacturers have been finding it necessary under the higher prices they have had to pay to advance their standard blends. One dealer reports his own brand up 5 per cent. Others report an advance of 2 to 3 cents per pound.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 2
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Nuts.—There are no special features bearing on the nut markets. The arrival of the cool evenings and the family gatherings around the fireplace work for a better demand for nuts from the dealer who gives them prominence. Chestnuts are selling well just now and are quoted at 10 cents per pound.

Spices.—There is a general steadiness in spices covering the whole list. Nutmegs are firming up. Drought in the producing sections has curtailed the yield of pimento, and only about 1-3 of an average crop will be made. A good steady trade in this line is reported.

	Tins	¼-lb. pkgs. do	¼-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 00	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb. in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Rice.—Even with the advances which have taken place in rice in the past two months, there is still marked strength, due to the poor outturn of the crops in the producing sections of the East, and the high level of prices there. The position of Java is strong in keeping with the reduced crop and the practical prohibition put upon the export from the country of origin. Trade is said to be good in this line despite the advances.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 55
Rice, standard B	3 65

	Per lb.			
Rangoon	0 03¼	0 03¾	Tapioca—	
Patna	0 05½	0 06	Bullet, double goat	0 08
Japan	0 05	0 06¼	Medium pearl	0 06½ 0 07
Java	0 06	0 07	Flake	0 08
Carolina	0 08	0 10	Seed	0 06½ 0 07
Sago, medimm brown	0 05½	0 06		

Beans.—While beans are quite strong, considering that the new crop is just forthcoming, and $2.35 is being generally asked this week, apparently farmers are not anxious to sell just at present and are holding supplies. The West and East have both been taking large quantities; even shipments to Nova Scotia having been made.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

MANITOBA MARKETS.

POINTERS:

Syrup.—Advanced.

Beans.—Advancing.

Salmon.—Very scarce.

Winnipeg, October 26.—The grocery trade still continues to show large increases in the volume of trade transacted from week to week this fall, in spite of the unsettled weather conditions which have been delaying the harvesting of the crop. Wholesalers report that the demand is just as strong as ever and that their orders show no inclination to falling off. Collections are reported to be a little better this week as a fair quantity of grain is being marketed, and in spite of the fact that the yield has been affected considerably, the price of wheat is remaining high and farmers are receiving good prices for the grain.

Advances in price have been noticeable this week in many lines and the tone of the entire grocery market is strong. Syrup has bounded upward another 5c per case per 2 lb. pails and 10c per case for 5, 10 and 20 lb. cases. Salmon is very scarce. One wholesaler stated that only 25 per cent. of purchases in the Fraser River Sockeyes would be delivered this season. The northern sockeyes are more plentiful and it is estimated that about 50 per cent. of purchases in this line will be delivered.

Sugar.—Sugar prices remain the same as last week, and the market appears on the weak side. No predictions can be obtained from any reliable source but it seems to be that the feeling is that prices will not go down rapidly.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Syrup continued its advance of last week by going up another 5 and 10c per case this week, and is expected to even reach higher figures if sugar maintains its present price. The demand at the present time is only normal, but it is not expected that the present advances will affect it much. Molasses are in good demand.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per cate	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—There is little new to be offered in dried fruits except that the market continues serious and there is no reduction in prices yet. Currants are scarce and hard to obtain. New prunes are going out fairly active, but the predicted drop in price has not taken place.

New prunes.	Per lb.
90-100s, 25, s.p	0 08½
90-100s, 10s, s.p	0 09½
80-90s, 25s, s.p	0 09
80-90s, 10s, s.p	0 10
70-80s, 25s, s.p	0 09½
70-80s, 10s, s.p	0 11
60-70s, 25s, s.p	0 10
50-60s, 25s, s.p	0 10½
40-50s, 25s, s.p	0 11½

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p., per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Evaporated Apples.—The market shows a slightly easier tone this week although prices have not declined to any extent. There is a difference in the prices quoted by different houses, some offering No. 1 stock at 12c and medium at 11¾, while others are still on the basis of 11 to 11½ per lb.

Coffee.—At last the predicted advance has taken place in one house in coffee prices. This firm having sold its supply was forced to buy on the New York markets and at the present time is quoting green coffee at 18c per lb. The same wholesaler expressed the opinion that a 20c market was being looked for by his house in the near future. Other firms, however, have not made any increase in prices yet.

Coffee, standard Rio	0 16	Coffee, choice	0 16
		Coffee, extra choice	0 18

Beans and Peas.—An advance at 5c per bus. took place in beans last week contrary to expectations. This was wholly unlooked for, and although the market is not very active at present, no serious trouble is expected.

Beans, 3-lb. picker, per bushel	2 45	2 55
Hand picked, per bushel	2 55	2 65
Peas, split, 100 lbs		2 60

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Oct. 25.—Eggs, butter and potatoes, three great essentials of regular diet, are among the articles reported scarce on the local market. With a big consumption here, potatoes have not been very plentiful for several seasons past, and the scarcity is being looked for ahead of time now.

It is the usual thing for eggs and butter to begin creeping up in price at this season, and newly laid eggs, jobbed at 50 cents, are hard to get. There is a great run on case eggs, and these graded, run from 30 to 34 cents. Bulk butter from the east has a quality that compares favorably with the best creamery here.

Apples are also on the scarce list this fall. The softer kinds, such as the Rome Beauty, are sold at $1.50 while choice Jonathans, imported from eastern Washington, climb up another dollar. Apples on the local market are as dear as oranges, retailing at from 30 to 50 cents a dozen.

NOVA SCOTIA MARKETS.

Halifax, Oct. 26.—Wholesale grocery business shows marked improvement. Markets have recovered from recent stagnation and jobbers report brisk demand for nearly all lines. Collections show steady improvement, and prospects for big autumn trade are excellent.

New prunes are now on the market and prices are lower than those of last season. They are going to the trade at 7½ to 8 cents.

The price of canned tomatoes shows a heavy advance. The wholesalers report that the canneries have filled only forty per cent. of orders. They are now quoted at $1.75 per dozen.

Extra standard granulated sugar is quoted at $6 per hundred pounds. Molasses is unchanged.

Flour prices are firmer, there being an advance of ten cents per barrel during the past week. Manitoba high patents are quoted at $6.15 to $6.25, and Ontario blends from $5.10 to $5.20. Feed flour is $1.70 to $1.75 per bag.

Large cheese are quoted at 15½ cents, and twins 16 cents.

Potatoes are selling freely, and there is a good export demand. This week several thousand barrels were shipped to New York, something that has not occurred for a long time. They are quoted here at 60 cents per bushel.

NEW BRUNSWICK MARKETS.

St. John, Oct. 26.—Local grocers are looking forward with interest to the Hallowe'en trade, and are of the opinion that it will be quite brisk this year. Business in general is encouraging, although there are few changes in the markets. Sugar still remains well advanced, with no change since the latter part of September, while molasses is still on the upward grade. For fancy Barbadoes 36 cents is now being asked, and the prospects are that the price will reach 40 cents before long. The market is reported as being particularly strong and stocks are light. Manitoba flour advanced 10 cents on Saturday, Oct. 21. The market in beans is strong, and new beans are selling a few cents cheaper at present than spot stock. It is doubtful if there will be any lowering of prices, for reports from the West are not encouraging. Much strength is being shown in cheese, and those who made early purchases are congratulating themselves. Butter and eggs are bringing good prices and are none too plentiful, so that the market is firm,

Bacon	0 16	0 18
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb	0 21	0 23
Butter, creamery, lb	0 24	0 25
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 15½	0 15
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4	....	1 20½
" No. 3	....	1 25
" No. 2	....	1 30
" No. 1	....	1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 70	1 75
Clams	4 00	4 25
Cornmeal, gran.	....	5 25
Cornmeal, bags	....	1 80
" bbls.	....	3 75
Eggs, hennery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies	4 40	4 50
Fish, cod, dry	....	6 25
Flour, Manitoba	....	6 45
" Ontario	....	5 55
Ham	....	0 15
Lard, compound lb	0 10	0 11½
Lard, pure, lb	0 12½	0 13
Lemons, Messina, per box		4 50
Molasses, fcy. Barbados, gl	0 35	0 36
Oatmeal, rolled	....	5 75
Oatmeal, std.	....	6 35
Pork, domestic mess	22 00	23 50
Pork, American clear	21 25	23 00
Potatoes, bbl.	1 50	1 75
Raisins, Cal., seeded	0 10½	0 11
Rice, lb	0 03½	0 04
Salmon, case—		
Red spring	7 75	8 50
Cohoes	7 25	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 80	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	7 00	7 25

LOOKS LIKE A MERCANTILE GOLD MINE.

(Concluded from page 34.)

per cent. seems about normal for the retail business.

I work much harder in many ways than this man does. That is, I have deliveries and fussy city customers to whom I must often send goods five times in a day, and many other troubles which this man wots nothing of; and I make 2 per cent. or 2½ per cent. more than he does, gross. Then I have twice his expense and have to watch that item constantly, lest it wipe out all the net margin. But in the end I make 24½ per cent. on my capital—yes, I forgot; I make 24½ per cent. after I have charged up 6 per cent. interest, so I really make 5½ per cent. more than he does, net. But I hasten to say I would exchange places with him in a minute, for the sake of working with one or two others and cutting out a load of work and worry from which he is free. In fact, I regard this man's statement as delineating about the happiest lot to which anyone could aspire: To have a good business, entirely within one's own immediate control; to be the "big frog in the little puddle," interested in all the town's movements, consulted and looked up to as a substantial man by everyone about one; to steadily pile up a solid competence with such regular certainty of outcome that one need have no real anxiety about it. Where is there a happier lot to be found?

Best wishes to you, friend; let us hear from you again.

The people of the United States spent $78,000,000 on candy last year.

A DEER'S DAILY FOOD.

The accompanying illustration shows a young deer, which according to the storekeeper of the International Timber



Co., Campbell River, B.C., was raised on Canada First Milk. It will be seen that the deer is making vigorous attempt to satisfy its thirst.—Advt.

Charles Chaput, of L. Chaput, Fils & Cie., wholesale grocers, Montreal, has been elected to the directorate of the Ogilvie Flour Mills Co., Ltd.

Pirnting and Advertising are Expensive



Think of the saving you effect by doing your own advertising. By just a pull of the roll of paper

THE AUTOMATIC PRINTING ATTACHMENT

places whatever message you wish to convey to your customers in neatly printed form on every bag or wrapper that leaves your store.

Write for demonstration and information.

Agents Wanted.

JOSEPH R. WILSON

Dominion Agent, Phone Adelaide 199, 204 Stair Bldg.



Cut used in Lesson 5 of Mr. Edwards' article on Show Card Writing. See pages 30 and 31 of this issue.

Have You Been After The Pedlar?

You can put him out of business if you try. Never as good a chance as right now.

He is selling wretchedly poor tea, and beside, making much less profit.

He is losing at both ends—losing customers—and losing profits.

Go after these customers that are rightfully yours.

One of your good clerks, with a package of Red Rose Tea in his hand, could in a couple of days bring in orders that would surprise, and I am sure, greatly please you.

It's really worth trying.

7 Front Street East, Toronto, Ont.
315 William Ave. Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

ROYAL SHIELD BRAND TEAS



Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

Dealer Criticises Railway Companies

Blames Them for Majority of Damage Done to Goods in Transit —Says That They are Slow in Settling Claims—Some Experiences are Given.

Editor Canadian Grocer:—Something was said in a recent issue of The Grocer regarding the method of procedure the grocer has at hand in tracing shortage of goods. I would like to voice some of the grievances of the retail dealer in regard to damaged goods, which is a big source of trouble, especially in the smaller towns and villages.

While this is more marked in some portions of the country than others, and on some railroads more so than others, nevertheless it is present to a greater or less extent all over.

As I see it, if goods are damaged, a dealer has two alternatives.

He can refuse the shipment. But he needs the goods and he orders again. The second order has arrived, or is on the way, when the railway company, seeing they cannot bully you, allow you to take the goods and they will pay the damages. I believe that the railway is the one that the dealer should apply to in regard to damage to goods in shipment. The wholesaler's responsibility ceases when he passes the goods over to the railroad and receives a receipt stating that the goods were received in good condition.

Long-Drawn Out Settlement.

If, on the other hand, the agent at the receiving point requests you to take the goods and put in a claim, it is only with the greatest difficulty that it can be collected. I have had experiences where they stood you off with useless red tape until the interest amounted to a considerable sum, and I had to threaten to sue for it before they finally settled. There have been other cases where the amount was only small and it was nearly eaten up in postage.

There should not be such delay in the payment of damages, and if there is no legislation on our statutes at the present time limiting the time which a claim can be held off, it is high time we did have.

Here is another example of damaged goods where the grocer has little or no relief. A pail of candies was opened in transit, a quantity removed, the lid fastened on, and thus delivered to the dealer. When he finds this out what is he to do?

He applies to the railway and they say it must have been that way when they received it, and "at any rate you have signed a receipt of delivery in good order," so they consider themselves free. The shipper is written and states he delivered a full pail to the railway, and thus the dealer is without means of securing redress. Such goods are weighed in bulk and not separately, and so it is almost impossible to secure payment for the damage.

All Counts Up.

These amounts individually may not be great, but if a grocer had the total for the year added to his bank account, they might look big.

ONTARIO RETAIL GROCER.
October, 1911.

James Moore, St. Marys, Ont., who operates the general parcel delivery service there, will add, it is said, two auto delivery rigs to the rolling stock, and dispense with some of the delivery horses.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

FINEST ENGLISH KIPPERS AND EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 GT. CHARLOTTE ST.

LIVERPOOL, England

50%

is the guaranteed clear profit the Retailer puts into his cash drawer at every single sale of the following everyday household necessities:

CHIVERS'

Carpet Soap
Soap for Cleaning Suits and Dresses
Motor Soap
Plate Powder
Floor and Linoleum Polish
Furniture Polish

Each article is attractively got up, and ready to hand to the customer, with full instructions as to use enclosed. Ask the Canadian Agents about these old English preparations.

Harrison & Son

St. Nicholas Building, Montreal

BUILD UP YOUR WESTERN SALES



The most rapid'y develop. ng market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

Write to-day

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary.

BIG SALES ⟷ **BIG PROFIT**

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

One of our seasonable Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine grade for fancy trade.

ROYAL Brand—put up especially for regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in cartons 3 doz. to a case.

No other quite so good!

GUNNS Limited Packers **Toronto**

MINCE MEAT

Purity is the first consideration in the Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest Dried Fruits only are used in making it.

The most scrupulous cleanliness is required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co. LIMITED

HAMILTON

The Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evaporation to the consistency of Cream; perfectly sterilized, yet retains the natural fresh Cream flavor. No smoky taste on REINDEER-JERSEY BRAND. Consumers generally realize the many advantages of JERSEY over fresh milk in Coffee and for general cooking. Now suggest to your customer trying REINDEER-JERSEY in oyster stews—It's great.

Manufactured only by

REINDEER LIMITED

Truro, N.S., and Huntingdon, P.Q.

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Firmer Tendency in Butter and Eggs

The Production of Both Decreasing and Prices are Firming Up—Live Hogs Continue to Slump, and Provisions are Accordingly Easy—Good General Demand for Pork Products—The Cheese Situation.

Live hogs continue to depreciate in value, this week marking a further easing off in prices. They are now at as low a figure as they have been during the year, or in fact for two years, and dealers are wondering whether the end is in sight. Offerings continue on free scale, but just what supplies are back of these is a question. The English bacon market is still quiet and lower. Canadian bacon is quoted at 55 to 59s., as compared with 64 to 67s. at the latter part of September.

Provisions exhibit an easier tendency under lower figures for live hogs. Reductions are noted at some centres, while at others, only an easy tendency is noticeable. Smoked meats are not quite so much in demand as during the warm weather, but the dealer who is pushing this department finds a good trade in provisions at the present time.

In spite of the lower price for porkers, lard maintains a steady position. The cooler weather has brought a somewhat better demand for this line, and with butter prices marching upward, it can only be expected that there will be a larger consumption of lard.

Butter prices, as has been expected would be the case, are on the upward trend. The production has been falling off, as is natural at this season, and while the export demand has not been so large of late, the West and Pacific Coast have been relieving Eastern Canada of considerable supplies.

Eggs are to some extent following the example of the butter market. Arrivals, although perhaps fair for the season, are now on a small scale, thus firming prices. There has already been some imports to Ontario from the Chicago market, to fill the gap between demand and production.

On the surface there appears to be a fairly steady tendency in cheese, but easiness is noted in some quarters. The English market has been easing off, perhaps more so than prices here. Montreal reports the total receipts to Oct. 14 as 1,558,352 boxes, as against 1,698,376 boxes last year, showing a decrease of 140,024 boxes.

MONTREAL.

Provisions.—The market showed a little further weakness in live hogs recently and dressed followed in sympathy. There is a good demand for pork in barrels just now, but cooked meats are rather slow. Compound lard is slightly reduced.

Pure Lard—	
Boxes, 50 lbs., per lb	0 11½
Cases, tins, each 10 lbs., per lb	0 12
" " " 5 " "	0 12½
" " " 3 "	0 12½
Pails wood, 20 lbs. net, per lb	0 12
Pails, tin, 0 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 11½
Tierces, 3 5 lbs., per lb	0 11½
One pound bricks	0 12½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 9½
Tubs, 50 lbs. net, per lb	0 9½
Tierces, 375 lbs. per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 0
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 18 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 11½
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 50
" dressed, per cwt	9 25 9 50

Butter.—The firmness previously reported in butter is maintained although export enquiry is a little lighter. The West is showing some interest in the market but there is room for improvement. The season of production is drawing to a close and butter should receive new values.

Creamery	0 28 0 28½
Dairy, tubs, lb	0 23 0 24

Cheese.—The market is about steady shown some signs of easiness in some quarters but in others has held firmly.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 13 0 17

Eggs.—The market continues firm. The receipts of new laids are fair considering the time of the year, but of course only limited supplies are looked for just now. Demand is good.

New laids	0 34
Selects	0 28
No. 1	0 24

Honey.—A steady demand is reported without any trade features.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

Provisions.—With the big slump in live hog prices that has taken place in the past month, lower prices on provisions will not come as a surprise to the trade. This week there is a general easing off in prices with the exception of lard which seems to be shaping in the opposite direction. Smoked meats and cooked hams are lower in price while long clear, the price of which had been firming up for a time, is now quoted at 12 to 12½ cents.

Live hogs are again lower and are now down to a basis, $1.95 below the values ruling on Sept. 1.

Smoked meats—	
Light hams, per lb	0 15½ 0 16
Medium hams, per lb	0 15 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 18 0 19
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 75
Live hogs, local	6 00 6 10
Dressed hogs	9 00 9 25

Butter.—The situation in butter continues one of steadiness with nothing apparently in sight to shape the market otherwise. The production has been falling off to a marked extent and already some storage butter has been called into play. Prices are slightly higher in general lines this week.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 26 0 27
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 24 0 25
No. 1 tubs or boxes	0 22
No. 2 tubs or boxes	0 17 0 18

Eggs.—The stronger feeling which has been reported in eggs is still present. Supplies of new laid are scarce and commanding a good figure. Storage are being used to supply the demand, while already there have been some shipments to this market from Chicago. The fact that eggs are being brought across the line so early in the season denotes the situation in this commodity.

Storage eggs	0 23 0 25
New laid eggs	0 27 0 30

Cheese.—Some firms are quoting cheese ¼ cent per pound lower, at 15 cents for large. This is in sympathy with the lower prices at country boards. While the English market is considerably lower, the market here is still fairly steady.

New cheese—		New twins	0 15½ 0 15½
Large	0 15 0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry.—A fairly plentiful supply of poultry is expected for Thanksgiving. This week is expected to bring forth considerable supplies. The market was until on in the week bare of the "Thanksgiving" turkey, but dealers were expecting shipments as the holiday approached. Reports seem to indicate that turkeys are not in any too good shape, but there will no doubt be enough available to appease to some extent the "turkey" appetite. Around 24 cents was being quoted on Monday, but by the end of the week it is expected that the dressed article may be had at

20 cents and even below that for the poorer birds.

Fowl, live.	0 08	0 10	Ducks, live.....	0 10	0 12
Spring chicken .	0 11	0 12			

Honey.—Some dealers' ideas on honey are a little above present values. It can be said that prices are well maintained. A fair trade is reported.

Clover honey, strained, 60-lb. tins.....	0 12
Clover honey, No. 1 comb, doz.....	2 25 2 75

WINNIPEG.

Butter.—There has been a great improvement in the quantity of cream that has been sent to the creameries during the last week. Prices remain unchanged for Manitoba fresh made creamery bricks which are quoted at 30c per doz., while boxes have advanced 3c per lb. during the week, and are quoted at 29c. Dairy butter shows considerable advance in price owing to the improved quality, and strictly No. 1 is now offered at 21c, No. 2 at 18c, No. 3 at 15½c, No. 4 at 13½c per lb.

Cheese.—The product of the Manitoba farms is noticeable by its absence and practically none is being offered at the present time. Until the harvest is out of the way there will no doubt be little doing. Ontario cheese is being offered at the present time.

Eggs.—What has been said about cheese applies to eggs as well. The situation is unaltered and they are very scarce. Jobbers are offering 25c per doz. for Manitoba fresh gathered in cases. These are being retailed at 35c per doz., while guaranteed strictly fresh are bringing as high as 45c per doz.

THE SMELL-LESS ONION.

If there can be a spineless cactus why not a smellless onion? A Chinaman named Wing Hop, who for years was an employe of the California plant wizard, Luther Burbank, claims to have developed a variety of the onion which is without an odor, though possessing all the valuable qualities of the common or garden variety of onion that advertises people who eat it. Eat the Wing Hop onion, if what is claimed for it be true, and nobody but yourself will be the wiser, for it will not scent your breath. But will the smellless onion appeal to the palate as do the varieties of onions heretofore known to man? The thing is worth looking into. Thousands of people who crave for onions in their diet, but who abjure them out of regard for society, would be very glad to experiment with the new variety.

The London, Ont. city council are considering a food protection by-law, similar to that in Toronto. The matter has been sent on to the Board of Health.

Hamilton Grocers Favor Shorter Hours

Agitation on Foot For Holiday on Wednesday Afternoon During Whole Year—Some Objection to the Idea—Different Grocers Express Their Opinion on the Matter.

Hamilton, Ont., Oct. 26.—(Special)—As in nearly every city, town and village throughout the Dominion, Hamilton grocers are giving unusual attention to the "early closing" and "shorter hours" question. There has been a feeling, well founded indeed that the hours of the grocery trade are too long and should be materially shortened.

Not alone is there a general clamoring for early closing among grocers in general at a set hour but there is now an agitation on foot for a half holiday each week during all the year, namely on Wednesday afternoon, the same as has been in practice during the summer months.

However this latter proposal is meeting with some opposition, especially by the grocers in the down town section who maintain that with other stores such as dry goods, hardware, etc., open, it would be practically impossible. Those who are backing this scheme are mostly dealers in the residential sections of the city.

One Who Favors It.

One of the big grocers who is in favor of a holiday on Wednesday afternoon when interviewed by The Grocer stated that "the retail merchants of Canada are confined altogether too much to their business and of all the retailers, the grocer is the man who has the fewest holidays. How can a man going on from week to week without a holiday expect to be in shape to deal carefully with the many business propositions, or how can he expect his clerks to put life and energy into their work?

"And I want to tell you that one of the reasons that capable men shun the grocery trade is because the hours are so long and the holidays so few. Most of the other trades have a 9 hour day with a half holiday each week and if we wish to maintain good men as clerks we must give them reasonable hours.

"In Europe there are many holidays, the merchants prosper just the same, make money and retire from business.

"In our sister colony, Australia, there has been an almost general establishment of early closing and a half holiday each week. They have lifted the grocery trade into a higher plane and we here in Canada must do the same.

"Right here in Hamilton, we have plain evidence that the idea of a weekly half holiday is workable. During the summer months the stores closed every Wednesday afternoon and I have heard no complaints that business was adversely affected. All we need is to educate the public. Other trades demand a weekly half-holiday and the public should be educated to give the grocer the same."

Opposition to Half Holiday.

Jno. Carpenter, a grocer, on Market Square, in the centre of the city is in favor of early closing but not of a weekly half-holiday. He already closes every night at six o'clock except on Saturday and the night before holidays.

"Possibly the dealers in the residential section of the city might find the idea workable but here in the business section with dry goods, hardware, jewellers, etc., keeping open, the public expect to find the groceries open also. With the department stores also open, they would get the trade while we would lose. It works all right during the summer months when all branches of trade are closed, but I do not consider it would do all the year round.

"If general early closing throughout the city was worked for, I think it would be much better."

Advocates Early Closing.

Alderman John Forth, a grocer on Queen St. in the residential section is in favor of early closing, and also of an earlier hour on Saturday night.

"When a man, proprietor or clerk," he said, "starts in at an early hour on Saturday morning and works until 11 at night, he does not feel like going to church next morning, or in fact he does not feel like doing anything but sleeping. Therefore, I think that an earlier hour for closing on Saturday night should be established.

"It might be secured by a by-law but I think that it is much better to attempt it by an educative campaign. It is hard work to drive the public into anything like that but they may be led."

While the matter of shorter hours has received consideration from the grocers' association for several years back, it has been prominent in discussion during the past few meetings but that is as far as it has been carried. Time will tell whether or not the Ambitious City is to be the first in Canada to adopt a weekly half holiday all the year round in the grocery trade.

Gray, Bernie & Co. have sold their general store at Listowel, Ont., to H. S. Alexander & Co., of Belleville. The firm has been established in Listowel about nine years, the business being in charge of J. W. Bernie.

GILLETT'S PERFUMED LYE

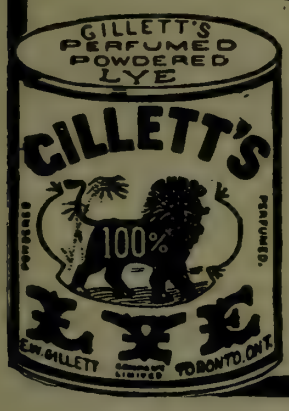
CAUTION.

Put a strong glass on the label and examine it closely every time. Always look for the name **"Gillett's."**

Like all good articles, which are extensively advertised, **Gillett's Lye** is frequently and very closely imitated. In some instances the imitators have actually copied directions and other printed matter from our label word for word. Be wise, and refuse to purchase imitation articles for they are never satisfactory.

Insist On Getting Gillett's Lye

and decline to accept anything that looks to be an imitation or that is represented to be "just as good" or "better," or "the same thing." In our experience of over fifty years in business we have never known of an imitation article that has been a success, for imitators are not reliable people. At the best the "just as good" kinds are only trashy imitations, so decline them with thanks every time.





E.W. GILLETT COMPANY LIMITED

WINNIPEG. TORONTO, ONT. MONTREAL.

Sauce That Lends Zest To The Appetite!



Customers who use a relish or sauce with their meals you will find to be particular in that respect. Nothing can hold them closer as customers than **BRAND'S A1 SAUCE.**

The sauce that will appeal to your particular trade.

It is made from an old English recipe which is used extensively in England from Royalty down. Its particular flavor lends zest to to a rare delight by reason of that piquant flavor it gives.

You have but to get up your trade who are not using Brand's A 1 Sauce to try a bottle, from then on you can assure yourself of their patronage.

Send your order to-day and be convinced of its reliability. The profit is a good one.

BRAND & CO., LIMITED Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND.

NEWTON A. HILL, 25 Front St. East, TORONTO. H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER, B.C.

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
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SELLING AGENTS:
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Biscuit Manufacturers
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The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
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DAVIDS'

A WATER COLOR FOR PEN or BRUSH



READY FOR USE—IN ALL COLORS.

Recommended and Used by Prominent Card-writers as a Rapid Drying, Lustrous

Prices as follows:

	Quarts	Pints	2 oz.
Black	$1.25	70c	15c
Red	$1.25	70c	15c
Blue	$1.25	70c	15c
Green	$1.25	70c	15c



A Water Color. Ready for Use.

Prices as follows:

	Quarts	Pints	2 oz.
Violet	$1.25	70c	15c
Yellow	$1.25	70c	15c
White	$1.25	70c	15c
Gold, 2 oz. bottle for			25c.

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.
Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens.

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CANADIAN AGENTS:
BROWN BROS. Ltd, TORONTO, Ont.

Flour and Cereal Markets are Firm

Markets in General Strong—Another 10 Cent Advance in Manitoba Flour Announced at Some Centres — Wheat is Grading Very Low—Corn and Oats Both at a High Level—Good Season for Trade.

This week there is again a stronger tendency in flour, and another advance of 10 cents per barrel is announced at some centres, although this cannot be said to be general. Some mills in Ontario are quoting a higher price, and the product in the Maritime Provinces is also firmer. The delivery of Ontario wheat is exceedingly small, and prices on the flour made from it are somewhat higher.

Oat quotations are still on the upward trend, and in sympathy rolled oats prices are firm. The estimated yield of oats, placed at one time as high as 224,000,000 bushels, is now down to 185,000,000 bushels.

Wet weather has seriously interfered with threshing operations in the West, while the wheat coming forward is grading very low. In some sections of the trade there is a feeling that with the large yield of wheat in Canada this year, that when threshing can be commenced in full swing and deliveries become more free, that an easing off will be seen. "The slow deliveries and the poor grading is holding wheat prices up," said one dealer. "I believe that prices will have to come down to an export basis."

Others maintain that the poor grading is liable to hold prices. "If grading doesn't improve," said one such dealer, "prices will be firmly held."

Corn prices are at a high level, putting firmness in the cornmeal market. For the dealer who features these lines the present is a good season for the sale of both flour and cereals.

MONTREAL.

Flour.—The local and district demand for flour continues very favorable. Prices are firmly held, as they are lower than those of a year ago, while quotations for wheat announced by cable are higher. Enquiry from European sources for spring wheat flour have been good but do not quite meet the figures of the millers. It is noticeable that the report from Winnipeg continue, to show a large percentage of third grade wheat. The Winnipeg Free Press crop report of Sept. 4 says one communication from the west put wheat yield of three provinces at 178,650,000 bus. They are now out with 169,725,000, a loss of 8,925,000 bus., by bad weather and frost. The crop is therefore pretty big.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1 t Spring wheat patents, in bags	5 50
" straight patents, in bags	5 00
" strong bakers, in bags	4 80
" second, in bags	4 30

Cereals.—Rolled oats remain firm and in good demand; no price changes are reported. The estimated yield of oats placed some time ago at 224,000,000 is now down to 185,000,000 bus. The tone of the market is firm in sympathy with the higher prices ruling in the primary markets. The cornmeal market is also steady and has a rather firm tone.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornme l, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—Some mills have marked Manitoba flour prices up another 10 cents per barrel during the past week, although this change cannot be said to be general, so that prices range from $5.40 to $5.50 per barrel per car lots with an additional 10c per barrel being asked by a number of mills for flour in cotton sacks.

The future of the market is problematic. While in some quarters there prevails an opinion that prices are slated for an easy tendency, on account of the large Canadian crop and the freer deliveries expected later, there is also an opposite view taken by other millers who maintain that the present low grading of wheat coming forward is likely to hold prices steady.

Ontario flours are higher in price. Millers are complaining that they cannot secure enough Ontario wheat to keep them going. Blended varieties are ranging from $4.50 to $5.00 per barrel.

Manitoba Wheat		
1st patent, in car lots	5 40	5 50
2nd patents, in car lots	4 90	5 10
Strong bakers, in car lots	4 70	4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

Cereals.—Quotations for cereals remain unchanged. Oat prices are still higher and there is accordingly a firmer tendency in rolled oats. There has been some further advance in prices for export. Those dealers who are pushing cereals are finding a good trade.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 ba s to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots 1 0- b. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00

Rolled oats in cotton sacks, 5 cents more

Soda Biscuit Profit

is only possible to the grocer who handles a brand which is so good as to excite commendation. The news of an extra good brand soda biscuit soon spreads because, as you know, a pleased customer is a splendid advertisement.



is the brand of unparalleled excellence. They have that flaky crispness that cannot be duplicated in many other brands of sodas.

Sell Mooney's if you desire to give your customers continued satisfaction. There is good profit for you, too.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
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MAPLEINE

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A STRONG DEMAND HAS BEEN CREATED for this new and delicious flavoring. It adds richness and delicacy to Cakes, Candies, Icings, Ice Cream, Puddings, Etc., and makes a Table Syrup better than Maple, at a cost of 60c. a gallon.

See Price List

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A Combination that's Sure to Please

Quality of the best. Flavors that charm the palate are to be found perfectly united in

QUEEN QUALITY Pickles

You can safely recommend them as digestible, perfectly treated, tempting to the appetite and thoroughly wholesome.

Get details, the profit is worth while.



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TEA LEAD

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Buy "PRIDE OF THE ISLAND" Brand

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"White MOSS"

COCOANUT

The purest shredded (not ground) cocoanut, fresh and full of the rich, nutty flavor. Don't hesitate to recommend McLean's.

CANADIAN COCOANUT CO.

Sole Makers : Montreal





Food Products of Absolute Reliability

In selling your customers "E. D. S." preserves, you don't run the risk of losing their goodwill. You will be offering food products of the highest standard of purity and flavor. Perfectly clean methods in cooking and packing, along with the highest quality of fruit and pure sugar, have given "E. D. S." brand the preference over all other preserves.

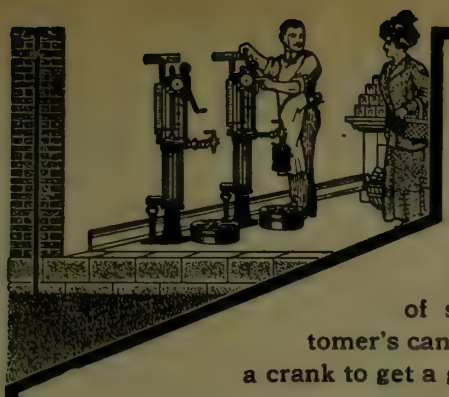
We are telling the public through attractive street car, newspaper and magazine advertising, of the distinctive quality and flavor of "E. D. S." preserves. This will cause a demand, for which it will pay you well to be able to supply.

Order a stock TO-DAY

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D S

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S. J. GIBBS, Hamilton.



Mr. Merchant

Think of the convenience of simply hanging the customer's can on the pump and turning a crank to get a gallon of oil.

No Funnels—No Measures---No Waste---No Dirt. Saves Space, Time and Money.

You don't touch the oil. The pump transfers it from the storage tank into the customer's can; measures it, counts the gallons and shows the money charge.

It changes the oil business from a drudgery to a clean, pleasant and profitable trade.

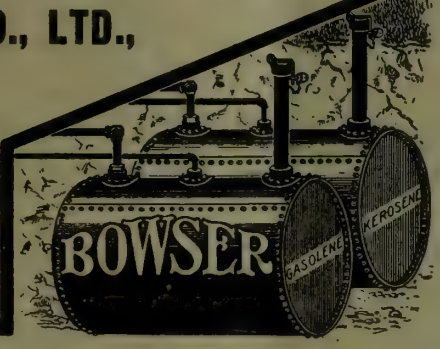
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TORONTO

66-68 Fraser Ave.



Apples! Apples!

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WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

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Owen Sound, Ontario

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

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Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

Allison Coupon Books

Increase your profits by eliminating loss and "bad debts," slow collections and errors.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor. A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.

VICTORIA, B.C.

Cape Cod Cranberries
N.S. Cranberries
Florida Grape Fruit
Almeria Grapes
New Figs,
Finest pack imported.
Jersey Sweet Potatoes
Late Valencia Oranges
Lemons, Nuts
of all kinds.
Spanish and Domestic Onions.



25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY
time you purchase a box of
"St. Nicholas"
or
"Home Guard"
Lemons you are getting the
B. L. O. E.
Best Lemons on Earth

J. J. McCABE
AGENT
TORONTO, : : ONT.

Fruits in Demand for Thanksgiving

Retailers Have Been Ordering in Anticipation of a Good Sale—Imported Fruits Given More Attention—New Crop Lemons on the Way—Shipment of Potatoes From West to East Reverses General Rule.

Thanksgiving and Hallowe'en are accountable for a somewhat brisker movement of fruits this week, retailers throughout the country anticipating increased sales around the holiday. Trade in domestic lines of fruits, with the exception of apples and grapes, and a few belated shipments of pears, is small. Imported lines have accordingly to be brought to the fore, in order to appease the public appetite for fruits.

Valencia oranges are on the up grade. That is, prices are. Shipments are on the wane, which with the better demand under the falling off in domestic fruits, is causing the stronger tendency. Florida oranges, the quality of which is said to be good, are now on their way to Canadian markets.

The first shipment of new crop lemons is on its way across the water, and should adorn at least the eastern Canadian markets some time next week. Prices for first arrival will no doubt be high. However, a fairly high range of values, according to importers, can be expected.

Prices of Florida grapefruit are ranging higher than last year, the yield this year being considerably smaller.

MONTREAL.

Fruits.—Present business in fruit is good. Apples are naturally a feature. Grapes are moving well, with Malaga and Trokeys among the leaders. Canadian stocks are running low.

Apples, bbl	3 0	5 00	Lemons	4 00	4 50
Apples, Fancy use, bbl.	5 0		Limes, a box	1 25	1 50
Bananas, bunch	1 [illegible]	1 75	Oranges—		
Bananas, crated	1 7[illegible]	2 00	Valencia	4 50	5 [illegible]0
Cocoanuts, bags	4 00	4 00	Jamaicas, bbl.	2 75	3 75
Grape fruit, Florida, case	4 50	5 00	Sorrentos	3 2[illegible]	3 [illegible]
Grapes, Malaga, per keg	4 50	5 00	Mexican	2 75	3 00
Grapes, Canadian, bas et	0 20	0 25	Pears, California	2 25	2 75
Grapes, Cal., box	2 [illegible]0	2 [illegible]5	Pineapples—		
			Floridas, case	4 00	4 50
			Plums, California box	1 50	2 00

Vegetables.—New green beans in hampers are on the market. Potatoes are steady, and are arriving freely. Canadian tomatoes are of good quality. Celery and cranberries are receiving considerable notice.

Beans, green, hamper	3 00		Leeks, doz	1 50	1 75
Carrots, doz	0 25		Canadian lettuce per doz	0 45	0 50
Cabbage doz	0 75		Onions—		
Celery, doz	0 60	0 75	Spanish, crate	3 75	4 25
Corn per doz	0 20		Canadian reds, 100 lbs		3 00
Cranberries, Cape Cod, bbl	9 00		Sweet potatoes	2 00	
Cranberries, N.S.	7 00	8 00	Montreal potatoes, new, bag	1 15	1 25
Cucumbers, doz	0 60		Tomatoes, Canadian, box	0 60	0 75
Garlic, 2 bunches	0 25				
Green Peppers, bushel basket	1 75	2 25			

TORONTO.

Green Fruits.—The locks have again been snapped on the fruit market at the foot of Yonge St., the summer home of the fruit and produce merchants, and business has been transferred to their up-town quarters. Canadian peaches have served their time for this years, although Colorado, may be had at $1.50 per box. Florida grapefruit of excellent quality has arrived on the market, and is selling at $5.50 to $5.75 per case, while a recent addition to offerings is Almeria grapes at $5.50 to $6.50 per keg. There are still some of the Canadian variety obtainable, while supplies are also being brought from California. Valencia oranges are scarce and high. Indeed, one firm quotes 150s and 176s at $6.00 per case. There are some shipment of new crop Florida now on the way, and the quality is said to be good. Tomatoes are drawing to a close, while the quality is not exactly all to be desired. Lines are firmer.

Apples are quoted all the way from $2.25 to $4.00 per barrel, and supplies on the market now are quite plentiful.

Cooking varieties are offered at the former price, while No. 1 snows are bringing the latter figure.

Bananas	1 25	1 75	Canadian pears, 11-qt. basket	0 [illegible]5	0 50
Lemons—			Grapes, small	0 25	0 30
Verdelli	4 00	4 50	Limes, box	1 50	
Limes, box		1 50	Grapes, California box	2 00	2 25
Oranges			Peaches, Colorado, box		1 50
Late valencias	5 00	5 50	Cranberries, Cape Cod, brl.	8 50	9 00
Can. tomatoes, 11-qt. baskets	0 15	0 25	Apples, brl.	2 25	4 00
Grap fruit case	5 50	5 75			
Grapes, Almeria p rkeg	5 50	6 50			

Vegetables.—In past years it has been the general rule for Eastern Canada, Ontario incluutp., to ship potatoes to the West. Is this rule to be reversed? This week marks the arrival on the Toronto market of a car of Manitoba potatoes. The quality is said to be generally good, and the price will be such as to compete with Ontario stock this year. The crop in Ontario has been generally lower than elsewhere, and below the past two years. As a result there have been large supplies brought in from New Brunswick, while now a first shipment has been made from the West.

Conditions are more settled in Spain, and while shipments of onions have not returned to normal, they are expected to soon. Canadian onions are a little firmer this week.

Canadian beet, per bag		0 75	Onions—		
Cabbag Canadian, dozen	0 65	0 75	American cooking 10 -lb. bag		2 50
Carrots, bag		0 75	Spanish, case		3 75
Egg plant, bak	0 25	0 30	Canadian, 5-lb. bags	1 65	85
Celery per doz. heads	0 40	0 50	Potatoes, N. B. stock, bag		1 25
Cauliflowers, dz.	0 75	1 25	Potatoes, Ontario, bag		1 15
Green peppers, basket	0 15	0 20	Sweet potatoes, barrel	4 00	4 50
			hamper		1 85

WINNIPEG.

Fresh Fruit.—Trade continues active in all these lines and in spite of the cold weather orders continue to arrive in large quantities. The crop of new lemons are on the market, and are selling at $7 a crate. California Tokay grapes have risen 25c, and are selling at $2.50 per case, while Red Rogers are going for 35c per basket. There has been no change in the apple situation except that Canadian MacKintosh Reds are now quoted at $5.50 to $6 per bbl.

Bananas, bunch	2 75	3 50
Valencia oranges	...	5 25
California lemons, crate	....	7 00
Wash. peaches, box	1 15	25
American Wealthies, bbl	....	5 00
King, per brl	....	5 00
Nova Scotia Gravensteins	3 50	4 00
B. Hardy pears	....	3 50
Red Rogers grapes	...	0 35
Cal. Tokays grapes, case	....	2 50
Mont. crab apples, per box	2 00	2 25
Cape Cod cranberries, brl		10 0
Can. McIntoshreds	5 50	6 00

Green Vegetables.—The situation has been little changed during the last week and the supplies continued to arrive in first-class condition. Native head let-

Almeria Grapes

Fancy Winter Keeping.

Pink Tinted Varieties now arriving.

Our range is a large one, and great care has been exercised in selecting only the best obtainable fruit.

Your Orders will have care and attention.

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

FOR—

"Green Mountains,"

"Delewares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

Malaga Grapes

The quality is exceptionally good, bright color and sound. Large clusters and fine flavor.

Grape Fruit

The quality is good for first arrivals.

Late Valencia Oranges

The only real good orange on the market now is the California Late Valencia. We have all sizes.

New Figs

We expect our second lot of New Figs this week—the very finest packed.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



BUSTER BROWN

LEMONS

THE YEAR AROUND

¶ GIVE YOU THE MOST SATISFACTION.

¶ SHOW YOU THE MOST PROFIT.

ORDER THIS BRAND.



W. B. STRINGER, Toronto

Sales Agent

FOLLINA BROS., Palermo

Growers and Packers

tuce and cucumbers are off the market. In their place imported lettuce is being quoted at $1.50 per dozen, and cucumbers at 90c per doz.

Native mint, per doz		0 20
Native green onions, doz		0 25
Native parsley, per doz		0 20
Native lettuce per doz		0 25
Native watercress, doz		0 35
Ontario tomatoes, large basket		0 75
Imported head lettuce, doz		1 50
New cabbage, per cwt		1 00
American peppers, doz		0 20
Native carrots, pe cwt		1 00
Native beets, per cwt		1 00
Native radishes, per doz		0 25
Native turnips, per bus		1 00
Native celery, doz	0 40	0 75
Imported cucumbers, doz		2 5
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01
Citron, lb		0 02½
Hubbard squash, lb		0 02
Brussels sprouts lb		0 17
Leeks, per doz		0 35
Spanish onions, 70-lb. crate		1 25
Valencias, crate		4 50
Cauliflowers, per doz	1 00	1 25
Red cabbage per doz		1 00

Potatoes.—The supply of potatoes continues to be very plentiful and carload lots are being received every day by wholesale houses in the city. Up to the present offers have been confined to a radius of about 60 miles of Winnipeg, but in spite of this there is no scarcity and the condition also is stated to be "up to the mark." In consequence of this increased supply, prices have fallen and are now quoted at 50c per bushel.

Manitobas, 5 to 15 bus		0 70
Manitobas, 10 to 20 bus		0 65
Buying prices, carlots, f.o.b. Winnipeg	0 50	0 55
Ying. sweet potatoes, bbl		
Jersey sweet potatoes, bbl		

KEEP VINEGAR ON BULK PICKLES.

"The main reason why bulk pickles go bad," said a manufacturer, "is because theretailer does not take enough care when scooping them out of the barrel or keg. Pickles will not keep unless they are covered with vinegar. Many grocers keep continually scooping out of the centre, so that there is a wall of pickles around the edge of the barrel not covered with vinegar. The result is they spoil. If they are kept well covered properly with vinegar, they will keep for any reasonable length of time."

Those grocers who have had cause to complain at any time, will probably find this the reason. They should give the necessary attention in the future.

JUST ANOTHER EXAMPLE.

"A customer of mine," remarked an Ontario grocer, "wanted a certain biscuit, which she said cost her 16c. I rang up the wholesaler and was quoted 14½c. Selling at 16c. was too small a profit, so I sent to the grocer who was offering the biscuit at 16c. to get the required pound. He only charged 16c., but when I placed them on the scale, I found he was charging 18c. per pound."

Just another example of those who cannot last long, but who demoralize the trade while they are in business.



Fish - Oysters



Supplies of Fish None Too Plentiful

Shipments of Such Lines as Fillets and Haddies are Slow While Unfavorable Weather Has Interfered With The Catch of Fresh Fish—Frozen Lines are More in Evidence—Weather Not Exactly Favorable for Trade.

The weather is not exactly all that could be desired to be most beneficial to the fish trade. There is a fair movement of general lines, but the briskness that real cool weather would bring is not in evidence.

Supplies of a number of lines are none too plentiful. It seems somewhat difficult to secure shipments of fillets, haddies, and kindred lines, from the eastern provinces. Receipts of fish on the east coast have been rather small, owing to unfavorable weather. The halibut catch has been small owing to stormy weather, and the frozen article is being used. Offerings are turning more from the fresh to frozen varieties, as for instance, the season for fresh pike and pickerel is over, and the frozen article is now going out.

Oysters are moving fairly well, but in this line also, the weather is not exactly favorable.

QUEBEC.

Montreal.—While the fine weather may appeal to people in general, it is not very encouraging to the fish trade. Business has been fair but there has been lacking that impetus which regular cold weather contributes. In fresh fish there is a noticeable advance in the price of halibut, arising from stormy weather on the coast and consequent scarcity due to the delay in operations. Lower prices are not expected for some time. In the meantime supplies of frozen halibut will have to meet the demand. Steak cod is likewise none too plentiful, but other fish are in fairly good supply. The season for fresh pike and pickerel is completed, but supplies of frozen will have to serve the trade. The quality is good and should give satisfaction. Among the lines of smoked fish, fancy haddies and fillets, too, are not over plentiful. New fancy haddies are bringing a rather high figure. Oysters are in good demand and will move more rapidly and steadily as soon as the cold weather has arrived for the season.

FRESH

Bluefish, per lb.		0 12	Steak cod headless, per lb.	0 06	0 07
Dressed perch, per lb		0 10	Halibut, express per lb		0 10
Dressed bullheads, per lb.		0 10	Salmon, B.C., lb		0 14
Eels fresh, each		0 25	Salmon, Gaspe		0 18
Flounders, per lb		0 08	Sea trout		0 10
Mackerel		0 12	Sea bass, per lb.		0 12
Haddocks, per lb	0 05	0 06	Smelts, fancy		0 10
Halibut, per lb.		0 12	Lake trout, lb.	0 10	0 12
Herring, each		0 03			

FROZEN

Haddock		0 04	Round pink salmon		0 09
Halibut, per lb.		0 09	Gaspe salmon, per lb.		0 18
Pike, round lb		0 06	Qualla salmon		0 10
Pike, dressed & headless, cases 150 lbs., per lb.		0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.		0 07
Steak cod		0 05	Whitefish, large, lb.		0 09
Mackerel		0 10	Whitefish, small		0 06

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Strip cod, boneless 3 -lb boxes, per lb.	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb		0 04	Salmon, B.C., red, bbl.		14 50
New Labrador herring, per bbl		5 50	Salmon, B.C., half bl.		8 00
New Labrador herring, per half bbl.		3 00	Salmon, Labrador, half bl.		15 00
Labrador sea trout, bbls		12 00	Salmon, Labrador, half bl.		8 50
Labrador sea trout, half bbls		6 50	Salmon, Labrador, tres, 300 lbs.		21 00
No. 1 mackerel, pail.		2 00	Salt eels, per lb.		0 07
No. 1 mackerel ½ bbls.		8 00	Salt sardines, bbls.		6 00
Scotia herring, No. 2, bbl.			Salt sardines, ½ bbls		3 50
Lake trout, half bbl.		6 00	Sea trout, ½ brl.		6 50
Choice mackerel, half pail		2 00	Sea trout, bbls.		12 00
			Scotch herring		6 00
			Scotch herring, keg		1 00
			Holland herring, bbl.		5 50
			Holland herring, keg		0 75

SMOKED

Smoked eels, per lb		0 10
Bloaters, large, per box		1 10
Haddies	0 07½	0 08
Haddies, fancy, 15 lb boxes per lb		0 09
Fillets fancy, 5-lb boxes, per lb		0 10
Herring, new smoked per box		0 20
Kippers, (fancy, large) per box		1 25
Kippers (small)		1 00
New fillets, per lb		0 11

SHELL FISH

Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60
Oysters, fancy cape, large bbls		9 0
Malpeque Oysters, per bbl	7 00	12 00
Solid meats—Standards, gal., $1.75; selects, gal., $2.		

ONTARIO.

Toronto.—Fish are moving out quite freely for the season and real cool weather would start a good many more retailers handling this line. Oysters are meeting with a good reception. Labrador herrings are firmer at $6.00 for barrels. Supplies from the eastern coast are hard to get, there being a scarcity of fillets, haddies and kindred lines reported at the present. There is a plenitude of fresh caught trout, however.

FRESH CAUGHT FISH

Steak cod		0 07½	Fresh caught white	0 10	0 12
Fresh halibut	0 09	0 10	Fresh caught herring		0 06
Perch		0 06	Haddock	0 06	0 07
Fresh trout	0 10	0 11	Pickerel		0 10



YOU'LL HAVE A SMILE

and a big one at the end of the season if you take our advice and make an increase in your business by handling fish. We are not telling you week in and week out that there is money in the business for you, just for fun. We want you to get started and try Reciprocity for awhile. If it does not pan out, then there is something wanting. But it will, if you handle the proper lines.

"Canada" Brand Pure Boneless Cod Fish

is the line that many a good dealer has found a trade winner. Look at the range.

CANADA TABLETS, 20 1-lb. Tablets. CANADA CRATE, 12 2-lb. Boxes.
CANADA STRIP, 30-lb. Boxes, Whole pieces. COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.
MARINER BRAND, 25-lb. Boxes, Bulk.

Ocean Brand :- HADDIES, KIPPERS, BLOATERS — Make other brands jealous. That's enough. You can guess the reason.

BOUTILIER'S SMOKED FILLETS — Make the housewife smile. That's all you want to do also. You know why she smiles, eh? Satisfaction, of course.

WE OFFER FOR IMMEDIATE SHIPMENT BY CAR LOAD, NEW FAT JULY SALT HERRING
IF YOUR WHOLESALER CANNOT SUPPLY YOU, WRITE DIRECT

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters
50 JARVIS STREET, TORONTO

Dear Mr. Merchant:

It's well to be careful about these things in connection with your oyster business:—

See that your oysters come from communities that produce oysters with the best flavor and that these oysters mature sufficiently firm to retain that flavor for the longest time possible. See that shipment is made in the most sanitary package obtainable; and that the oysters are refrigerated at a low temperature, and also protected from freezing. And be sure you display them attractively.

Let us add that "Coast Sealed" Oysters are grown on ground that is famous for the flavor of its oysters; shipped to you in the "Coast Sealed" Carriers—the acknowledged peer of all packages, properly refrigerated all the way.

We solicit your enquiry,

CONNECTICUT OYSTER COMPANY

P.S.---We can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice.

FROZEN FISH

Gold eyes	0 05	Sea herring, lb	0 04½
Pike	0 05	Sea herring, 55-lb. brl	2 25
New Pink sea salmon	0 09	Mackerel, lb	0 12
Whitefish	0 11	Mullets	0 04
		Bluefish	0 12

SMOKED

Kippers, per box	1 25	Cod, Imperial	0 07½
Bloaters, per box	1 25	Quail on-toast	0 07
Finnan Haddie, lb	08 0 09	Fillets of haddie	0 12
		Cisco es, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, select, gal	1 25	Labrador herring, half bbls	3 25
Oysters, standards, gl	1 15		

NOVA SCOTIA.

Halifax.—A good run of mackerel struck in on the Nova Scotia coast last week. At Canso, one day, fifteen thousand fish were taken. At some other places smaller catches were made. The fish are large and fat. Mackerel are now in excellent demand, and the fish caught this week found a ready sale. Some of them were shipped on ice to Boston, and the balance were placed on sale on the local market.

The receipts of fish here during the past week have been comparatively light. Haddock continue scarce, and only small quantities of halibut are offered for sale. The weather has been unfavorable for the fishermen, and this is mainly the reason for the falling off in the receipts. Fresh fish, however, outside of mackerel are in light demand at present. The salt article is selling much more freely, herring in particular.

The price of salt codfish remains unchanged. The receipts have been light this week, but some large cargoes are now on the way. One steamer, now due from St. John's, Newfoundland, has 4,500 quintals on board. This is one of the largest shipments of the season.

Fishermen on the west coast of Newfoundland held a meeting this week and advanced the price of herring. According to government regulations, the price is $1.25 per barrel, that is, they cannot catch them for less than that figure, which has been the standard for several seasons on green goods. The fishermen went on record as binding themselves not to sell this coming season at that figure. They agreed not to sell any American or Nova Scotia herring at less than $1.50 per barrel, this price to hold until December 15, and after that date the price is not to be less than two dollars per barrel.

POTATOES IN MANITOBA.

Two million bushels more of potatoes are expected to be raised in Manitoba this year than last. Some shipments have been made to Ontario, while last year Ontario shipped west.

The imports into New Zealand from Canada for the quarter ending June 30, amounted to $244,620, an increase of $9,285 over the corresponding period of last year.

Canadian Goods Now Going to England

Our Fruit Being Well Received — Canadian Canned Apples and Pears on the British Market—Canned Salmon and Lobster Among Our Exports—Prospects for Onions and Condensed Milk.

Leeds, England, Oct. 25.—Inquiries are being made by local importers as to the extent of the cultivation of onions in Canada with a view to their export to this market. In former years Canadian growers have been at a disadvantage owing to the proximity and consequently cheaper prices quoted by shippers on the Continent. This year, however, the hot and dry summer is reported to have been very unfavorable to the crops in Holland and Silesia, which together with Spain, are the chief sources from which supplies are sent to the English market. The prices quoted by Hamburg shippers already show an upward tendency and during the coming winter onions are expected to command enhanced prices. For shipment to this market it is suggested that onions could be packed in barrels to hold about 168 pounds, the top and bottom being slightly perforated to keep the contents in cool condition.

Arrangements for Canadian Fruit.

The crop of English apples has turned out larger than was at one time expected and liberal supplies are now on sale in the local markets. The fruit is of varied character, some being exceedingly small in size, while, on the other hand, arrivals from certain districts are of satisfactory quality. It is expected that these supplies will be finishing about the time the Canadian apples begin to arrive.

Some local firms have already concluded arrangements with Canadian apple exporters for shipments this season, and others are now in correspondence with exporters on information furnished by this office. Canadian shippers who may be desirous of increasing their business on this side should correspond with this office, giving particulars as to the quantities they wish to send and other details, which information will be placed before reputable firms.

Local merchants are also looking forward to a continuance this season of the shipments of dessert pears from Canada. The trade in this class of fruit, so far as this district is concerned, was initiated last year, when a number of boxes of fine looking fruit were sent direct to Leeds and disposed of with results which were regarded as entirely satisfactory to the shippers and receivers interested.

Canadian Canned Goods.

Certain lines of canned goods put up by Canadian firms are coming more into evidence on this market. In fruits, a progressive trade is being done in canned apples in tins holding approximately one gallon. These are supplied mainly to restaurants, hotels and boarding houses, and at present three Canadian brands are on sale. Canned 'Bartlett' pears of Canadian origin have also been introduced on to this market.

In fish, British Columbia canned salmon is largely sold under various labels, but the demand for canned lobster among the public is now a limited one owing to the enhanced price ruling. Canada, however, continues to do the largest trade with the British market in this class of goods, and last year contributed 84 per cent. of the imports.

Condensed Milk and Canned Meats.

At present, the condensed milk sold in this district comes mainly from Holland and Switzerland and so far as can be ascertained, no condensed milk of Canadian manufacture is on sale although inquiries regarding the trade have been received at this office in the past from Canadian firms. Canned tomatoes are chiefly of Italian origin although there is one brand put up by an Ontario firm which is sometimes seen. The import of canned meats from Canada to this market is but small in comparison with those received from other sources.

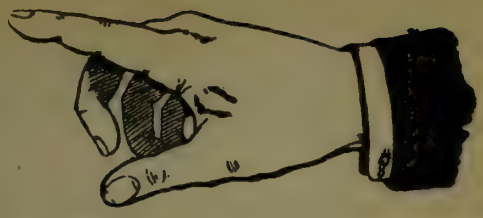
It may be stated, however, that the trade done in this class of goods has fully recovered from the set-back of a few years ago, the opinions expressed by merchants indicating that this article is more than ever a necessity to the large industrial population in this part of England.

PECULIAR LEGAL CASE.

An interesting case came up in an English court recently, when one grocer sued another for damages, by reason of having given the plaintiff a false character of an employe. The plaintiff was awarded £21 while the employe had only absconded with £14 12s 3d, the balance being for expenses incurred in searching for him.

The judge stated it appeared to him that the defendant, having knowledge of the clerk's dishonesty, when he was asked by the plaintiff if he knew anything against him, while not necessarily answering the question, could have given such a reply as would have put the plaintiff on his guard.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

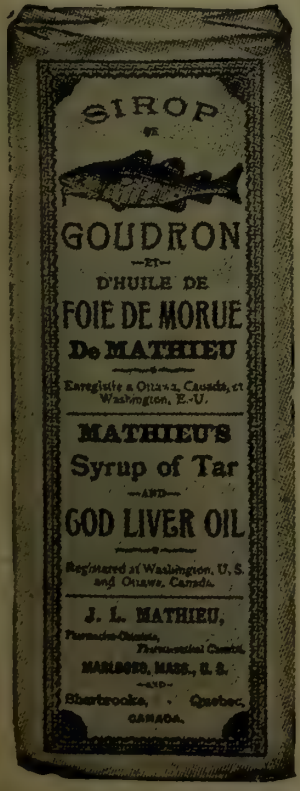
Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

Quaker Brand

Baking Powder

has proven itself a great friend of the housewife because of its unwavering high-grade quality and uniformity.

Always gives the same satisfactory results.

Contains no injurious ingredients. Positively "Contains No Alum."

Package Neat and Attractive.

Ask for Quotations.

Mathewson's Sons

MONTREAL

The Grocer's Encyclopedia—Cranberry

Interesting Features About the Growth of the Cranberry—Grown in Swamp But Requires Considerable Attention—Cape Cod the Largest Producer—Also Grown in Certain Sections of Canada.

It is but early in the fall when the sumach is turning a brilliant scarlet, and down in the swamp the foliage is sending forth a blaze of color, that swamps on Cape Cod take on an air of briskness. It is again cranberry picking time, and the residents of that district are about to go forth to gather a renumerative harvest, that of the cranberry.

Whole families, women and men, boys and girls turn out to assist in the work. Besides the profitable side of the cranberry period, with the hard work it entails, it is made a time of merriment, and is somewhat akin to the husking bees so well known in Canada.

Industry Sixty Years Old.

It was about 60 years ago that a Cape Cod resident saw the possibilities of cranberry growing. He began by planting a few vines, was successful, and kept at it. The result is, that the Cape Cod cranberry industry is now a large one, and there the greatest amount are produced.

There is, perhaps, no other place in the country with so many bogs as on Cape Cod. Bogs require hard physical labor, such as weeding, fighting insects, rot and frost. There is also the flooding of the bog, which plays so important a part in the preservation of the berry.

Bogs are rather expensive too, as the first four years of their existence only small profits or none are realized. In the latter part of each May, the swamps are flooded to drown out the insects. This is repeated again in June. They are flooded for the winter some time in November or December, for the safety of the vines.

Fires to Prevent Frost.

Some years when the berries have developed and are about ready for picking, it is necessary to keep fires burning around the edge of the bogs, in order to keep the berries from being damaged by frost.

As has been said, Cape Cod is the largest producer of cranberries. The yield in Wisconsin is also considerable. In Canada, both Nova Scotia and Prince Edward Island are quite large growers of the berry. In North Ontario, in the neighborhood of Parry Sound, they also grow, and in fact the cranberry, or bogberry, as it has been called, can be grown in almost any swampy place if given proper attention.

Cranberry picking is hard work. The picker has to creep along the low vines in a stooping manner all day. Then too, the fingers get wounded by the brambles on the vines, and have to be protected by gloves.

Various Brands.

One of the most noted brands of the cranberry is the Early Blacks. Usually these command high prices, because they are the first to go on the market. Then comes Mathews, the Howes, the Early Reds and the Bells. The choicest berries are always hand-picked as then there is no danger of bruising them.

The cranberry, besides its food value, market for some time, but with the cooler weather it is generally in even greater demand, and now is a profitable season for the grocer to feature it.

The cranberry, besides it food value, like other varieties of fruit, is of great assistance in the digestion of other foods.

CURRANT JELLY FROM GREECE.

Glucose to be Admitted Free Till 1925—Provides Outlet for Surplus Currants.

New York, Oct. 26.—The National Assembly of Greece during its closing session enacted an amendment to the tariff law in virtue of which glucose may be admitted into Greece free of duty, when intended for manufacture into sweets for export.

The action greatly facilitates the operation of a recently drawn contract, by which a Greek firm is to manufacture currant jelly in Greece on an extensive scale for export to the United States, utilizing as an important ingredient American glucose furnished by a New York firm. The arrangement, which looks to the establishment of a number of currant jelly plants in Greece, extends to 1925. It permits the use of 12,000 tons of glucose the first year, and increasing amounts in the future, as the development of the business warrants.

This is intended to have the double effect of providing a market in Greece for this important American corn product, and of enabling the Greek company concerned, to dispose of a portion of the annual surplus of the currant crop, which it is under contract to take from the privileged company. It will also promote the sale of glasses, jars and other containers, labels, etc., from the United States, since it is the idea of the parties to the undertaking to obtain all this material from United States.

WHAT IT MEANT.

Shopper.—What do you mean by such items in your bill as "one handful of raisins, ten lumps of sugar, three pocketfuls of almonds."

Grocer.—It means, madam, that people who bring their children with them when they come shopping must take the consequence.

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

You cannot too highly praise it—

Black Watch

The Biggest and Best Plug Chewing Tobacco

Is now a favorite amongst tobacco chewers. Keep it to the front and watch your profits increase.



Quality Counts

We readily understand why your business has increased so much during the past year. We know that many grocers have realized that quality is the best basis on which to found any department of their business, and that they have given preference to

Maple Sugar
Chewing Tobacco

in their tobacco department. This is a really high-class and agreeable article, and never fails to please those who give it a trial.

Write for Quotations

Rock City Tobacco Co.

Quebec Winnipeg

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

GROCERY FOR SALE.

FOR SALE—Good grocery business in Western Ontario town of 10,000. Annual turnover of $13,000. Fine opportunity for young man. Good reasons for selling. Box 399. CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

A BOOK-KEEPING STAFF IN ITSELF, DOING the work with machine precision and accuracy—the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 401, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 60
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 60
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 50
1 "	2½-lb	5 60
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
¼-lb.	1 40
6-oz.	1 95
½-lb.	2 55
12-oz.	3 85
1-lb.	4 90
3-lb.	13 60
5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.

Borwick's Baking Powder

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER

Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 8-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 8-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Per doz		
Aylmer Jams	Peach	1 80
	Pear	1 70
Strawberry	Jellies	
Raspberry	Red currant	2 00
Black currant	Black currant	
Red currant	Crabapple	

Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 52	0 10½
Black currant	0 59	0 52	0 10½
Raspberry	0 59	0 52	0 16½

Weight allowed up to 25c per 100 lbs.

Cocoa and Chocolate

THE COWAN CO., LIMITED

Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EFFE'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 4-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 5 and 6 lb. bxs., 26c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.06. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 11	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 45

REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80

ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 50
Purity Milk	4 25
Good Luck	4 00

Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 33	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "	"	"	0 31
" " ½ lb. tins, "	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins,	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 34
Flower Pot, 1 lb. pots,	"		0 31

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 85	"
25-lb. pails	0 15	lb.

WHITE WAN SPICES AND CEREALS LTD.

White Swan Blend.

1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 25c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	$ 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 10
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each $4
100 books and over	each 3½
500 books to 1000 books	3

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $2)	24 00
Gal. bottles (retail at $20)	15 00

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



Good Value Soap

Are you selling the kind of soap that makes your housekeeping customers think yours is the only store for good value. You can do this by selling

WONDERFUL SOAP

It is pure, hard, and will do more work to the bar than any other soap you ever handled. Its purity allows it to be used in the washing of the daintiest fabrics without harming them.

Wonderful Soap is acknowledged by all housewives as the soap for washday.

Write for Quotations.

THE GUELPH SOAP COMPANY

GUELPH, :: ONTARIO

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz in case.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON - - - WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 100 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

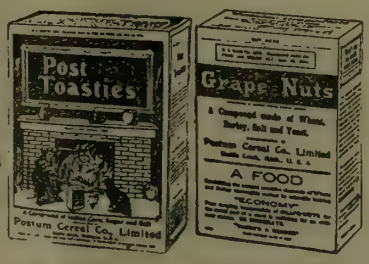
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06½
Cases of 25 lbs., loose	0 06
Egg noodles, cases of 50 pkgs., ½-lb.	0 07
Egg noodles, cases of 10 lbs., loose	0 06½
Lasagnes, cases of 10 lbs., loose	0 06½

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	2 85

Jelly Powders



Assorted Case,		Contains 2 doz..$1.80
Lemon	(Straight)	Contains 2 doz..$1.80
Orange	(Straight)	Contains 2 doz..$1.80
Raspberry	(Straight)	Contains 2 doz..$1.80
Strawberry	(Straight)	Contains 2 doz..$1.80
Chocolate	(Straight)	Contains 2 doz..$1.80
Cherry	(Straight)	Contains 2 doz..$1.80
Peach	(Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz..$2 50
Chocolate	(Straight)	Contains 2 doz.. 2 50
Vanilla	(Straight)	Contains 2 doz.. 2 50
Strawberry	(Straight)	Contains 2 doz.. 2 50
Lemon	(Straight)	Contains 2 doz.. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

	Per lb
Tierces	$0 09½
½-bbls	0 10½
Tubs, 60 lbs	0 10½
20-lb. Pails	2 08
20-lb. tins	1 98
Cases, 3's	0 10½
" 5's	0 10½
" 10's	0 10½

F.O.B. Montreal





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI CO'Y, MONTREAL.

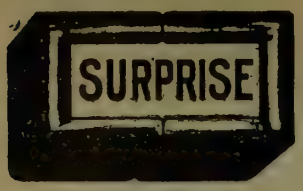
Fine.

4 lbs. box "Special"..... per box	$ 11
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls..... per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard"..... per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose)..... per lb.	0 05
25 lbs. cases, 1 lb. packages..... "	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 0



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50

Celluloid—Boxes containing 45 cart's, per case 3 60

Culinary Starch

40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs. Canada pure corn starch	0 05½

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 36 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.56.

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¾	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

		Per case
Plain tins, with label—		
2 lb. tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
1 lb. tins 2 doz in case		$3 50
5 " 1 " "		4 00
10 " ½ " "		3 95
20 " ¼ " "		3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case..... $5 00
Cases 4 doz. each ovals, per case..... 5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 61
Pails—2's, each	0 96
Pails—5's, each	2 10

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75





	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 24
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



HELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	¼ only	0 55	0 80
Gold "	¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

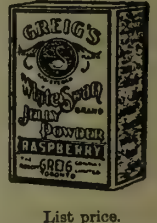
Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 60
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 60
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

---

What Snap Will Do No Other Hand Cleaner Can Do

Snap Company, Limited

Montreal, Quebec

SNAP IS GOOD STOCK



SNAP WILL PAY YOU

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.

Agents

HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Willington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



F C Harkness (DH)
34 Royal Bk Bldg

The last bag going out meets the first bag coming in

FIVE ROSES never outstays its welcome.
Each bag is a *transient* visitor—
A paying guest.
It comes with a profit for you—*delivers it*—moves on.
Not a minute longer does it stay.
Remember, its a *full* profit you get from FIVE ROSES.
With nothing taken off for storage charges, long time insurance, idle capital, deterioration, and other expenses of slow-moving stuff.
FIVE ROSES *never* falls in love with your shelves.
Its character is active, energetic, pushful.
It simply must keep on the move — naturally a *quick seller.*
Regular as clockwork are your FIVE ROSES sales.
Each bag is a link of *uniform satisfaction* in the rapidly moving drive-chain of your *permanent patronage.*
And as this chain moves faster, the bags move faster through *your* hands.
And the movement *is* quickened because—
Each bag is a salesman which *never* misrepresents.
The language FIVE ROSES speaks is *unmistakeable* — the housewife hears and heeds.

Each bag from your store *increases* the kitchen happiness from the bag that has gone before it—and that's *Goodwill.*
It opens wide the *sales door* for the goods that will come after it—and that's *Confidence.*
Stretching from the mill doors to your store, there's a long line of *FIVE ROSES sales* waiting for YOUR door to open.
There's an equally long line of *profit opportunities* between many expectant housewives and you.
Let *your* store be the missing link.
Let it be the point where FIVE ROSES meets the user—
Where the profit is really made.
Sell FIVE ROSES—*cash in* on its splendid reputation, its purity, its uniformity.
Thousands of successful retailers—*just like you*—never knew the *really* profitable side of flour sales till FIVE ROSES showed the way.
This steady, *clock-like* profit—is business so very good that *you* can ignore it?
Write our nearest office—or ask your jobber.
Now is the time to be more prosperous.
Don't delay.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" *MONTREAL*

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER



FALL CAMPAIGN NUMBER

NOVEMBER 1911

THE MACLEAN PUBLISHING COMPANY
LIMITED
MONTREAL TORONTO WINNIPEG & VANCOUVER

St. Lawrence Granulated

is the choicest and most reliable sugar refined in Canada, certified by Government analysis to contain 99 99/100 to 100 per cent. of pure cane sugar with no impurities.

IT WILL PAY TO SUPPLY YOUR CUSTOMERS WITH

St. Lawrence Sugar

and thereby earn the reputation of selling only the finest quality of sugar that money can buy.

When ordering **LUMP SUGAR,** be sure to ask for

CRYSTAL DIAMONDS

Put up in bulk, cartons, and half cartons, to retail at popular prices.

CRYSTAL DIAMOND DOMINOS

(in cartons only)

a specially made lump sugar for Coffee users.

Have you tried our new small package of Granulated Sugar put up in

25-lb. COTTON BAGS?

A very convenient and handy package to sell over the counter.

We also supply 20-lb. Cotton Bags.

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED

MONTREAL, QUE.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, NOVEMBER 3, 1911 No. 44



For Years In the Lead ——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.
AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St. ;; MONTREAL

Toronto Office
30 Church Street

Sell Your Customers What They Want!

Your profits lie in quick sales, and quick sales come from giving people what they have been educated up to.

Crown Brand Corn Syrup

is in demand because its high quality is well advertised, because people know about it, and because the syrup itself adequately backs up every claim made for it.

The Crown Brand Corn Syrup season is on now. Are you well stocked?

THE EDWARDSBURG STARCH CO LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



Packed 1 doz. to carton.
12 cartons to case.



acked 1 doz. to carton. 12 cartons to case.
Assorted flavors.



Three Sizes
Small
Medium
Large



A Large Variety of Kinds and Sizes.

Four Sizes
Small
Tumbler
Medium
Large



MacLAREN'S
IMPERIAL PRODUCTS
NOTHING BETTER



Put up in four sizes.
Individual, Small, Medium, Large

Put up in three different sizes.

Small---1 doz. to carton.
Medium---½ lb. blocks. Cases, 2 Doz.
Large---1 lb. blocks. Cases, 1 Doz.



For sale by all first-class jobbers.

MANUFACTURED AND GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES--NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES--WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.





6---Gold Medals---6

Codou Macaroni

(A Genuine French Product)

This is manufactured in a model factory, run on absolutely new and up-to-date lines. It is made only from pure Taganrog (Russian) Wheat---the only wheat from which the finest Macaroni can be obtained. There is no finer quality to be had.





Arthur P. Tippett & Co.

Agents

Montreal **Toronto**

UPTON'S

JAMS

Orange Marmalade and Tomato Ketchup

Look at the proposition from any point you may choose, and UPTON'S will prove to be the best for you.



The season for orange marmalade and tomato ketchup is at hand. Are you ready for it with a stock of the UPTON Brands?

¶ When you deal in Upton's you gain the best class of trade, and your customers get the finest line of goods. Our brands are made from superior materials by experts, and are "quality" goods in every essential. Extensive advertising has created a steady demand which will last. Why not share in the benefits?

ORDER UPTON'S
FROM YOUR JOBBER





The T. Upton Company, Ltd.

Hamilton, - Ontario



Rowat's Brands are Unexcelled

Years of experience have combined in the development of brands which to-day challenge the admiration and quicken the taste of people the world over. Coupled with this, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

PATERSON'S WORCESTERSHIRE SAUCE

As an appetizer it has retained unimpaired its signal record of years' standing, and is recognized among the trade as needing no recommendation to the grocer who handles it. To know it is but to appreciate its value.

Ask your wholesaler about it

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co , St. John, N.B.; C. E. Jarvis & Co., Vancouver, B C.

FOR

ROWAT & CO.

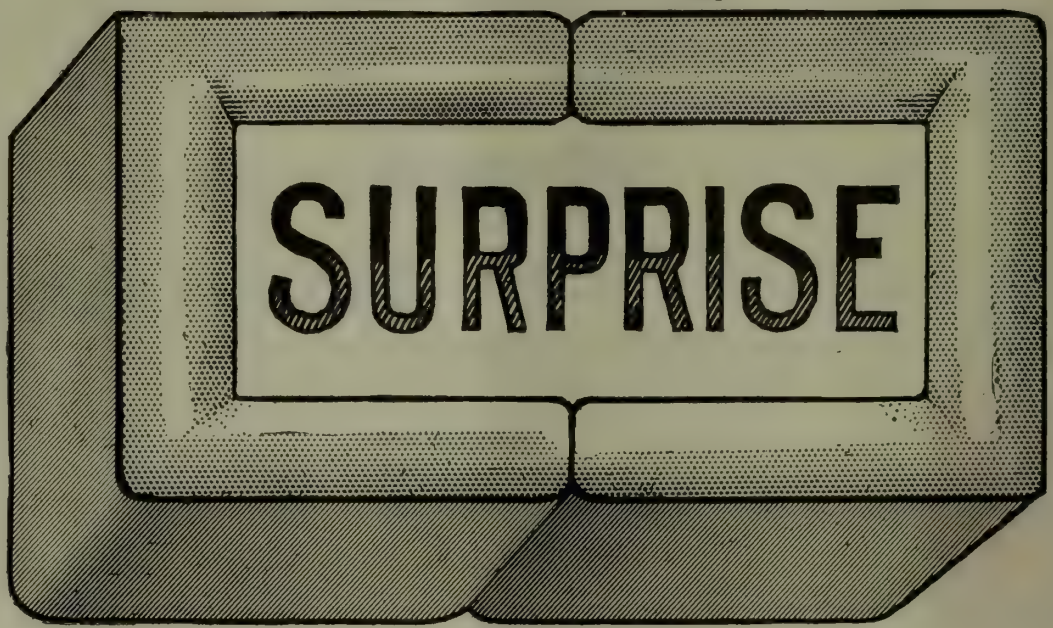
Glasgow, Scotland

YOUR WHOLESALER WILL SUPPLY THEM



A First-Class Appetizer for the Christmas Season

A Cake of "SURPRISE" Soap



A Soap Your Trade Requires

Every Month, Every Week, Every Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

Satisfaction to the Consumer Establishes Your Reputation

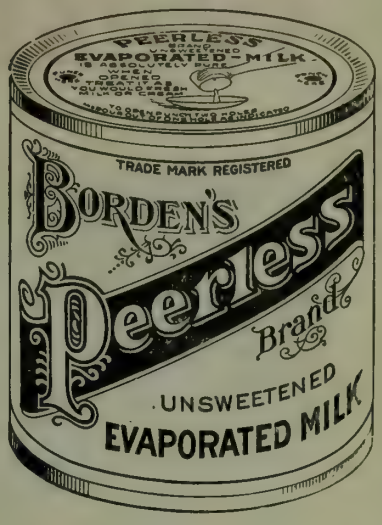


Borden's Brands

Give Perfect Satisfaction

Consequently the Name

Borden's is a Strong Guarantee in the Sale of **Milk Products**



BORDEN'S CONDENSED MILK CO., Established 1857. "Leaders of Quality.

SELLING REPRESENTATIVES:

WILLIAM H. DUNN	- -	Montreal, Toronto and Vancouver
MASON & HICKEY	- -	Winnipeg, Calgary and Edmonton

We solicit accounts of progressive Manufacturers wanting live representation

WILLIAM H. DUNN

Grocery Commission Merchant
and Manufacturers' Agent

Established 1890

396 St. Paul Street, - - -	MONTREAL
27 Front Street East, - - -	TORONTO
Mercantile Building, - - -	VANCOUVER

Our facilities for covering all markets in Canada are perfect.

References:—Manufacturers whom we have successfully represented for the past twenty years; also The Merchants Bank of Canada, Dun's and Bradstreet's Agencies.

Weston's Biscuits



Your trade in Biscuits will be a steady one if you are handling the Weston line of Fancy Biscuits. They are absolutely unequalled in quality of ingredients used in their manufacture.

They cannot get stale for reason of that excellent quality that keeps up a steady demand for them, besides they are packed in very handsome air-tight tins.



Perfection has only been attained after many years of steady experiment, and to-day the Weston Co. are housed in a modern factory of cleanliness and light, which for size and appearance will compare with any factory in Canada.

An interesting feature of this modern structure is the fact that the ovens are built and operated on the top floor, thus preventing the biscuits being subjected to the influence of heat and gas, as must happen when ovens are on the ground floor.



If you are not yet handling the Weston line of Fancy Biscuits, order a stock NOW. Quality always counts—and it will bring its reward.



George Weston, Limited
TORONTO

Bring Steady Trade

Weston's Soda Crackers

easily lead all other lines in the grocery store as the best all-year-round seller.

The finest blend of flour and the purest of shortenings are used in their manufacture, which makes them the lightest biscuit made in Canada.



This cut represents the exact size of package.

Weston's Soda Crackers are packed in 24's or 48's, with 24 biscuits to the package. The largest 5c. package put up in Canada. Same size as the famous Uneeda Biscuit package.

Sample tin or package will be sent free on request to any reader of The Grocer.

We hear a good deal of talk these days about "Service."

Do you know of any Coffee Establishment which so closely looks after the interests of its customers—keeps its products so fresh—spends so much money in creating a consumer demand, as

Chase & Sanborn

The High Grade Coffee House

MONTREAL

THE WONDER OF THE AGE!

All Water and Waste taken out. All Flavor and Delicious Goodness left in.

Dehydro

TRADE MARK

That's why so Economical, so Palatable, so Wholesome

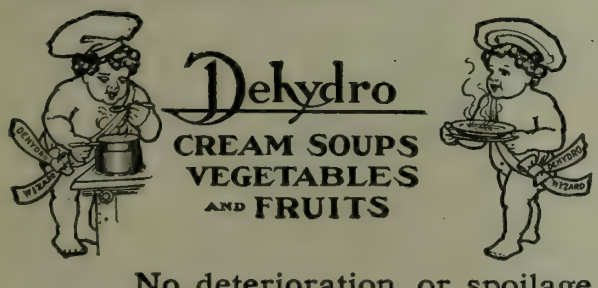
In Cans—But uncooked.
Crisp-dry—But as fresh as when they grew.

Our Specialties for Household use in No. 0 Packages.

→ **Dehydro Horse-Radish, Spinach, Sweet Corn, Green Beans, Cranberries, Rhubarb, Blueberries, Celery, Leek, Parsley, Mint. Also 8 varieties of Cream Soup.**

Our No. 1 and No. 5 packages for Hotels, Restaurants, Institutions and Campers.

→ **Potatoes, Cabbage, Onions, Carrots, Turnips, Sweet Corn, Green Beans, Spinach, Cranberries, Rhubarb, Blueberries, Celery, Leek, Parsley and Horse-Radish, Cream Soups.**





No deterioration or spoilage possible.
Light in weight---Easily transported.
No ptomaine poisoning. No safer or sounder food product ever offered to the Merchant.

American Dehydrating Company

WAUKESHA, WIS., U.S.A.

The W. H. Escott Co.

WINNIPEG
Sales Agents

READ THIS

HOW TO GET THE CUSTOMER REALLY INTERESTED

Make your windows a selling power by limiting the display to one line each time.



Show these Soaps on Shelf, Counter, or in the window, where they will suggest purchase. The extra profit of 5% to 7% in the Free Goods is a big item.



Delivered Prices, Ontario and Quebec:

5 Cases at $4.15 delivered, with 20 Bars Naptha Free. 10 Cases at $4.05 delivered, with 40 Bars Naptha Free.
25 Cases at $4.05 delivered, with 150 Bars Pure or Naptha Free.
Assorted or otherwise.

The Richards Pure Soap Company, Limited

Established 1860.
Sold to retail at 5c per cake straight.

Woodstock, Ont.

We sell direct or through any Wholesale House.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON
ONLY A LIMITED QUANTITY BEING PACKED

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - - Canada

Mason & Hickey

MANUFACTURERS' AGENTS

WE ARE OPEN TO REPRESENT LINES THAT DO NOT COMPETE WITH THE FOLLOWING:

Dominion Sugar Company

Wallaceburg - - - - Ont.

Granulated, Powdered, Icing and Paris Lumps

Borden's Condensed Milk Co.

New York - - - - - U.S.A.

Eagle, Gold Seal and Challenge Milk, and Peerless Cream.

Gorman, Eckert & Co.

London - - - - - - Ont.

The largest packers of Olives in the British Empire, Spices, Extracts, Etc.

E. D. SMITH

Winona - - - - - - Ont.

Jams, Jellies, Catsup, Grape Juice, Raspberry Vinegar, Canned Goods.

Ingersoll Packing Co.

Ingersoll - - - - - - Ont.

Bacon, Backs, Hams, Cream Cheese and large Royal Oxfords.

MacFarlane, Lang & Co.

Glasgow - - - - - Scotland

Famous Scotch Biscuits and Cakes.

WM. ROGERS

Denia - - - - - - Spain

Packers of the famous Caraval brand of Valencia Raisins.

Foster, Holtermann & Co.

Brantford - - - - - - Ont.

Ontario Honey.

J. H. Wethey & Co.

St. Catharines - - - - - Ont.

Manufacturers of bulk and package Mince Meat.

Samuel Hanson & Co.

London - - - - - England

Teas, Coffee and Spices.

Crescent Manufacturing Co.

Seattle - - - - - Washington

Mapleine Extracts.

Nicholson & Brock

Toronto - - - - - - Ont.

Bird Seed and Bird Gravel.

W. H. Dunn & Co.

Montreal - - - - - Quebec

Pyramid Fly Catchers.

SUCHARD'S COCOA

Neufchatel.

Geo. T. Mickle

Ridgetown - - - - - Ont.

White Beans.

National Licorice Co.

Brooklyn - - - - - N. Y.

Mason & Hickey

287 Stanley Street, - - - - Winnipeg, Canada.

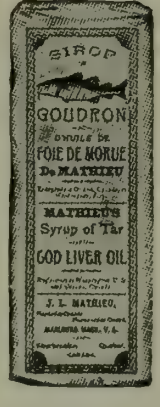


The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA



The laboratory, one of the largest and best equipped in Canada, is owned by us and used exclusively for the preparation of our celebrated specialties.



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

For its curative properties, which surpass those of the best cod liver oil in Canada, it is unrivalled. It is a specific for chronic coughs and colds, bronchitis, asthma, and all throat and lung affections. It is not only the best tonic that is known, but it tonifies the system as to make its return almost impossible.

Mathieu's Nervine Powders



This is a magic cure for all headaches, nerve pains, neuralgia, etc. Contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.

Sold by all wholesale dealers. Don't let your stock run low.

J. L. Mathieu & Co. (Proprietors) **Sherbrooke, Que.**

FOLEY BROS, LARSON & CO., Inc., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, and Vancouver, Distributors for Western Canada.
L. CHAPUT, FILS & CIE., Wholesale Depot, Montreal.

GIVE THE TOMATO ACHANCE

Pack your Tomatoes in the Tomato Can made for Tomatoes.



Adapt the OPENING to the size of the TOMATO, not the TOMATO to the size of the OPENING

Pack WHOLE TOMATOES, not Crushed Fruit.

Sanitary Can Co., Limited

Niagara Falls, Ontario

WHAT THE PRESS SAYS:

"Ventilation and light make the new building of Ramsays Limited, Montreal, a ***Veritable Sunshine Bakery.***"



We make only one grade of biscuits, the best that the purest and richest material can produce, and fully equal to anything made abroad.

RAMSAYS LIMITED

330 Nicolet Street, MONTREAL

A Big Seller All The Time

CHINESE STARCH Packages **contain 16 ounces, not twelve,** and never fail to please the most exacting housekeeper.

Chinese Starch is the only starch with two oils, one perfuming the linen, the other making the iron slip like a skate on the ice.

The sale of Chinese Starch will evoke a confidence in you by your customers, and further—will bring you more trade, through its excellent working in the laundry.



Chinese Starch

The profit will pay you handsomely to stock and push Chinese Starch, of which dummies for window display may be had from your agents.

Your notice is called to the remarkable increase in the demand in all parts of Canada for Chinese Starch, which has necessitated our appointing various wholesalers as our agents. All orders from Manitoba, Alberta and Saskatchewan should be addressed to W. H. ESCOTT CO., Winnipeg.

STANDARD BROKERAGE CO., Vancouver, B.C.; W. H. ESCOTT CO., Winnipeg, Man.; GREEN & CO., Toronto, Ont.; NORMAN D. McPHIE, Hamilton, Ont.; THE LAWRENCE NFLD. CO., Ltd, St. John's Nfd.; J. J. McKINNON, Charlottetown, P.E.I.; BOIVIN & GRENIER, Quebec, Que.; EUG. FOLIOT, St. Pierre, Miquelon; SCOTT, BOYD & CO., Port of Spain, Trinidad, B. W. I.
DESMARAIS & GREGOIRE, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

OCEAN MILLS

O. Lefebvre, Prop. MONTREAL

Advise Them to Use Real Vanilla



for flavoring puddings, pies, sauces, ice creams, cakes, etc. Your customers will be delighted with the flavor imparted by Shirriff's True Vanilla—a real vanilla extract, made from Mexican Vanilla beans. More than 90 other Shirriff's Flavorings.

Shirriff's TRUE VANILLA

Try This on Your Own Table



and enjoy some real Scotch Marmalade. Then you will be able to talk its deliciousness from experience. It's made from selected oranges and high-grade granulated sugar. It's a pure food product—and deserves your hearty endorsation. A big seller, too.

Shirriff's Scotch Marmalade

They Make Beautiful Jellies



—jellies that sparkle and glow with transparent colors—jellies that stand up nice and stiff. Shirriff's Jelly Powders surely do make delicious desserts. True fruit flavors of Lemon, Orange, Pineapple, Raspberry, Strawberry, Wild Cherry. Also Calsfoot, Sherry, Pistachio and others. Let us send you a case or two.

Shirriff's JELLY POWDER

IMPERIAL EXTRACT CO., TORONTO

Ontario Representative, R. B. Neil. Western Representative, H. F. Ritchie
Montreal and Maritime Representative, W. H. Lyne-Usher
Quebec City Representative, Albert Dunn



Its Prestige Is National

Even as the Dominion has eclipsed all records in its development, so has

Canada's Best

(Soap)

National in its scope, it is now found in every town and hamlet of the country, thus attesting to the true significance of its name, while among its users it numbers all classes of the Canadian people.

"Canada's Best" is "The World's Best."

ALMOST **36%** PROFIT

(To be correct, 35.9.)

25 CASE LOTS

Cost to You—		Cost to Consumer—	
25 x $3.75 - -	$93.75	25 x $5.00 - -	$125.00
Less rebate 7c. per box,	1.75		
	$92.00	- - PROFIT,	$33.00

WEIGHS 11 OUNCES ***BIGGEST 5c. BLOCK***

WHY IT EXCELS

1. Contains no resin, like the average laundry soap. This is because it is a white soap, not yellow.
2. Does the work unaided. No borax or washing powder is required.
3. Absolutely pure. Contains no injurious ingredients.
4. Best value on the market.
5. Can be used effectively for all household cleaning.

ASK ABOUT OUR NEW

PREMIUM AND CERTIFICATE SYSTEM

You will find it most interesting, and particularly so in your case.

WRITE

United Soap Company of Canada, Limited

MONTREAL



In Every Clime

St. Vincent Arrowroot

has made a place for itself, primarily in the hearts and affections of the children, and through them in the thoughts and minds of the people.

¶ From the cradle to the grave arrowroot, wholesome in flavoring, and strengthening in food nutriment, is indispensable. In the nursery it appeals strongly to the youngsters; in the invalid's room or for the aged it is a blessing undisguised. With a demand so universal in its character, every local source of supply should be adequately stocked. For particulars and prices address the Secretary

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASSOCIATION

Kingstown,



St. Vincent, B.W.I.

MAPLE SYRUP! What Price Are You Paying?

We are now getting delivery of foreign sugar, a large contract made before the advance in price. We are therefore able to continue selling our famous Pearl Brand Maple Syrup Mixture at the old price. Prices are as follows :

Pearl Brand Maple Syrup

Wine measure tins	Per Case
Gallons, 6 to Case	$4 40
Half Gallons, 12 to Case	4.70
Quarts, 24 to Case	4.70
Pints, 24 to Case	2.50
Quart Bottles, 12 to Case	2.35

BULK MAPLE SYRUP, Imperial measure.

2½ Gallon Tins, 2 to Case	$4.00
5 Gallon Tins, 1 to Case	3.90

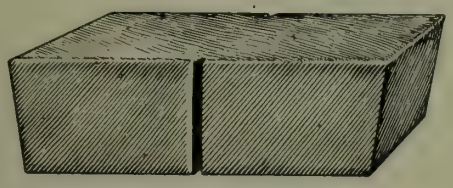
Oak Barrels, about 40 Gallons, per Gal. 75c.



NUTOLO BAR

A Pure Maple Cream with Walnuts

Sells at 5 cents each, weight 1/4 lb. 42 Bars to Paper Box, 2 boxes to case.....Per Case **$3.00**



LION BRAND PURE MAPLE SUGAR

Made in 10-cent blocks with score line for breaking in two for 5 cent blocks, 40 blocks to case.....Per case **$3.00**



MAPLE BON-BONS

Made from Pure Maple Sugar and Fresh Cream

Put up in standard size water pails. No charge for pails

19 lbs. net in pail.....Per pail **$2.50**

LION BRAND MAPLE BUTTER

				Per case		
1 lb. tins,	2 doz.	to case,	$3.80	Sells for	20c.
2 lb. "	2 "	"	6.70	"	35c.
5 lb. "	1 "	"	7.20	"	75c.



Nearly 30% profit to retailer on these goods.

Maple Butter is used on the table in place of ordinary butter or jam, is also used for layer cakes, sandwiches, pudding sauce, etc.

"Lion Brand" is the Original and only Genuine.

OUR PROPOSITION

Send us your order for 5 cases or more, we will prepay the freight to the extent of 40c. per 100 lbs.

If the goods are not perfectly satisfactory, return them at our expense.

Our Maple Sugar Specialties will interest you. Send for illustrated price list.

In ordering, name your jobber.

MAPLES LIMITED :: TORONTO

HEADQUARTERS FOR MAPLE PRODUCTS

HUDON, HEBERT & CO., Ltd.

MONTREAL

(Established A.D. 1839)

Wholesale Grocers

and

Wine Merchants

AGENT IN CANADA FOR

CHARTREUX MONKS	Tarragona	GENUINE CHARTREUSE, GREEN and YELLOW.
J. DE MULLER	Tarragona	MASS WINES and other Tarragona Wines.
ARCHAMBEAUD FRERES	Bordeaux	Jockey-Club Brandies, Diamant and White Ball Rums.
BOUTELLEAU & CO.	Barbezieux	Cognac Brandies.
A. PERODEAU & CO.	Cognac	Sanator Medicinal Brandy and 15-Year Old Brandy.
NUYENS & CO.	Bordeaux	French Liqueurs and Cordials.
La Cie Des GRANDES SOURCES MINERALES FRANCAISES	Vichy	VICHY-GENEREUSE.
VIOLET FRERES	Thuir	Byrrh Wine and other Fancy Wines.
WYNAND FOCKINK	Amsterdam	Holland Gin.
WRIGHT & GREIG, LTD.	Glasgow	Roderick Dhu, Premier and Grand Liqueur Scotch Whiskies.
ALEXANDER CAIRNS & SONS	Paisley	Scotch Jams, Jellies and Marmalades.
TALBOT FRERES	Bordeaux	Alimentary Pastes, Olives, Olive Oils, Peas, Mushrooms, etc., etc.
MIRAND & COURTINE	Maisons-Alfort	Alimentary Pastes.
THE BON AMI COMPANY	New York	BON AMI.

AGENTS IN PROVINCE OF QUEBEC FOR

STAVANGER PRESERVING CO., Norway .... Crossed Fish Sardines

H. J. HEINZ CO. .... Pittsburg .... Food Products, "57" Varieties.

From Top to Bottom

of this list each and every article is benefitted by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because everyone wants it.

Can be had from any wholesaler from Ocean to Ocean.

Cases of 3 dozen, $1.19 per dozen, or $14.28 per gross

F.O.B. wholesaler's shipping point.

Lots of 5 gross, $13.40 per gross

Delivered to any railway station from Halifax to Vancouver.

Terms:—Net 30 days.

Agents in Canada

HUDON, HEBERT & CO.

LIMITED

MONTREAL

The most liberally managed firm in Canada





GLASS and PORCELAIN
- Windows
- Mirrors
- Show Cases
- Lamp Shades
- Chimneys

METALS
- Brass
- Nickel
- Copper
- Tin
- Silver
- Gold

Celluloid

Marble Work

Wood Work

Oilcloth

Painted Surfaces





Tillson's Rolled Oats can be secured from your wholesaler or write direct to

THE CANADIAN CEREAL AND MILLING CO., Ltd.,

TORONTO, - CANADA.

QUALITY GUARANTEED

L'Etoile

Brand

Macaroni, Vermicelli, Spaghetti

Can be seen on the shelves of many of Canada's largest grocery stores, not because the package, which is dainty we'll admit, attracted the dealer but because we gave him hard facts in their favor, and further, because the public gave them a fair trial and endorsed all we stated. We're going to say the same to you and ***right here.***

L'Etoile --- Star --- "Bright" Goods

L'ess cost. Easy to handle. ***No Customs Duty.***

Employees, all experts, brought from France.

The latest type of machinery only in factory.

Only the richest of Canadian flour, the best in the world, used.

Interior of factory spotlessly clean.

Leading authorities testify to their quality.

Even state that L'Etoile goods ***are superior*** to imported.

L'ETOILE (Brand) ONLY

received a medal at the important Exhibition recently held at Quebec, another point in our favor.

Write For Particulars

We are the owners of "L'Etoile" and "Constantini" Brands only.

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - - MONTREAL

PURITY ASSURED

The Most Brilliant and Durable Polish!



BLACK KNIGHT STOVE POLISH

It gives the most brilliant polish with the minimum labor—clean to handle, easy to apply, economical to buy.

The extensive advertising campaign we are conducting will create a big demand for our polish.

There's an excellent profit for the dealer in Black Knight Stove Polish.

Somebody is going to get the trade. Why not you?

The F. F. Dalley Co., Limited

Buffalo, U.S.A. - - Hamilton, Canada

London, England, Branch: 42 Bloomsbury Square, W.C.

Tartan BRAND

SIGN OF PURITY

BE careful of your reputation, you cannot afford to risk it by selling inferior grade canned goods. Tartan Brand has made a tremendous hit on the market, and has already gained wonderful popularity with the public, who certainly show their appreciation of the excellence of this line.

Your trade will wisely fall in with this choice. What pleases the consumer will please the dealer. What the consumer asks for, it pays the dealer to keep.

"Tartan Brand"

Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants.

EVERY PACKAGE OR TIN FULLY GUARANTEED BY

BALFOUR, SMYE & CO.

Importers, Packers, Wholesale Grocers

HAMILTON, ONTARIO

OUR MAIL ORDER SERVICE IS JUST WHAT YOU NEED

Phone 596 FREE TO BUYERS



When you fill an order for

WINDSOR TABLE SALT

you know your customer will be satisfied with the Salt and pleased with your service.

WINDSOR TABLE SALT

is the standard in practically all Canadian homes because of its high quality. It supplies every requirement of a perfect salt----clean, dry, fine, absolutely without adulteration, grit, or bitterness. It sells itself.

WINDSOR DAIRY SALT

has become the stand-by of all butter-makers because it gives flavor and keeping quality to their butter, just as WINDSOR CHEESE SALT is depended upon to make the smooth, rich cheese which commands the highest price.

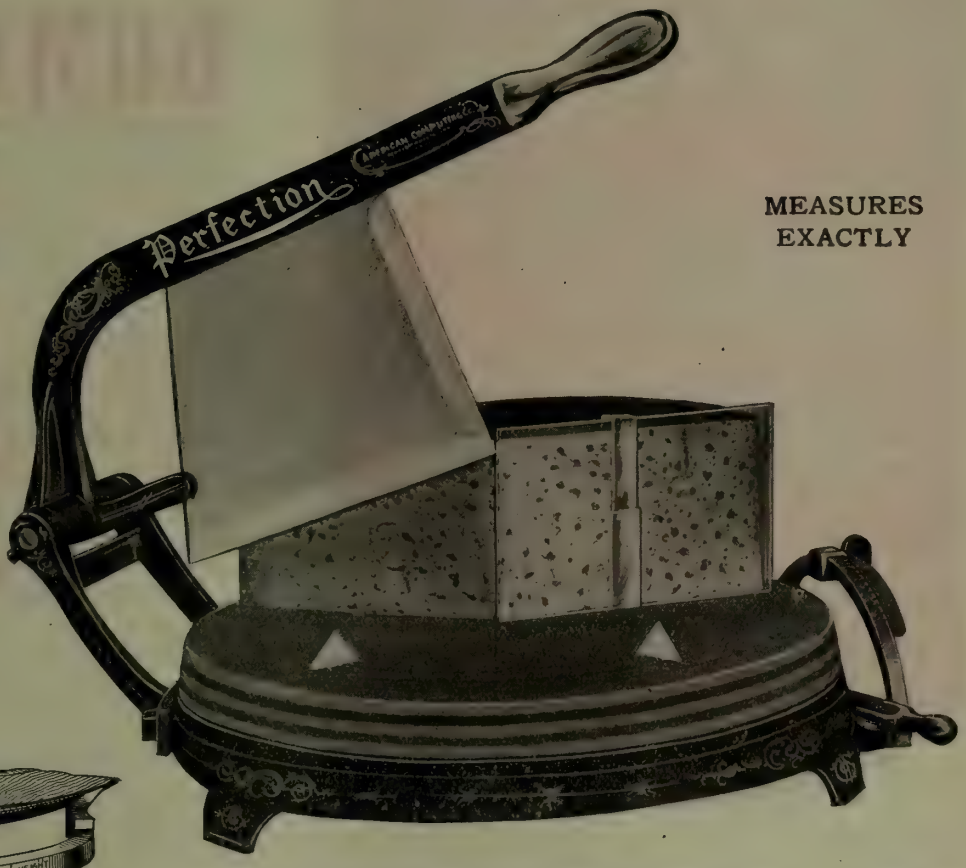
If you have these three salt staples in your stock you need carry no other brand.

The CANADIAN SALT CO., Limited

WINDSOR, :: :: ONTARIO

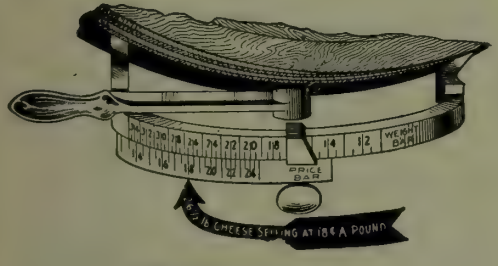
Why Not Make Your Full Profit?

Being a good fellow when selling cheese is not going to make that department pay. As long as you continue to measure cheese by GUESS-WORK, give the customer the little extra that you cut off, or if you leave it to dry up and waste, you are going to be a loser in the matter of cheese sales. Modern Store Economy has supplied a remedy, that is simple to operate, and accurate in its work.



MEASURES EXACTLY

The Perfection Cheese Cutter



Makes every piece cut show its own profit. It insures you against careless and wasteful clerks.

No figuring required. Directions—Set the price mark on one scale opposite the weight on the other, turn the thumbscrew and it is ready for business. Each raise of the small lever to the stop turns five cents' worth of cheese under the knife.



PROTECTS THE CHEESE

Automatic Cutter Cabinet

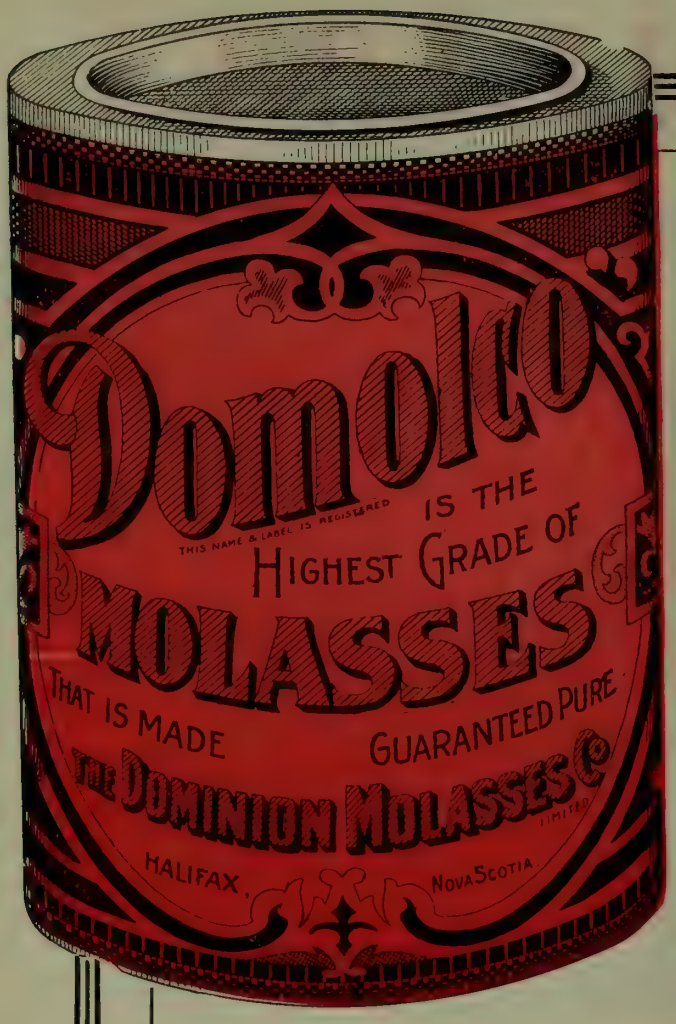
A handsome glass and wood cabinet, highly polished, very practical, adding greatly to the appearance of the store. It keeps the cheese in the most sanitary manner. The Perfection Cheese Cutter is well made, of the best material, and will last a lifetime.

The unusual price we ask for such a fixture will surprise you. Send for Particulars. We manufacture cheese cutters for all countries.

Manufactured only by

The American Computing Company of Canada

Hamilton - Canada



DOMOLCO

A PURE PRODUCT OF THE BRITISH WEST INDIES SUGAR CANE. :: ::

The highest grade of Molasses obtainable, absolutely pure, and recommended by all physicians as a healthy food.

Superior to Glucose Syrups for table use.

Domolco can be obtained from all wholesale grocers, packed in Sanitary Lever Top Tins as follows:

No. 2's—2 dozen to the case
No. 3's—2 dozen to the case
No. 5's—1 dozen to the case
No. 10's—½ dozen to the case
No. 20's—¼ dozen to the case

Advertised in Every Street Car in Canada

ORDER NOW

Name and Label Registered

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

SEASONABLE LINES



Nothing could be more welcome to customers during the Yuletide season than

Sterling BRAND

Food Products





Prepared under ideal conditions, they constitute an ideal Christmas delicacy.

Particularly timely are the mincemeat, jams, marmalade, catsup, jellies, mixed pickles, sweet pickles and S. B. sauce.

Lines that bring custom, enhance reputation and increase profits.

OUR EXTRACTS The STERLING BRAND is the acme of perfection in extracts. You make no mistake in recommending it to your customers.



THE T. A. LYTLE CO., LTD.

Sterling Road, TORONTO, ONT.

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

$100.00 "One Hundred Dollars" $100.00

IN GOLD GIVEN AWAY



For completing the known name of a person prominent in Canada, whose name consists of nine letters, the first of which is "C" and the last "T," as—

C .... T



The above amount will be divided into 18 prizes, as follows:

First Prize, $25.00 in Gold — **Third Prize, $10.00 in Gold**

Second " 15.00 " " — **Fourth " 5.00 " "**

and the next twelve will each receive $2.50 in Gold

Contest commences November 13th, 1911, and ends December 30th, 1911, both days inclusive. Letters received at the office either before 13th November, 1911, or after 30th December, 1911, will not be counted.

The first person sending in the correct name will receive the first prize, and others sending in correct answers will receive the other prizes in the order in which their answers are received, also to the party sending in the correct answer next to last one received we will give $5.00 and to the last $10.00.

Conditions Governing Contest

You have one answer with each ONE-POUND PACKAGE or TWO HALF-POUND PACKAGES OF ***"MELAGAMA"*** TEA or COFFEE you buy. All you have to do is to steam label off Tea Lead or from the Coffee tins, send the two end pieces of the Tea Labels, or the portion of the Coffee Labels with picture of children on it, along with your answer, giving name and address in full, and send to ***" MELAGAMA,"*** Dept. "B," 45 Front St. E., Toronto, Ont.

(Answers unlimited, try early and often).

No employees or immediate relatives will be allowed to enter contest.

Answers will be numbered in consecutive order as they are received, and at the expiration of the contest the prizes will be awarded by a committee of disinterested persons, and the list of prize winners will be given in this paper.

"MELAGAMA"

TEA and COFFEE

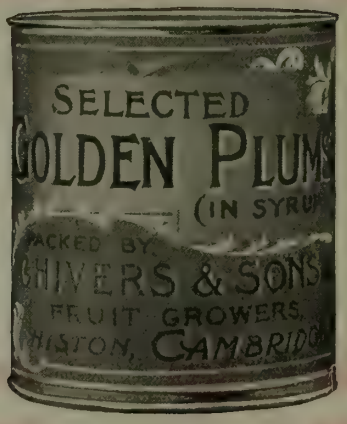
Packed and blended by the old-established firm of MINTO BROTHERS, TORONTO

As the demand will be great, dealers are advised to order full supplies immediately.

CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup



Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.



The STANDARD (London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.

FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards



GRAND PRIX
Brussels International Exhibition, 1910

GRAND PRIX
Turin International Exhibition, 1911

GRAND PRIX
Festival of Empire, London, 1911

CHIVERS & SONS, LTD.

FRUIT GROWERS
HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION



CARROT
LENTIL
PEA
&c., &c.

To the wholesale trade only.

West India Company, Limited

St. Nicholas Building, - - - Montreal

The Canadian House of:

Sandbach, Tinne & Co.,
3 Cook Street, Liverpool.
(Established 1803)

Sandbach, Parker & Co.,
Demerara, B. Guiana.
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and enquiries for all descriptions of West India Produce:

SUGARS,	MOLASSES,	CATTLE FOOD,
COCOA,	COFFEE,	PIMENTO,
GINGER,	NUTMEGS.	COCOANUTS,
	Etc.,	Etc.

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch, through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

RICE, SAGO, TAPIOCA, PEPPER, CINNAMON and other Spices, WALNUTS, PEANUTS and all nuts for Confectionery purposes, and Grocery Specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, or any special packing, please ask us about same.

West India Co., Limited

Are The Census Returns Correct?



¶ They may and they may not be, but there is one thing certain, that when our grandfather started business in 1834 there were 30,000 people in Montreal. To-day we are told there are 600,000.

This Indicates the Wonderful Growth of our City.

Our Business has Developed Likewise

¶ We are here to-day to supply you with the best in groceries, from chemically pure Cream Tartar to Canned Goods, by the carload, and you can count on us to deliver the goods when you want them. Everything but liquor and tobacco.

¶ The stability of a long established house, coupled with progressive business methods, enable us to serve you satisfactorily.

Send a Trial Order to

Mathewson's Sons - Montreal

Wholesale Grocers and Importers

P.O. Box 1570

Owners of Quaker Brand Salmon, Best Packed
" " Quaker Baking Powder, Guaranteed to Contain No Alum
" " Peacock Brand Pickles.

Dominion Silent Matches

Their Satisfaction-Giving Qualities Make Them a Profitable Stock



The class of staple articles you carry bespeak volumes to the intending purchaser Matches are a staple—a household necessity. Then why not handle a line that will give your customers year-round satisfaction, and, incidentally, increase your prestige as a salesman of reliable goods?

DOMINION MATCH

is made of good quality wood that will not break. Every head is made to light without spluttering, a fact which greatly reduces the danger of fire. These are points which may seem but little things—but great in proportion when applied to match quality. The attractive boxing makes them excellent stock for shelves or window displays.

The Dominion Match Company, Limited

Deseronto, Ont.

OR

CANADA BROKERAGE COMPANY, LIMITED, TORONTO
A. MACDONALD COMPANY, WINNIPEG, MAN.



STOP

LETTING GOOD MONEY SLIP THROUGH YOUR FINGERS!



Of course, you don't mean to let your profits leak away, but why don't you STOP IT?

If you let an item of $1.00 each week slip by without being charged that means a loss of $52.00 for the year.

If you let $1.00 each week SLIP THROUGH YOUR FINGERS in settling DISPUTED ACCOUNTS that means you must sell $260.00 worth of goods to make up for it.

If you are using some drop-leaf SLIP system where several accounts are exposed at the same time, and lose slips (representing money), get accounts mixed, bring forward wrong past accounts, and possibly, to cap the climax, lose all your accounts in a fire, you may not be able to estimate your loss,—but why bother then—it's too late.

CUT IT OUT—NOW!!

BUY A 1911 MODEL KEITH ACCOUNT SYSTEM

It will stop FORGOTTEN CHARGES on account of the NUMBERING FEATURE. No other system has this feature.
It will absolutely prevent disputes—ask us why.
It will positively prevent losing of slips, mixing of accounts, and manipulation of charges.
It will protect your accounts against fire.
The price is right—the terms are reasonable—write now for full information.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.



Absolutely Perfect

Save Money by Using Our Light

Five hundred per cent. on your light bill is a big saving and one that you should look into. Combine this saving with the fact that you have the most beautiful and brilliant light known to science and you will gain some idea of its value to you. Universally used and thoroughly guaranteed for five years. Many times cheaper than electricity, gas, acetylene or coal oil, and very easily operated. Write to us and let us explain how you can save money and increase your business.

MACLAREN & CO.

MERRICKVILLE, - - - ONTARIO.

We have some Special Values in

Raisins— ALL KINDS

VALENCIA—Finest Select and Seedless, at less than to-day's cost of importation.

MALAGA—Fine Quality—in 1, 3, 5½ and 22 lb. boxes.

CALIFORNIA—Seeded, "Anchor" Brand, fancy four crown.

BLEACHED SULTANAS, at quotations considerably below quotations for Smyrna Sultanas.

Pickles for Immediate Shipment, in 5 gallon pails.

MIXED - CHOW and SWEET MIXED. We are offering the finest quality in bulk pickles that we have ever had to offer.

It will Pay You to Book Your Orders Now

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

"FORCE"

"Force" is a wholesome, hunger satisfying breakfast cereal. Made from wheat blended with highest grade barley malt.



If your customers are looking for something good tell them about

"FORCE"



THE H-O COMPANY, Hamilton Ont.



"E.D.S." Brand

Jams, Jellies, Preserves, Catsup and Canned Goods

"The Bubble reputation" may be more than a bubble—it depends upon what the reputation is for. E. D. S Brand has built up a reputation for absolute purity, and judging by the popularity which E. D. S. products have achieved, that reputation is no bubble.

100% Pure

The claim we make for ALL our products that they are absolutely pure, is not a mere assertion. It is backed up by the Government Inspector of Foods, who has pronounced E. D. S. Brand 100% pure.

There is no better shelf or counter stock. The jars are attractively labelled and help you in making an effective window display. No preservatives of any kind are used when bottling them, but they are closed in absolutely airtight jars, and are as fresh and toothsome when taken out as the day they were canned.

Quick Sellers



E. D. SMITH

WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.

"E.D.S." Brand

Jams, Jellies, Preserves, Catsup and Canned Goods

We have not been content to let the merits of our products speak for themselves. We have made them known to the consumer by means of very extensive consumer advertising, and there is to-day no better known brand than E D S



E D S

Command Repeat Orders

The advantages to you of handling this line in preference to others are many. You have the satisfaction of recommending quality goods (goods whose quality you have tested and appreciated), you have the pleasure of seeing your customer endorse your recommendation and the greater of selling more goods than formerly and making more profit.

If you do not handle E. D. S. Brand, write us for information. You will be glad you did.

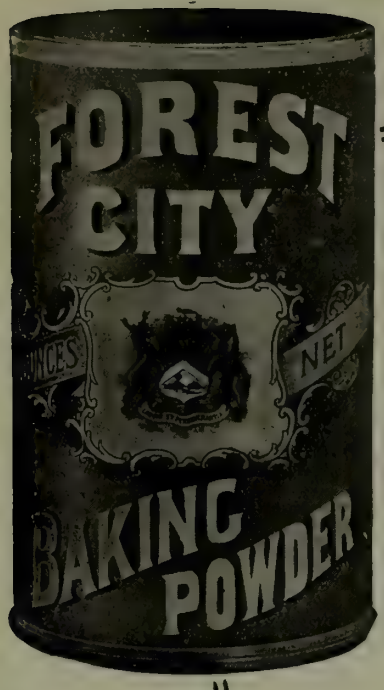
All our products are grown at our own fruit farms at Winona, Ont.



E. D. SMITH

WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.





The Home Verdict--

that's what counts. When father, mother and the children are all pleased with what they are getting from the grocer, it means he is going to do a steady business with that home. The purity and quality of our products make them the home favorites, and therefore the grocer's favorites too.

Your inquiry will be promptly attended to.



Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man

Three "Wonderful" Points

And All True Too



The practical housewife who has used "Wonderful" Soap will readily realize that she is ***SAFE*** in purchasing our line because she is ***SURE*** that its quality is such as to produce ***SPEEDY*** results.

What more, then, could be desired unless perhaps it be that the outcome of the whole transaction is that the article is ***CHEAP,*** the task of washing rendered ***CLEANLY*** and the clothes made ***CLEAR.***

Grocers are agreed that to try "Wonderful" Soap is but to permanently become its user—for the toilet, laundry, bath and scrubbing.

Cheap
Cleanly
Clear

THE GUELPH SOAP COMPANY

GUELPH, ONTARIO

CANNED GOODS

We have ten carloads to offer at interesting prices, including Corn, Peas, Tomatoes, Salmon and other staple lines.

TEAS

Our reputation in this line is favorably established and our values speak for themselves.

Special--12 1-2c. per pound

will buy new crop choice Black Teas.

Samples and quotations submitted upon application. We get the business because we have the values.

R. SIMPSON & CO.

Importer of Teas, Coffees, Spices, Etc. **Wholesale Grocers**

29-31 Charles Street, Hamilton, Ont.

Club Health Salts

Flavoring Extracts

GUARANTEE  **OF PURITY**

Baking Powder, Spices, Coffee, must be of highest quality. You cannot take chances upon them, for if you do you will lose customers. If you look for the trade mark—PRINCE OF WALES—on all of these lines you undertake to handle you will be securing the purest and best for your customers. It is on our

Baking Powder	**White Pepper**	**Allspice**	**Cloves**
Cream Tartar	**Black Pepper**	**Nutmegs**	**Gingers**

CLUB JELLY POWDERS

Put in a few of these packages. Tell your customers that you have a "Double Event" proposition for them. There is a custard powder along with the jelly in each package. They will surely purchase.

We supply spices whole or ground. Over 50 years' experience.

Deal with an old-established, reliable firm and be sure of what you are getting.

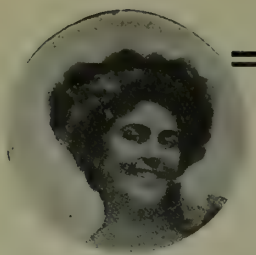
We are manufacturers of CORKS and CAPSULES also.

S. H. EWING & SONS

MONTREAL : : TORONTO

Icing Powder

Club Jelly Powders



Trade Mark of Quality

Sweetheart Brand



¶ This is the name to look for when you are buying Baking Powder, Coffees, Spices, etc. The name is a guarantee of the purity and high quality contained in all goods bearing the "Sweetheart Brand" trade mark.

¶ Throughout the winter season the demand for Coffee will be large—get your share of the profit by handling "Sweetheart Brand." A line that will not only result in financial gain by its sale, but will create a confidence in you by your customers through its refreshing and appetizing flavor.

¶ You take no chances when you stock any of these reliable goods that are advertised and backed by us. See to your stocks—the following may serve as a reminder:

Sweetheart Coffees, Sweetheart Baking Powders, Sweetheart Jellies, Sweetheart Flavoring Extracts, Sweetheart Spices.

IXL SPICE and COFFEE MILLS, Limited, London, Ont.

THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

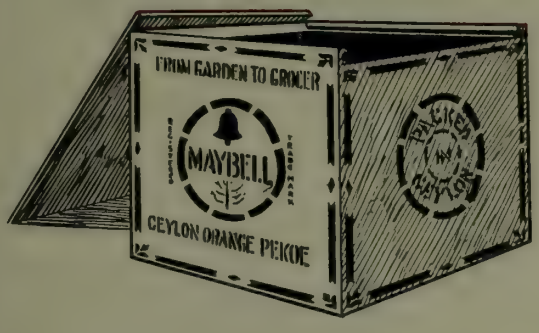
Write to-day for particulars and we will send you two valuable books:
"SAFE EGG DELIVERY" and "SAMPLE ADS."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Use Your Advantage



The Grocer Has a Distinct Advantage Over the Tea Peddler

Women have an instinctive dislike for peddlers, tea peddlers included. Women buy tea from peddlers in spite of this dislike, simply because the peddler has what **seems** to be better tea at a better price than the grocer.

It stands to reason that if you can offer your customers a better tea proposition than peddlers you can win back your own tea trade. You can do this by selling

"Maybell Ceylon Tea"
in 5 and 10 lb. Lead-lined Decorated Chests

We aim to point out where YOU possess a distinct advantage over any PEDDLER and to suggest a means by which you can make the most of it. The advantage is this:

When YOU are talking to a customer, she is in your store VOLUNTARILY and is open to suggestion. On the other hand, when she opens the door to a PEDDLER her attitude is usually ANTAGONISTIC.

Now it is obvious that if, when you have a customer voluntarily in your store, you can offer her as good a tea proposition as the peddler, you can practically bank on getting her order.

That's reasonable, isn't it?

And we know we can put you in the way of offering your customers a MUCH BETTER tea proposition than any peddler in the country.

"Maybell Ceylon Tea"
in 5 and 10 lb. Lead-lined Decorated Chests

Packed also in 50 to Half-chests.

The prices at which you can get "Maybell" Tea, the splendid quality of it, together with the specially attractive chests, containing just the quantity country housekeepers prefer to buy, make this Maybell Tea Chest Proposition the ONE SURE METHOD of regaining your tea trade from the peddling fraternity.

NOTE THESE PRICES

5-lb. Boxes, 8 to a case, 24c. per lb.
10-lb. Boxes, 4 to a case, 23½c. per lb.

These prices enable you to meet the average peddler in price, if you want to; and they certainly DO yield you a better margin of PROFIT than any line of package on the market.

If you are interested in putting tea peddlers out of business in your locality, just give this "Maybell" Tea Proposition a fair trial. You will be amazed at the good results.

Canada Brokerage Company, Limited
Toronto, - Ontario

TRADE MARK
KEYSTONE
BRAND.
REGISTERED

KEYSTONE BRAND
BRUSHES AND BROOMS



Nothing succeeds like success. The success attained by Keystone Brand Brushes and Brooms has been achieved by merit through the continuous high standard of quality.

All lines of brushes or brooms bearing the stamp of "Keystone" are made in a modern factory of most improved conditions. All Broom handles are made of selected maple stock, and are highly polished—points alone that command sales.

Among the many desirable lines of Keystone Brand goods, we call special attention to the "Jubilee" and "Klondike" Brooms. These two lines are the very best that the highest quality of material and skilled mechanics can produce.

Assure yourself of the certain reliability of brushes and brooms you are placing in the hands of your customers by selling them Keystone Brand.

Your profit is assured—order a stock to-day.

Stevens-Hepner Company
LIMITED
Port Elgin, Ontario, Canada

"ESKIMO" Sardines

The Brand to handle, both for quality and quantity.



The Right Season

The time is now at hand for heavy sales of sardine lines. Our brand, packed under official inspection in guaranteed pure olive oil, is reliable in quality and moderate in price.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor.
QUEBEC—Albert Dunn,
HALIFAX—A. B. Mitchell.
ST. JOHN, N.B ---
W S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---
A. E. Richards & Co.
LONDON, ONT.---
Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---
Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.



PINK'S PICKLES

have won public favour by sheer merit.

Prepared from clean, fresh, wholesome vegetables and pure malt vinegar, they have a flavour far superior to most pickles and a piquancy none can equal.

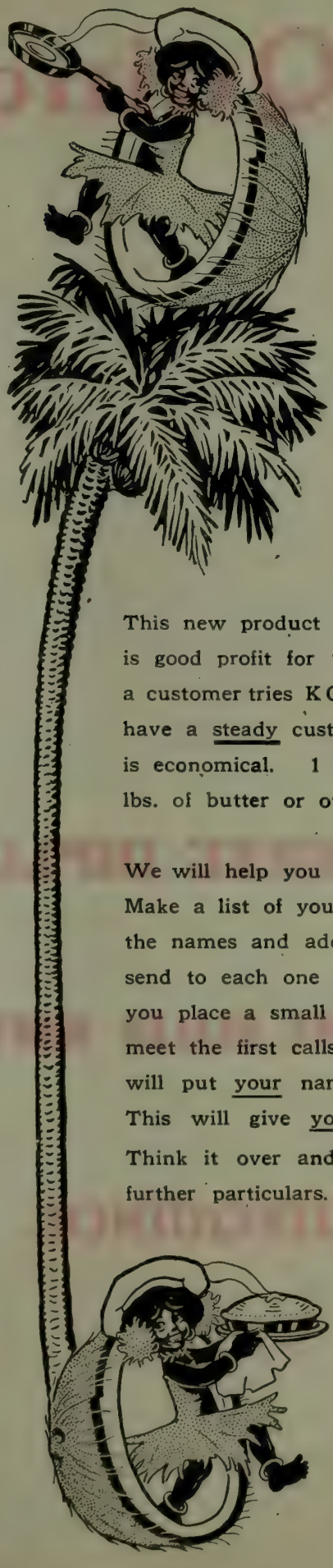
They are packed in various sized lever top bottles and stone jars. Grocers will find them an easy selling and profitable line.

THE MANUFACTURERS' AGENCY CO.

MONTREAL, J. W. Windsor, 22 St. John St.
ST. JOHN, N. B. S. Cecil Irvine, 48 Princess St.
HALIFAX, N. S. C. E. Creighton, Bedford Chambers.
BOSTON, U.S.A. General Sales Office, 330 Board of Trade Building

E. & T. PINK

LONDON, ENG.



KO-KO-BUT

THE PERFECT COOKING BUTTER

This new product is a success. There is good profit for the grocer, and once a customer tries KO-KO-BUT, you will have a steady customer. KO-KO-BUT is economical. 1 lb. goes as far as 1½ lbs. of butter or other shortening.

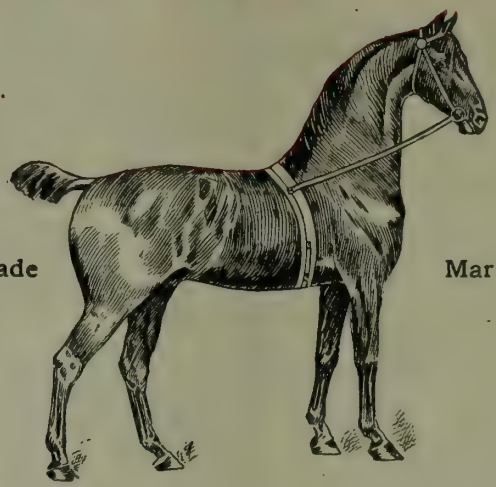
We will help you to sell KO-KO-BUT. Make a list of your customers, send us the names and addresses, and we will send to each one a book of recipes. If you place a small order, to be able to meet the first calls for KO-KO-BUT, we will put your name on the cookbook. This will give your store prominence. Think it over and drop us a line for further particulars.

MANUFACTURERS

DOMINION COCOANUT BUTTERS LIMITED

MONTREAL

Quinquinol



A Stock Food for Horses, Cattle, Sheep, Hogs, Dogs, Poultry, etc., etc., offering you a good opportunity to build up a strong "Stock Food" business with your country patrons. We can show you copies of hundreds of orders received for QUINQUINOL, surely a guarantee of its great qualities. The following speaks for itself :

The American Pure Food Co.,
Montreal.

St. Telesphore, Quebec, July, 1911

Gentlemen:—

I am the proprietor of a general store and have used your Quinquinol for my own horses. Having found it most satisfactory, I wish to sell it to my customers. Please send me four dozen tins, and if my goods from Hudon and Orsali are not already shipped you can place yours with them.

I am, yours truly, W. LEROUX.

THREE DIPLOMAS GAINED

The only Stock Food awarded diplomas at Three Rivers, Sherbrooke and Ottawa Exhibitions. Recommended by the Minister of Agriculture.

$4.00 per doz. gallon tins. Retails at $6. Profit, 50%

ONE DEALER WANTED IN EACH TOWN

We will only sell our goods to one dealer in each town. Are you going to be that one and have the whole territory for yourself? If so, get in touch right away as we are booking orders for next spring and dividing territory. We must do it in advance as we have a large amount of "Quinquinol" to turn out every year.

QUINQUINOL IS DIFFERENT

entirely from other Stock Foods. It is packed in tins, and attractive ones at that, so that *no loss* can take place from vermin or moisture. You can "money-back" the goods if customers are not satisfied. But we have never had any complaints from dealers.

Register Now. Exclusive Territory means an Increase in your Spring Stock.

The American Pure Food Company
MONTREAL

Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS
AND STILL THE BEST



NO ALUM
IN IT

FROM ALL JOBBERS
OR

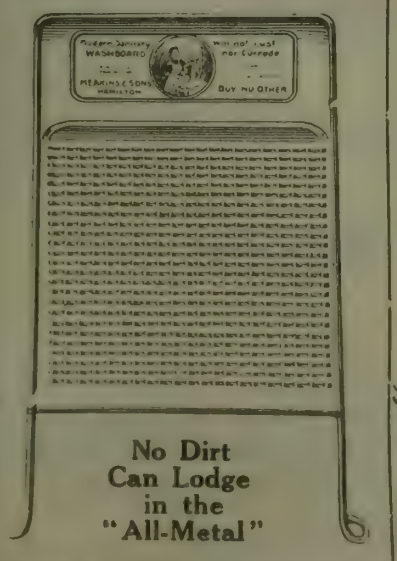
W. D. McLaren, Ltd.
Montreal

COOK'S FRIEND BAKING POWDER

An Efficiently Durable Washboard

Recently the enormous increase in the use of sanitary washboards is conclusive evidence of the advance of Domestic Science.

MEAKINS' SANITARY WASHBOARDS



No Dirt
Can Lodge
in the
"All-Metal"

keep out dirt and the germs that lodge in it.

They are made in one piece, without any cracks or wood to absorb the filth and disease that always lodge in the ordinary kind.

Women buy them on sight. Secure a stock to-day. An excellent profit is assured.

Meakins & Sons, Hamilton, Ont.

LOOK OVER YOUR STOCKS

Don't you think that there is room in your store for a few packages of the following high-class goods, which have just arrived per S.S. Bellona and Jacona:—

50,000 Boxes A. Garofalo Macaroni

825 Cases Orsi Tomato Paste
1000 Cases Vergine Brand Olive Oil
250 Loaves Gorgonzola Cheese
100 Cases Italian Peas, Fine
150 Cases Italian Peas, Extra Fine
250 Cases Italian Tomatoes
100 Cases String Beans, Fine
150 Cases String Beans, Extra Fine
300 Cases Romano Cheese
140 Tubs Reggiano Cheese

We never receive any complaints from customers concerning quality of goods, or with regard to delivery. We always give satisfaction, and you may rest assured that the smallest order will receive our utmost care, just as if it were a large one.

We have something special to offer you just now.

WRITE

The Charles Ciceri Company LIMITED

SPECIALISTS IN ITALIAN PRODUCTS

TORONTO MONTREAL

"BANNER" COLD BLAST LANTERNS

BANNER TRADE MARK

First in Workmanship

On Account of the Experience of the **Makers**



First in Sales

On Account of the Experience of the **Buyers**

The Ontario Lantern and Lamp Co., Limited

Head Office and Factory, - - - HAMILTON, ONT.

Montreal Branch, 30 St. Dizier St. Winnipeg Branch, 56 Albert St.

By Special Appointment



to His Majesty King George V.

Established 1817.

Macfarlane Lang & Co's

"Granola Digestive"

(Regd.)

Biscuits

All varieties of the high-class Biscuits manufactured by this old-established and widely known Scotch Firm are now being regularly imported and can be —— supplied in all parts of the Dominion. ——

SAMPLES AND FULL PARTICULARS FROM

SNOWDON & EBBITT, 325, Coristine Building, Montreal.
NEWTON A. HILL, 25, Front Street, Toronto.
MASON & HICKEY, 287, Stanley Street, Winnipeg.
The STANDARD BROKERAGE CO., 852/864, Cambie Street, Vancouver, B.C.

Biscuits may be grouped into two general classes—FOOD Biscuits and FANCY Biscuits; but

"Granola Digestive" Biscuits

possess the wholesome nutritive qualities of the former with all the appetising attractiveness of Fancy . . . Biscuits . . .

They are thus specially suitable for general household use . .

Macfarlane Lang & Co Ltd

Biscuit Manufacturers,

Glasgow and London.

Remember my face; you'll see me again!



A STRONG ADVERTISING CAMPAIGN

Using Newspapers, Billboards, Street Cars, and House to House Distribution, is now beginning in Canada for

EDWARDS' DESICCATED SOUP

a product immensely popular all over Great Britain. The makers, Messrs. Frederick King & Co., Limited, of Belfast, Ireland, are introducing it into Canada in such a vigorous way as to create a widespread demand for it almost at once.

Three kinds, Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c. a package, and in canisters at 15c. and 25c.



We will be glad to send you a sample of each kind, with wholesale prices. By stocking up now you will identify your store with a product that is sure to be a "best seller."

DISTRIBUTORS:

W. H. DUNN, 396 St. Paul St., Montreal
W. G. PATRICK & CO., - Toronto
W. H. ESCOTT & CO., - Winnipeg

The "Swallow" Brand

(Hirondelle)

ALIMENTARY PASTES

THE brand is the best because the best elements unite in its production---the result being the height of perfection from every possible standpoint.

There's Worth in Quality

THE "SWALLOW" BRAND proves the worth of its quality. Manufactured with the best quality of Canadian flour—the best in the world—with the most modern machinery, in the best equipped mills, and under the management of experts, it fears no competition as to quality and freshness from the imported article.

Vermicelli, Macaroni, Spaghetti, Macaroni short cut, **Small Pastes.**

Assorted Egg Noodles of the **"Swallow"** Brand are great favorites. Try them. You will appreciate their exquisite taste.

Sold Anywhere: Liked Everywhere.

THE C. H. CATELLI COMPANY

LIMITED

MONTREAL CANADA

STORAGE IN OTTAWA

Two Warehouses

No. 1, G.T.R.
70 thousand square feet floor space.

No. 2, C.P.R.
30 thousand square feet floor space

Modern Warehouses. Fireproof. Largest Business in Ottawa Valley. Low Insurance Rates.

Direct Connection all Railways. Tracks to the Door. Convenient to Steamers. Centrally Located.

EXCISE BOND FREE

WRITE FOR LOW RATES

Dominion Warehousing Co., Ltd.

46-52 Nicholas Street, OTTAWA - - - J. R. Routh, Manager

H. P. PENNOCK & CO., Limited

WHOLESALE GROCERY BROKERS AND COMMISSION MERCHANTS

WINNIPEG

Windsor Salt,
Teas and Coffees,
Dried Fruits,
Spices.

We Handle Only The Best

Molasses,
Salmon,
Herring,
Etc., Etc.

WHOLESALE TRADE VISITED DAILY
(Morning and Afternoon)

Correspondence Solicited.

OFFICES:
BANK OF TORONTO BLDG.



¶ Every housekeeper who has tried the different brands of Flour sold in this country knows that there is actually none as good as PURITY.

¶ This may seem a very strong claim to make, so don't take our word for it. Ask the good housekeepers who have tested various kinds—they will tell you.

¶ We have never been better pleased with the things we hear said about PURITY than we are at present and we expect this year's sales to surpass all records.

Western Canada Flour Mills Co., Limited

Head Office: TORONTO.

MONTREAL ST. JOHN OTTAWA GODERICH WINNIPEG
BRANDON VANCOUVER

Fall ⟶ Make Your Candy

You have either read or will read in this number of the success other merchants have met in the handling of confectionery, and right here we want to impress upon you one important fact, and that is — YOU CAN DO THE SAME. But you must have the right lines. You must patronize a house that can supply you with something new all the time. We have every facility for doing so.

Maple Specialties Are Now Seasonable

CRYSTALLIZED MAPLE GEMS.



They are "gems" all right. A dainty, delicious confection, with the Real Sap Flavor. Something new in the candy line and a regular winner.

Packed 18 lbs. to the Pail. Price per Pail, $2.70

THE PROFIT PLEASES YOU
THE CANDY PLEASES ALL

MAPLE HEARTS.



Each a "mouthful of Maple." Have a "heart" which is worth winning. The many repeat orders received testify to their quality and prove that they are fast sellers.

Packed 18 lbs. to the Pail. Price per Pail, $2.40

Maple Syrup and Maple Sugar

Right from the Sugar Orchards of the Eastern Townships. Put up in Attractive Packages, Hermetically Sealed. Ready for shipment under the following well-known and popular brands:

MAPLE SYRUP

SILVER SHEAF BRAND, DIAMOND BRAND,
SHANTY BRAND

assure you satisfied customers' repeat business.

TWIN BLOCK MAPLE SYRUP

Again proving that we are the people with the "new" lines. We originated this line. Others imitated, but we don't mind. Ours are easily known by their quality and appearance. Could be picked from a crowd.

All Wholesalers' Salesmen

You have only to mention our Lines.

SUGARS & CANNERS

Trade A Sure Thing ←Xmas

After your last Xmas trade was over and finished with, you no doubt realized you could have sold more of such a thing had you made the necessary arrangements. We feel sure you missed some candy trade. PREPARE NOW. Feature our classy lines of specialties. Let your customers see that they will not have to "go down the street" for their confectionery. The extra profit will swell your bank account.

One of our Leading Lines, "MIKADO MIX"

You need no fancy or expensive showcases to display this line. Look at the dainty packing. Bound to attract attention. Choice and delicious.



Really superb. Absolutely free from sugaring. Well mixed, jellies, creams, peppermints, fancy rocks, etc. In 32-lb. pails. Cost you 8½c lb. A fair profit on an A1 line.

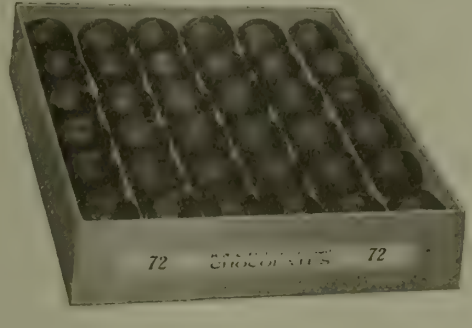
Here are samples from hundreds received from all over the Dominion:

MESSRS. SUGARS & CANNERS, LIMITED
MONTREAL

Please ship at once

1 pail Maple Hearts, 18 lbs.	$2.40
1 pail Crystallized Maple Gems, 18 lbs.	2.70
1 pail Maple Buttons, 20 lbs.,	2.40
1 c/s Walnutine Blocks, 30 blocks	2.00
1 c/s Pure Twin Block Maple Sugar	3.60
1 c/s Maple Cream Blocks, 30 blocks	2.00

NO CHARGE FOR PAILS
8½-Gross Boxes---1 Case



Make Up a Trial Order For Your Jobber

MESSRS. SUGARS & CANNERS, LIMITED
MONTREAL

Please ship at once

1 pail Nutty Creams, 17 lbs	$2.40
1 pail Fruity Creams, 17 lbs.	2.40
1 pail Mint Buttons, 17 lbs.	2.20
8 ½-gross boxes, Gross Goods, new lines	1.05
1 pail Victoria Chocolate Drops, 32 lbs.	4.16
1 pail Minto Mix, 32 lbs., Jellies and Creams	2.72
1 pail Mikado Mix, 32 lbs.	2.72

OLD-
FASHIONED
CHOCOLATES

Something for the mother to bring home to the kiddies, or something that the kiddies will make the mother buy. Cheap, pure and profitable.

rry Our Lists.
They will be pleased to book your order.

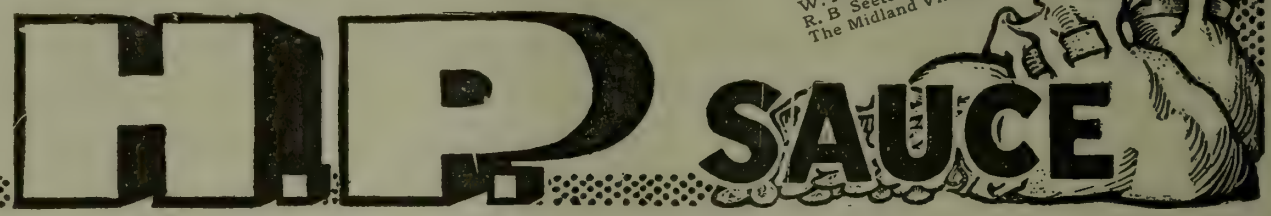
LIMITED, MONTREAL

ADVANCE—OR RETIRE?

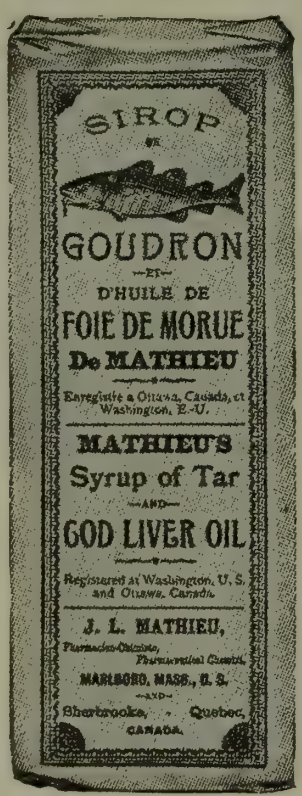
There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Tor., Mont. and Van., B.C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



KEEP OFF THE SICK-LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effects you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

Freight Saved for E. T. Grocers

Buying from us you can save freight, as our prices are the same as those of wholesalers in larger cities. Make us prove this. Send us a trial order for such lines as:

Dried Fruits
Canned Goods
Onions, Vinegars
Pickles

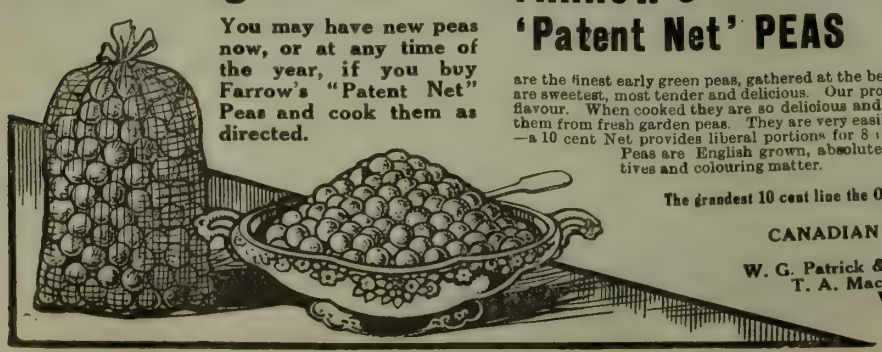
Our range of groceries contains all standard brands. Everything guaranteed. Now is the time to order Goods which must be shipped before frost sets in. We also handle a full line of Flour and Feed.

WRITE FOR SAMPLES AND PRICES

C. O. Genest & Fils

Sherbrooke, Que.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.



FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Ross & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

A. C. LANDRY

Ste. Flavie Station

Quebec

WHOLESALE MERCHANT

SPECIALTIES IN

GROCERIES,

FLOUR,

GRAINS

AND

PROVISIONS



Symington's Soups

are so easily sold; they give you a good profit and bring repeat business. Let us send you samples--- also ask for the special introductory offer.

W. SYMINGTON & CO., Ltd., Market Harboro ENGLAND

Oppenheimer Bros.	Frederick E. Robson & Co.	Scott, Bathgate & Co.
25 Pender St.	25 Front St. E.	Notre Dame St.
VANCOUVER	TORONTO	WINNIPEG

When writing advertisers kindly mention this paper.

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



"Our Baby" No. 1

BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO.

Specialists and Original Designers

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

DAVIDS'

A WATER COLOR FOR PEN or BRUSH

Letterine

TRADE MARK REGISTERED 1892.

READY FOR USE—IN ALL COLORS.

Recommended and Used by Prominent Card-writers as a Rapid Drying, Lustrous

SHOW CARD INK

A Water Color. Ready for Use.

Prices as follows:

	Quarts	Pints	2 oz.
Black	$1.25	70c	15c
Red	$1 25	70c	15c
Blue	$1.25	70c	15c
Green	$1.25	70c	15c

Prices as follows:

	Quarts	Pints	2 oz.
Violet	$1.25	70c	15c
Yellow	$1.25	70c	15c
White	$1.25	70c	15c
Gold, 2 oz. bottle for 25c.			

For use with Brush, Steel Stub or Shading Pen. Extra glossy, strong bright colors. For making Show Cards, Advertising Signs, Price Tickets, etc.

Write to our Canadian Agents for prices on Red Sable Brushes and Text Writers' Stub Pens.

THADDEUS DAVIDS CO.

Established 1825. CANADIAN AGENTS: New York, U.S.A.

BROWN BROS. Ltd., TORONTO, Ont.

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

"Absolute Purity"



The Judgment and Verdict

The consumer passes final judgment, remember, on all the goods you sell and you no doubt want the verdict to be satisfactory.

"Pride of Canada"

MAPLE SYRUP AND MAPLE SUGAR

never causes any dissatisfaction, because the experimental stage is passed and we have gained a triumph.

Its purity is established. Examine the Government Bulletins---the best means of verifying our statements.

No charges of adulteration ever laid at our door. A unique honor.



YOU CAN FREELY RECOMMEND

"Pride of Canada"

The Maple Tree Producers' Association

LIMITED

58 Wellington Street, - Montreal

512 Dundas Street, - - Toronto

WHEN YOUR GOODS ARE PURE YOUR TRADE IS SURE



BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

NATION'S CUSTARD POWDER
& Egg Powder

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

5-CENT PACKETS
HALF-POUND TINS
ONE-POUND TINS

AGENTS:

Ayre & Sons, Ltd., St. John's, Newfoundland
F. Coward, Toronto (For Ontario)
The W. H. Escott Co., Winnipeg, Man.
McKelvie, Cardell, Ltd., Calgary, Alta.
Distributors, Ltd., Edmonton, Alta.
W. H. Malkin, Ltd., Vancouver, B.C.

Sample free by post.

Special Announcement

Owing to a considerable increase in our business during the past few years, evidence of the popularity of our lines, we have experienced no small difficulty in filling all orders on given time. We are out to give you the best possible service, and to have your goods with you without any delay. In order to effect this we must have your co-operation. You can assist us considerably by sending orders early.

MINING CAMPS AND LUMBER CAMPS

Please let us have your Fall orders for

KING GEORGE'S NAVY SMOKING
MASTER MASON CHEWING
} TOBACCO

at the earliest possible date. The demand for these lines is very much larger this year.

THE ROCK CITY TOBACCO CO.

QUEBEC WINNIPEG



It's all Moonshine

to say that other coffee essences 'sell as well'—'please as well,' or are 'as good as' Camp' Coffee. There's no coffee 'as good as' Camp,' and for this reason 'Camp' sells more quickly and pleases better than any other. Get it into stock and you'll know why it pays to sell 'Camp'

R. Paterson & Sons, Coffee Specialists, Glasgow

CAMP COFFEE

Dried Fruit For Particular People

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Will Satisfy.

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle



Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE
WESTERN SALT CO., Limited
Mooretown, - Ontario

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

Prices from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

CONCORD

Norwegian Sardines

will bring satisfaction and profit to every Grocer handling them, because they are highest quality goods, backed by a guarantee appearing on each tin.

Only the finest, freshly-caught autumn fish and the purest olive oil are used, all hard, tough fish being rejected. 24 to 28 fish go to a tin, and they are mild cured and not too much smoked.

The demand for these high-class sardines is steadily increasing, appreciation of their quality being thereby shown.

CCC
Norwegian Canned Goods

Are you handling CONCORD? Order from your wholesaler TO-DAY.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

"EUREKA"

Canada's Scientific and Sanitary

REFRIGERATOR



There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd.

54 Noble Street - TORONTO

Montreal Representative

JAS. RUTLEDGE - Telephone St. Louis 3076

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



José Segalerva
Malaga, - Spain

Unless we ourselves were thoroughly satisfied that **"Beaver"** Brand fancy quality and **"W. Abel"** Brand standard quality raisins were all that the packers claim, we would not have temerity to offer you these

Valencia Raisins

But we are convinced that in offering these brands for your consideration, we are placing before you fruit that for quality and uniformity of packing, are absolutely unsurpassed. Put up by the reliable firm

Mahiques, Domenech & Co. - Denia, Spain

For several years we have been advising you to specify this brand when ordering Malaga Table Raisins. Because our sales have increased enormously we know that our suggestion has been followed by a greater number of merchants annually. Now, these

Malaga Table Raisins

must be what we have represented them to be, year after year, else this could not be. There must be growing a warranted confidence in the brand. These raisins assuredly meet all requirements—quality, price and package.

STOCKS SHOULD BE IN YOUR POSSESSION NOW



TRADE MARK

Rose & Laflamme Limited
Montreal - Toronto

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



Mr. Manufacturer: "The Field is Yours"

But you will need someone to do the ploughing, seeding and harvesting.

WILL YOU LET US ASSIST YOU?

Years of experience here, and exceptional facilities for introducing your goods, make us your logical representatives.

Only firms of the highest standing represented.

T. A. Macnab & Company

Manufacturers' Agents, Commission Merchants, Importers and Exporters

Cable Address; "Macnab," St. John's. Office and Sample Rooms: Cabot Buildings

ST. JOHN'S, NEWFOUNDLAND

Codes used: A. B. C. 4th and 5th Eds. and Private. Warehouse: Tessier's Wharf.



SIMCOE BRAND BAKED BEANS

are everywhere admitted to be first in quality, because of the great care taken in the selection of beans and spices. Long experience, perfect equipment and close observance to rigid sanitary conditions, have all played a part in gaining the confidence and support of the best trade in Canada—AND THAT TRADE IS OURS.

Have you seen the new style package "Simcoe" 3's Family Size? A larger tin at a lower price. A nourishing meal for an entire family for 10c.

It will pay you to stock Simcoe Brand Baked Beans. Pays in first profit and in holding trade.

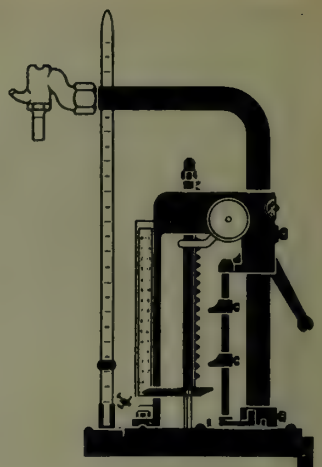
Send for our pamphlet on Valuable Hints on Storing Canned Goods.



Dominion Canners, Limited

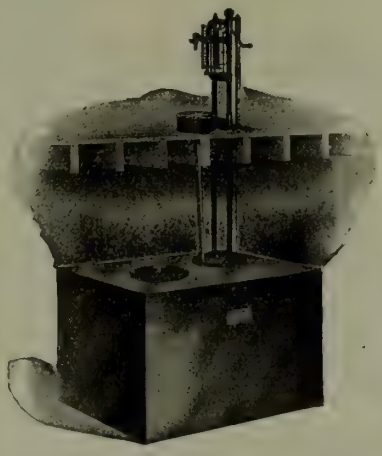
Hamilton, Canada

System in Keeping Oils Brings Increased Trade



The most rigid, cleanly methods must be adopted nowadays to make storekeeping a success. Is it not right that the public patronize a grocery where cleanliness is first thought—wherein lies the store's success?

Oil improperly cared for in a grocery will make itself a menace to that store's success, but if stored in a



BOWSER

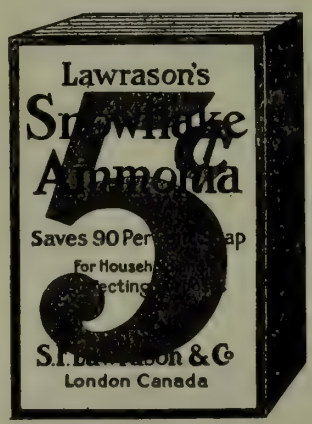
SELF-MEASURING OIL STORAGE SYSTEM

the disagreeable odor is entirely eliminated; at one stroke it will discharge a gallon, half-gallon, quart or pint, guaranteed measure, directly to your customer's can, without the use of filthy measures or funnels.

The Bowser Anti-Drip Nozzle shuts off the flow of oil as soon as pumping ceases. The Bowser System is guaranteed evaporation and leak proof.

The variety of sizes and styles will enable you to suit yourself in price. Ask us for Booklet 5 and be convinced of the genuine saving of time and money we can effect you by its installation.

S. F. BOWSER & CO., LTD., 66-68 Fraser Ave., TORONTO



GUARANTEE OF $500

That **LAWRASON'S SNOWFLAKE AMMONIA** equals in power any similar powder on the market selling for twice its price.

5c. per giant package. 5c.

You Have But to Stock!

We are telling the public in convincing language in newspapers, large bill-boards, attractive cards in street cars, of the wonderful cleansing and disinfecting properties of

LAWRASON'S Snowflake Ammonia

You have but to stock. We have created the demand through our extensive advertising. The goods are solid wherever used. Ask somebody who has used Lawrason's.

The giant package for 5c makes it a wonderful stock—you don't have to SELL—you have but to STOCK—it will sell itself.

S. F. LAWRASON & CO., London, Ontario.

ROYAL SHIELD





The name **Royal Shield** is synonymous of purity and excellence.

We aim to keep the quality up to the high standard set ourselves.

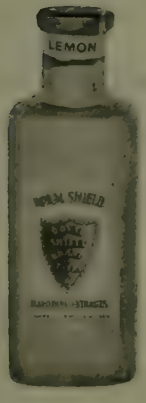
The Grocer appreciates this as he does the fact that Royal Shield Brand stands the test and invariably satisfies his trade.



"ROYAL SHIELD"
Teas, Coffees,
Extracts



Jelly Powders,
Baking Powders,
Etc.



The reputation they enjoy makes them saleable the year round and as they are good profit makers they are the goods the retailer can push to advantage.

Your orders solicited direct or to any of the branches will receive prompt and careful attention.



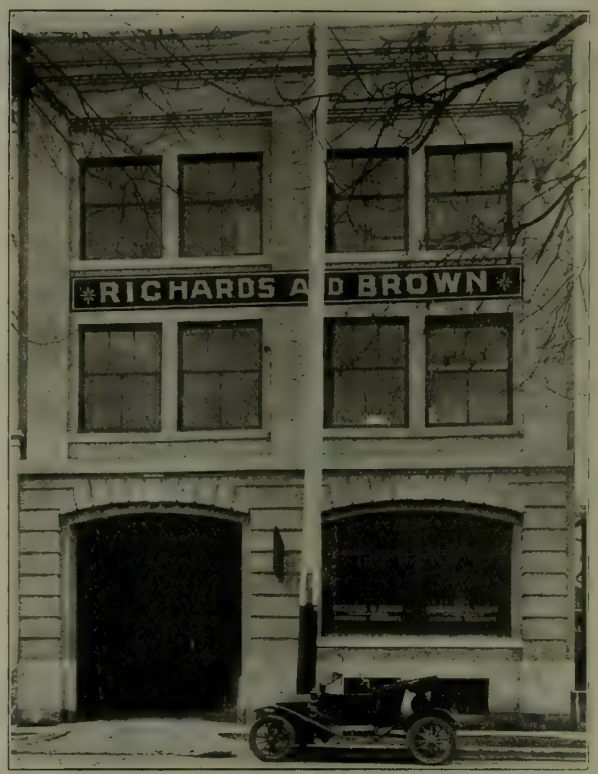
Campbell Bros. & Wilson, Limited
WINNIPEG

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

RICHARDS & BROWN

WINNIPEG

Our New Home Recently Opened.



20,000 sq. ft. Warehouse Space.

This new and spacious warehouse is at your service.

Do you want to take advantage of our splendid equipment, our experience and progressive policy? If so,

LET US HANDLE YOUR BUSINESS

Six salesmen call on retail trade every thirty days in MANITOBA and SASKATCHEWAN.

We handle merchandise direct from manufacturer to retailer, and work on close margins consistent with our large turnovers.

STRAWBERRY JAM:

A scarce commodity, but we are in a position to quote CHIVERS' in ones, twos, and fives, and guarantee delivery.

TOMATOES:

We have four thousand (4000) cases unsold. Write us for prices.

PEAS:

We are short of domestic, but would recommend a good ITALIAN PEA in 1-lb. tin, or Marrowfat in 1-lb. bag.

FISH:

We have just received car from Moir, Wilson & Co., Aberdeen, of Herring in Tomato, Kippered Herring, Finnan Haddocks, Smoked Haddocks and Fresh Herrings—nothing superior is packed.

Some of the well-known houses we represent:

RIDGWAY'S---Tea, Coffee and Cocoa. McVITIE & PRICE---Biscuits. CHIVERS---Jams and Jellies. HOLBROOKS, Ltd.-Sauces, Pickles and Sardines. CANADA PRESERVING CO.-Jams, Mince Meat and Catsup.

GOOD TRACKAGE FACILITIES.

RICHARDS & BROWN, - - - - WINNIPEG.

Canned Products of Exceptional Merit

There are no other brands on the market with higher reputation for absolute purity of materials and delicious flavors than Lasso or Highlander Brands possess.



Lasso Tomatoes
are
Reliable.



Lasso Apples
All Winter Stock—Pure White



Highlander Tomatoes
are
High Quality Stock

You can sell these popular products to nine customers out of ten if you tell them the truth about Lasso and Highlander Brands. The truth is this:

Lasso and Highlander products are made exclusively of the high grade constituents of the choicest and ripest fruits of Ontario's best fruit district.

Packed in sanitary cans without solder or acid, add to their exceptionally good keeping qualities.



After you have sold a customer her first can of Highlander or Lasso canned goods you can rest assured she will bring you her repeat orders. They make fast friends with all who want highest quality combined with perfect cleanliness.

Drop us a card for prices and samples.

Church Bros.
Picton, Ont.

(Prince Edward County)

J. B. Orser
Bloomfield, Ont.

Success Brings Success

Owing to the heavy increase in our business all over Canada this year, we have opened two new branches in Vancouver, B.C., and Winnipeg, Man. This gives us a much better opportunity of looking after your interests. Every agency has shared in this increase. Our offices and sample rooms are located as follows:

Head Office, 77 York St., Toronto, Ont.

454 St. Paul St., Montreal, Que.

110 James St. E., Winnipeg, Man.

16 Hastings St. E., Vancouver, B.C.

Are you interested, as far as you've gone? We devote our individual attention to the Import Business, and represent only the most reliable and highest grade producers of their various lines.

Your Interests are Our Interests

With our large connection in all Foreign Countries we are able to give you the best prices obtainable. We can supply you with several Xmas Specials. **(See Opposite Page)**

Another New Agency — We have been appointed agents for **Edwards Desiccated Soups**

Our first car sold out in one week. Another car is now on the way.

Write for Samples and Prices

W. G. PATRICK & CO.

IMPORTERS

Toronto Montreal Winnipeg Vancouver

New Season's Shelled Walnuts

Order Our First Shipment is due here about November 10th Early

Look Through our List of Specials and Order Now for Xmas

Almonds
Brazils
Cashews
Filberts
Persico Kernels
Pignolias
Pistachio Nuts
Pecans
Peanuts
French Fruits
Crys. Cherries
Glace Cherries
Turkish Delight
Cocoanut
Lion Macaroni
Famous Mustard
Malt Vinegar
Olive Oil

ACME
BRAND REGISTERED

2 Crown
3 Crown
4 Crown
5 Crown
6 Crown
Jordan
Majorcas
Blanched
Extracts
Ginger in Jars
Gelatine
Canned Peas
Coffee Essence
Cerebos Salt
Crossed Fish Sardines
H. P. Sauce

We are Agents for **ACME** *Canned Goods*

BRAND REGISTERED

WRITE FOR PRICES

W. G. PATRICK & CO.

IMPORTERS

Toronto Montreal Winnipeg Vancouver

THE PRIDE OF THE KITCHEN

is generally the stove. You can both please and satisfy your customer by supplying

JAMES DOME BLACK LEAD

A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit — Gives Great Satisfaction

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

WALKER PATENTED BINS — THE "WALKER BIN" SYSTEM — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

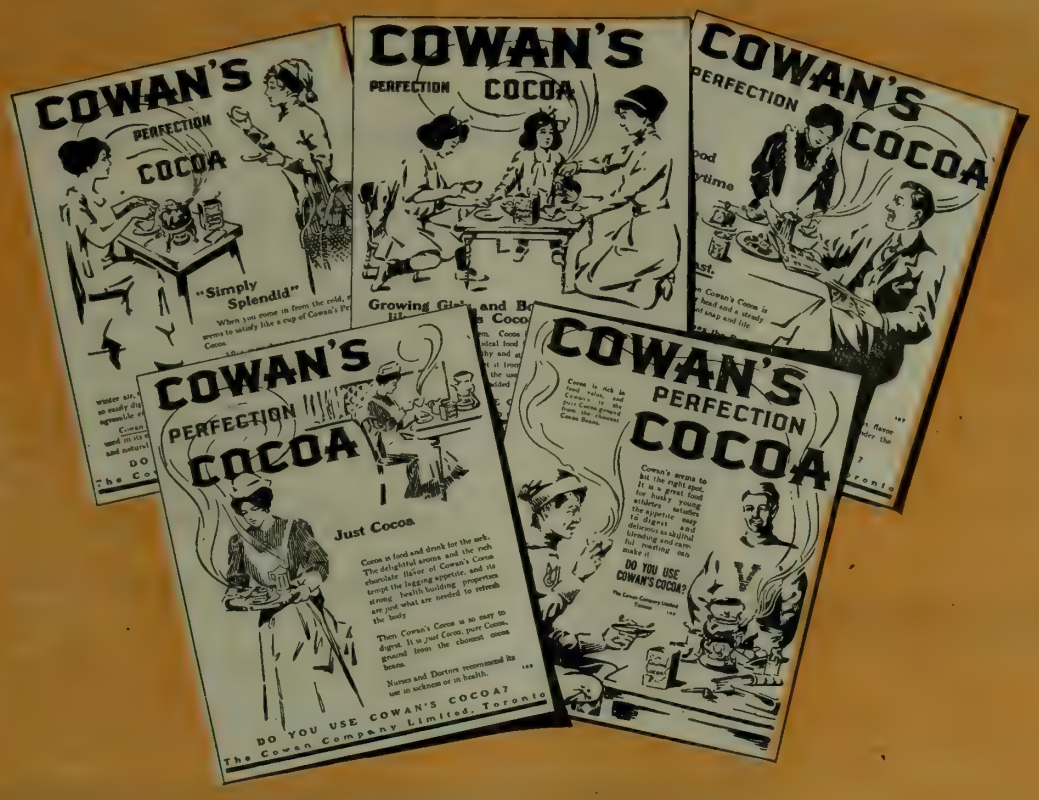
Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE - - - - - ONT

The **RETAIL GROCER** makes considerably more money selling **JAPAN TEAS** and can unhesitatingly assure his customers that they are absolutely **PURE** and give better general results.

JOBBERS, kindly ask our Agents for samples of New Crop on hand of all grades.

FURUYA & NISHIMURA



These Advertisements are Working for You

From Halifax to Vancouver, up and down, the length and breadth of the country, you can see "Cowan's Perfection Cocoa" advertisement in the Newspapers, on the fences and in the Street Cars. We are demonstrating at exhibitions, handing out samples, novelties, beautiful store cards and hangers, to build a trade for Cowan's Perfection Cocoa.

Are you making the most of this advertising? Are you keeping our goods where people will see them, and know you have them? Our advertising is bringing new customers to you. Why not help us and at the same time increase your own profits by helping your customers decide in favor of Cowan's?

THE COWAN COMPANY, LIMITED

TORONTO



Put up in attractive pails, very handy when contents have been used.

L & B

Banner Brand Jams and Jellies

With this brand on your shelves you have an unequalled quality article to offer your customers.

Guaranteed to contain nothing but **pure** fruits and **best** granulated sugar.

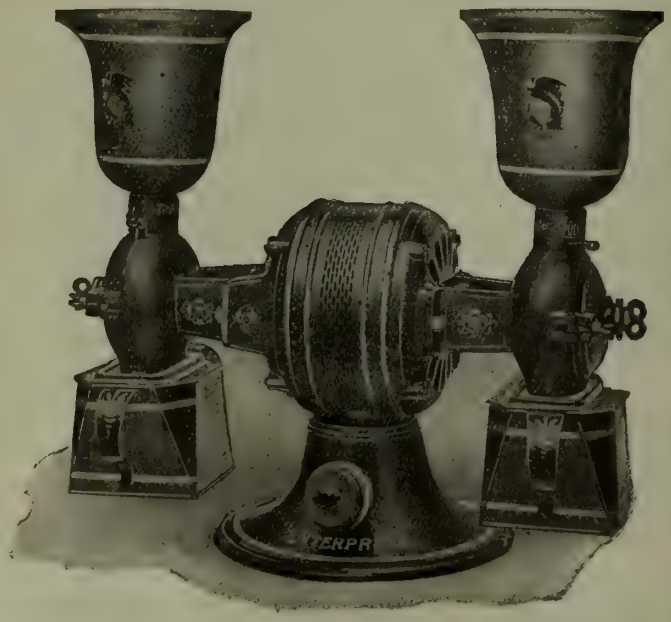
A POPULAR PRICED LINE

Lindner & Benner, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



Increase Upon Increase



Are You Sharing?

A perusal of the following figures will show how wonderful has been the growth of "SALADA" sales for the first 43 weeks of 1911 over the same period of 1910. 852,913 lbs. increase is a record unparalleled in the history of the Tea Trade. It points the way to success for you.

The following figures show our increases and decreases in each week this year compared with the corresponding week of last year.

Week ending	Jan. 7,	Increase = 14,774 lbs.		
" "	" 14,	" = 28,016 "		
" "	" 21,	" = 21,414 "		
" "	" 28,	" = 5,953 "		
" "	Feb. 4,		Decrease = 2,910 lbs.	
" "	" 11,	" = 33,483 "		
" "	" 18,	" = 6,980 "		
" "	" 25,	" = 4,086 "		
" "	March 4,	" = 1,692 "		
" "	" 11,	" = 46,956 "		
" "	" 18,	" = 23,563 "		
" "	" 25,	" = 24,467 "		
" "	April 1,	" = 16,043 "		
" "	" 8,		Decrease = 7,137 "	
" "	" 15,	" = 94,705 "		
" "	" 22,	" = 73,090 "		
" "	" 29,	" = 24,173 "		
" "	May 6,	" = 33,001 "		
" "	" 13.		Decrease = 28,366 "	
" "	" 20,	" = 920 "		
" "	" 27,	" = 12,790 "		
" "	June 3,	" = 32,631 "		
" "	" 10,	" = 40,396 "		
" "	" 17,	" = 6,435 "		
" "	" 24,	" = 43,395 "		
" "	July 1,	" = 12,712 "		
" "	" 8.		Decrease = 11,840 "	
" "	" 15,	" = 16,055 "		
" "	" 22,	" = 29,494 "		
" "	" 29,		Decrease = 885 "	
" "	Aug. 5,	" = 4,584 "		
" "	" 12,	" = 8,075 "		
" "	" 19,		Decrease = 4,268 "	
" "	" 26,	" = 4,111 "		
" "	Sept. 2,	" = 52,343 "		
" "	" 9,	" = 11,037 "		
" "	" 16,	" = 8,553 "		
" "	" 23,	" = 18,354 "		
" "	" 30,	" = 44,315 "		
" "	Oct. 7,	" = 18,052 "		
" "	" 14,	" = 45,217 "		
" "	" 21,	" = 25,293 "		
" "	" 28,	" = 21,161 "		
	Total Increase	908,319 "	Decrease	55,406 "
	Less Decrease	55,406 "		
	Net Increase	**852,913 lbs.**		

TORONTO **The Salada Tea Company,** MONTREAL

CANADIAN GROCER



THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324
Winnipeg—34 Royal Bank Building. Phone Garry 2313

UNITED STATES—
New York—R. B. Huestis. 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne. 607 Marquette Building, Chicago. Telephone Randolph 3234

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada and United States, $2.00.
Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

INCREASE YOUR FALL AND XMAS TRADE.

The retail grocer is now upon the threshold of one of the best seasons of the year.

There is usually more money afloat at this time than at any other. The farmer is turning the fruits of his summer's work into dollars and cents, and in many cases is laying in winter supplies.

Christmas is less than two months distant, and there is no necessity to elaborate on what this greatest of all festive seasons brings forth.

It remains for each individual dealer to make every effort to increase his business beyond the figures of last year. Waiting for demand will never bring increased trade. One must go out after the business—not simply hand over the goods asked for like some mechanical device.

Advertising in its broad sense must be done. Advertise the store, the goods, and the service, at every possible opportunity. Not merely on paper, but by putting forward best efforts to send away satisfied customers.

In succeeding pages of this, our annual Fall Campaign Number, are scores of actual methods in use all over Canada for selling goods beyond actual demand and the giving of adequate service. Each of our readers should sift out what is best for him, and probably by the application of some of the principles laid down by other Canadian retailers, he may be better fitted to carry to a successful conclusion his fall and Christmas campaign.

Let us know what you think of this issue.

FROM ALMOST EVERY PROVINCE.

Results of our competition on why and how confectionery should be given attention in the grocery store appear elsewhere in this issue and the prize articles submitted are worth attention. These cover pretty well the points the dealer should feature in handling this line and will be read with profit.

The particular feature in the replies to this contest is the fact that every province in Canada is represented, except Prince Edward Island. Newfoundland was represented, too, and, moreover, was successful in carrying off first prize. Those who study the arguments of the winners will find much food for thought and will understand why the honors were given to them.

Other articles are also good, and we only regret we have not in this issue the opportunity of presenting more of them. In future issues it is our intention to publish some of those worthy of special mention.

THE WESTERN WHEAT CROP SITUATION.

The weather has brought little improvement in wheat conditions throughout the entire west, except that sharp

frosts have been prevailing the last three nights and these may possibly indicate a return to a period of dry weather. Threshing has been resumed and is in full progress wherever climatic conditions are favorable, and results show that in many districts better returns are being obtained than was anticipated a week ago.

From many points in Saskatchewan, however, reports of low-grade wheat are prevalent, although the yield remains fairly high. Those farmers who have an opportunity of threshing have taken advantage of the high prices. The supply of Nos. 1 and 2 Northern appears, however, to be decidedly limited and it is a matter of speculation at the present time among wheat authorities as to whether much higher prices will now prevail for these two lines. The terminal elevators at Fort William and Port Arthur have announced that they will not be responsible for damp wheat and that they will not store it after the close of navigation, which is expected to take place within a month, without being treated.

Much speculation is being indulged in at the present time as to the facilities at the head of the lakes for drying the enormous quantity of damp wheat in the country, and there is an increase during the week in the low-grade and rejected columns.

WINDOW DRESSING AND AD. CONTEST.

On another page of this issue is the announcement of The Grocer's annual Christmas Window Display and Ad.-writing competitions.

Opportunity is afforded every dealer and clerk at this time of the year to use originality. The Christmas season is the most festive of the year. There is no dearth of goods available for a good display. Plan early for a window that is attractive and that will sell goods. Decide now to enter our competition, and even in the rush of the Christmas trade don't forget to have a photographer get you a good picture.

Mail it to us before the last day of the year, and forward also one or more of your best Christmas newspaper advertisements. Read all about the two competitions on page 192.

DIRTY BASKET SPOILS A SALE.

Dealers striving for success must learn sooner or later that they cannot afford to lose a customer through unsanitary conditions about the store.

Here is an actual case where a sale was lost on account of uncleanly habits. Not only that, but the customer will not in future have many good words for such a store.

The purchaser in question, in giving her regular order, asked the proprietor if he had any breakfast bacon. There was none in sight. He wasn't sure; he thought he had, and pulled an old dirty basket from beneath the counter. There was bacon in it.

But—he didn't make the sale. The customer saw the basket and that was the end of it.

"I don't believe I do want any bacon to-day, after all," she politely said; "I remember now I have some left," and went off without it.

CONSTRUCTIVE VS. DESTRUCTIVE SALESMANSHIP.

We have heard a great deal about constructive salesmanship. Everything that aids in the making of sales, or, more properly, in the making and holding of customers, is included.

There is a variety of salesmanship that makes sales but does not build for the future. That might be defined as "destructive salesmanship."

Examples of it are not lacking, nor are they few. This method is employed by those who can see only the immediate profit, but not the greater loss which lies ahead.

We find a dealer at times recommending goods which he really knows should not be recommended, or about which he knows absolutely nothing. We find him at times stretching the truth in his personal talks, or in his advertising. We find him sending goods to customers which lack in quality, and even at times we will find him using what he may term "tricks of the trade," but which verge upon dishonesty.

All these methods may be included in "destructive salesmanship," the kind that may bring a little larger profit at the time, but which breaks down the confidence of the customer in the merchant, and eventually brings loss to the merchant.

The merchant himself must choose which method he will adhere to in his business, constructive or destructive salesmanship. It is his pleasure to make a choice. In making that choice he should consider the experiences of others. He will, if he is wise, decide on the method that not only makes sales, but holds customers.

DEFINITE CLOSING HOURS FOR DELIVERY.

The early-closing movement gathers weight as it moves along, and a greater number of merchants all over the Dominion are coming to the conclusion that keeping their stores open to late hours every night does not pay—that just as much business can be done through concentrated hours as spreading it over many.

Barrie and Orillia, Ont., have had early-closing for some time now, all the grocery stores closing at six o'clock week evenings and eleven Saturday night.

But Barrie added a new feature in its rule of early closing of orders for delivery. All orders intended for delivery on the day received must be in by five o'clock on week days and by seven o'clock on Saturday evening, else the goods will have to wait until the next business morning.

This allows the driver to get away on his route by 5.30 on week days and 7.30 on Saturdays for his last delivery, and allows him to get through his work at a reasonable hour, as well as guaranteeing to the purchaser an early delivery of goods.

EDITORIAL NOTES.

The cover design of this, our annual Fall Campaign Number, is worthy of attention. It is the work of F. S. Coburn, the artist who illustrated Dr. W. H. Drummond's famous "Habitant" and his other French-Canadian poems.

* * *

The egg carriers now in use by many Canadian grocers are well thought of by the trade. They are handy and safe, and therefore save money.

* * *

Self-measuring pumps is one of the outstanding features of modern merchandising. They save time and labor, prevent uncleanliness and insure proper measure.

The Business Situation In Canada

The business outlook in Canada at the present time, in the opinion of those most competent to judge, could scarcely be improved upon. There is ample money for all legitimate requirements; there is large expansion in railroad building, and in ordinary building; crops on the whole have been excellent, and immigration continues on a large scale, and, finally, the English market, which had shut its doors to our securities during the past two months or so, has again improved its position to such an extent that it is willing to take them.

The expansion of railroad building, of course, depends directly on the London market, for it is there that the railroads sell their securities which they issue to raise the money for new branch lines and improvements on old ones. The immigration not only gives us more mouths to feed, but it gives the railroad companies the large westward haul of goods and chattels, which offsets, to a small extent, the heavy eastward traffic in grain and cattle. This means that the railroads can employ more men and spend more money in other ways, with the result that Canada profits doubly.

An Optimistic View.

The eastern daily press has been busy since August killing the western crops, and as a result many otherwise well-informed people who are dependent on the daily papers for their western news, are decidedly depressed over the outlook for the coming year. The general managers of the various banks, however, are in a very different frame of mind. The largest of those doing an extensive business in the west is fairly bubbling with optimism. Easy money conditions abroad and in the United States, and our own carefully-laid plans for financing the heavy grain movement this fall, have combined to leave money easier than it has been at the corresponding time in a number of years, and, therefore, their worries are smaller than formerly. This enables them to look on the western situation without other misgivings to influence their attitude, with the result, as previously stated, may be summed up in the two words, "optimism and satisfaction."

No doubt, of course, many districts have been injured, and in many places there will be heavy loss on the crop, with the result that payments on mortgages and on accounts of commercial contracts will be slow. But the mortgage companies are not worrying, as the treasurer of one of the largest Canadian insurance companies remarked to the writer last week: "Of course, there are a number of districts where the re-payments on account of principal will probably not be made this year, and perhaps interest will be in arrears in a number of cases. But," he continued, "we would rather have our money out bearing interest, and we can still afford to forego the relatively small amount of interest arrears from the few districts that have been hailed out, or destroyed by frost."

Meantime, the insurance companies are borrowing from the banks in order to loan the money out west, in anticipation of future premiums. This is a customary movement at this period of the year, and the fact that it is not lessened in the present year shows that not only the banks, but the insurance companies, approve of the western business which the latter have been doing.

From Millers' Standpoint.

The millers, however, are not so optimistic. They probably are influenced by the fact that there will not be the amount of high-grade milling wheat commensurate with the tremendous total yield. In the case of one large eastern milling concern it would appear that they loaded up with wheat at a time when the western crop promised to be very small and are now rather taken aback with the outlook for a substantial yield, though naturally their attitude also was biased. The others, however, appear to look on the western situation with equinamity, which is doubtless the result of finding that their earlier judgment of the situation at present coincides with events. On the whole, conditions are satisfactory in Canada, although the delay in getting out the western wheat has caused some uneasiness by the requests for the expansion of credit. Again the banks display a cheerful tone.

Effect of Strike in England.

The strike in England has had a serious effect on Canada in two ways; the first indirectly through its effect on the English security markets; the other directly through the difficulty Canadian wholesalers have in obtaining goods ordered from England. A few weeks ago one wholesaler complained to the writer that he had orders for ten cars of coffee which he could not obtain from the shippers, owing to the fact that, so far as he could tell, it was still lying on the wharves at Liverpool, as the shippers were giving right of way to perishable freight, and it would take them some time to catch up. This strike has also affected prices on other goods of this class, and the result is that it is quite possible there may be a shortage of some during the next few weeks.

The dullness in trade in the United States has had little effect on Canada, except in the west, where the dumping of cheaper grades of United States lumber, regardless of cost, and in some parts of Ontario, where the cement industry has suffered from the same cause, have been the chief effects. Probably to this cause, too, must be assigned the dullness in the asbestos industry in Quebec, which is dependent, to a large degree, on the building trade in the United States, where the greatest consumption of asbestos takes place.

Ease in Money Situation.

On the other hand, the ease of money in the United States, combined with that in Europe, has reacted favorably on us here, and the result is that money here is quite easily obtainable, contrary to the usual condition of things at this period of the year.

Everything considered, therefore, the outlook is very bright. Ontario crops, of course, suffered severely from the drought, but Ontario is in a better position to stand the off year than most parts of the country, owing to the very good yield it had a year ago.

KEEP STOCK FRESH.

To begin the fall season well, a first consideration is the quality of the stock that has been on the shelves during the past summer. Some of them may not have been sold and others may not have been brought in from the store room.

The fact is that some grocers carry large stocks and there is the possibility of them overlapping and some goods may become stale. This applies to package currants, jams, rolled oats and similar goods.

A grocer recently found two glasses of jam in such a condition that he had to throw them away. He had purchased them before the summer set in and it must be remembered that the weather was intensely hot at times. This grocer, in referring to the fact, blamed the weather. A package or two of rolled oats was also in such a condition that a customer might not have appreciated them.

Long Hours Not Necessary to Success

Dealer Proves Explicitly in Facts and Figures That Just as Much Business Can be Done in Shorter Hours—Public Need to be Educated—Has Always Closed at Six Except Saturday—If Grocers Maintain Long Hours They Cannot Expect Good Men to Enter Business—Other Trades Have Shorter Hours.



THE belief that to be successful in the grocery business you must open your store at sun rise and close only when the last night loafer might choose to go homeward has been steadily losing ground in recent years. Still there remain grocers who call themselves business men who continue to be slaves to the business by continuing the long hours that make the business anything but pleasant.

In many cases we find the dealer from early morning until late at night, six days out of the week, both winter and summer confined within the four walls of his store with nothing on his mind but business. Is it any wonder if the mind gets clogged and that "Don't care" feeling shows itself? When considered seriously it is perhaps the retailer's own fault, as he had got into the habit and makes no effort to change or improve affairs.

Former Wholesaler's Opinion.

Neil Carmichael, grocer, 1212 Yonge street, Toronto, is a strong advocate of short hours. While he has only been in the retail end of the trade for the past year and a half, over a quarter of a century's connection with different lines of the grocery trade has made him conversant with all the details pertaining to it.

"If I could not conduct my business on an early closing basis, I would quit," he says. "Every grocer, unless circumstances connected with his trade are most unusual, can do just as much business by closing early every night."

This is a strong statement of Mr. Carmichael, but he backs it up by facts and figures showing that a dealer may close every night and be just as far ahead in the end.

Decided to Close at Six.

Mr. Carmichael took over the present business a year ago last April. The store had been kept open every night until around ten o'clock by his predecessor. He had studied the problem from all standpoints, and determined to close every night at six o'clock, barring Saturday.

What was the result of this determination on his part? Did sales fall off or the business decrease as other dealers often fear will be the case under similar conditions.

$1,200 Per Month Increase.

Striking an average for five months from April 1st, his business this year in spite of or probably in view of closing early, has increased at the rate of $1,200 per month. No better proof that shorter hours does not affect business could be asked for. He was operating against odds too, being a new man in the retail business. Many of the surrounding dealers kept open, while his store too had previously been a "long hours" one.



The Clerk Who Expended His Energy Working Late the Night Before.

From Seven to Six.

"There should be shorter hours in the grocery business than is generally the rule," maintains Mr. Carmichael. "A man should be able to do a day's work from seven in the morning until six at night, and business could be confined to those hours if the merchants only decided on this course and educated their customers along the same line. No merchant, or his clerks, can do a day's work and do it properly if he has been working until all hours the night before. For that reason it is wise that the grocer confine himself to shorter hours.

"People may think you independent by refusing to supply them with food at all hours of the day or night. I do not mind catering to the public because that is what we are here for, but I do not believe in being a slave for them."

A Labor Day's Conversation.

"Will you be open on Labor Day?" inquired a woman customer, prior to that holiday.

"No, we certainly will not," he replied, "We close on Labor Day."

"Oh," replied the customer, "you seem to be very independent."

"Is your husband going to work on Labor Day?"

"No, he is not," she replied.

"Well neither are we," he said, "we like to have a day off just the same as everyone else."

Thus, Mr. Carmichael has stuck firmly to the idea of putting his business above the drudgery state into a higher plane. "I would not stay open after six o'clock for any money," he says, and he is a man who appears to mean what he says.

Long Hours Make Poor Clerks.

He attributes a good portion of the poor clerk problem to the long hours in the business. "The hours are so long," he maintains, "that we cannot get men who would make good clerks to engage in it. The grocery business has got the reputation of slavish hours and young men avoid it. In other walks of life, a nine-hour day is the general rule, and to these the young men are attracted.

"I remember when I began to learn the grocery business in a small town; I had to get down at ridiculously early hours and remain until late at night. It was then that the germ of shorter hours in the business began to grow, when I looked at it from the viewpoint of the clerk, and now that I am engaging clerks myself I have some consideration for them.

"Leaving out the matter of principle, I believe it is to the advantage of the grocer to give his clerks shorter hours because in the time they are at the store, they can do much better work. How can the merchant expect the clerk to put life into his work when his energy is about all expended working late the night before? Then, again, we cannot expect to retain good men in the business unless we give them decent hours."



Interior View of Handsome New Store of Fraser, Viger & Co., Montreal.

Realizes Value of Modern Fixtures

Big Montreal Firm In Erecting New Store Show Appreciation of Facilities for Displaying Goods and Giving High-Grade Service—Fixtures Include Quarter Cut Oak Fittings, Meat Slicer, Electric Coffee Grinder, Display Bins for Rice, Spices, Cereals, etc., Electric Cash Register, Large Refrigerator, Several Show Cases, Banana Rack and Vegetable Display Fountain.

THE steady advancement of the grocery business is best illustrated by the new ideas, the splendid equipment and the general improvements that are found in the new stores. Grocers long established are more likely to be satisfied with their place of business. They are slow to replace old counters with new ones, and are for the most part content to continue business as they have been accustomed to it.

But the new store opens with the latest notions in shelving, bins, show cases and general equipment. Labor saving devices are all to be found in the bright new store of to-day, and it is by visiting one of these that you come to realize the advancement that is being made from year to year in the good old grocery trade.

Fraser, Viger & Co. have opened an uptown branch on Laurier Avenue, Montreal, the heart of one of the best residential districts in Canada's largest city. The wisdom of the choice of this situation is proven by the success that has attended the venture during the past two months. That part of the city is being rapidly settled, and it was with the intention of catering to many of these newcomers, and also to the store's customers in that section that the branch was opened. As stated above, it has already proved its worth and is a testimony to the business instinct of those who planned it.

Quartered Oak Fittings.

The store fittings are in keeping with the class of trade catered to. Fraser, Viger & Co. stock groceries of the highest quality and they have been displayed to good advantage by the equipment that has been installed. The shelving is of quartered oak and the counters are of the same material. Six showcases are very noticeable to those who appreciate good store fittings, which means practically every customer. More will be said of these showcases later.

Use Modern Meat Slicer.

A short counter on one side has been devoted to meats and provisions. It is close to the refrigerator and is therefore convenient when orders for provisions, including butter and cheese, are being made up. A marble slab on the counter of this department is a

good idea. It can be kept clean easily and it always looks neat and appealing to the customer. A modern meat cutter is naturally a feature of the department.

Have Electric Coffee Grinder.

Coffee is a leader in this store and special arrangements have been provided to ensure the entire satisfaction of customers. To begin with an electric coffee grinder has been installed in a conspicuous part of the store. A customer gives her order for a pound of her favorite coffee and it is ground while she waits. Thus has modern science invaded the grocery business. But the usual method is to grind a certain amount of coffee every morning. Five different grades are commonly sold. On a counter a large round tin divided into compartments is used for this coffee and as one kind is ground it is placed in its section of the tin, similarly with the next until the usual amount is ready for the day's requirements.

Often it is found necessary to grind another supply early in the afternoon. By this means the coffee is always fresh and the customer may have it ground as fine or coarse as desired.

Fine System of Bins.

The system of bins in this store is perhaps the finest and most complete the writer has ever seen. They are behind the main counter and provide for almost everything. In the lowest row the individual bins are large and roomy.

They are devoted to rolled oats, graham flour and similar goods. The second row is composed of smaller bins and there is another tier of still smaller bins. It would seem impossible to think of another article to be provided for. Rice, tapioca, spices, nuts—they are all there.

The bins enhance the appearance of that part of the store, and especially do they delight one who realizes just what such a system means in the store management. Above them are shelves for canned and bottled goods, such as pickles, catsups, sauces, jams, etc.

Electric Cash Register.

An excellent fixture is one of the latest types of cash registers. It works by electricity and combines all the features that are now indispensable to this particular system of taking care of the cash and performing the other valuable duties of the register. This one in particular makes it easy to find the amounts of the sales made by the clerks. This is only one of the accomplishments. It is compact and neat and fits well with the general quality of the store's equipment.

Refrigerator a Feature.

At the rear of the store, extending across almost the entire width is a large refrigerator finished with the same care and richness of the rest of the equipment. A glass front enables the customer to see most of the articles on the shelves. Butter cheese and some lines of meat, etc., in jars, are shown in the refrigerator, which proved its worth particularly in the warmer weather. It will be invaluable in future summers. This is certainly a capacious refrigerator with access to the shelves being obtainable from the rear.

Showcases, Banana Rack and Vegetable Fountain.

Other fixtures there are worth mentioning, such as banana rack and fresh vegetable fountain, but the different showcases are worthy of the very best store. They are in the same material as the shelving and are large and well put together. One is devoted to cigars, cigarettes and tobaccos, another to confectionery, another to soaps and toilet preparations, another to honey, jams, marmalade and other glass goods.

Throughout the store are found articles of foremost quality, displayed in settings that are worthy of them. The appearance of the store should appeal to the most fastidious customer, and the care the firm has bestowed on their northern branch is already being repaid by increasing trade. H. Hampton is the manager of the branch store. He has worked up to this position from that of a clerk. Fraser, Viger & Co. stand among Canada's foremost grocers and they strengthen their position by the practically model store that bears their name on Laurier Avenue, Montreal.



Another View of the New Fraser, Viger Store. Note the Cash Register, Silent Salesmen, Biscuit Display Rack and Attractive Office.

A Call to Grocers from the Mother Land

More About the Institute of Certificated Grocers—Tends to Level up the Whole Trade—How the Institute is Making a Science of the Grocery Business—"Optimistic Enthusiasm," The Institute's Keynote—Sample Examination Paper on Opposite Page.

By J. A. Sharwood, London, Eng.

Editorial Note.—A few weeks ago occasion was taken on the visit in Canada of J. A. Sharwood, F.G.I., a leading English member of the trade, and vice-chairman of the Institute, to introduce to the readers of The Canadian Grocer the Institute of Certified Grocers. So much interest has been shown by the Canadian trade in that society we have considered that a further account of its purposes, personalities and methods would not come amiss in our Fall Campaign Number. Mr. Sharwood has written this article at the request of The Grocer. We feel that this question is one of the highest importance to the future of this country and would urge everyone to study it carefully. The Institute is a comparatively new organization and aims at uniting the whole trade, including merchants, managers, clerks, and even apprentices, in one body; and that, not only for the benefit of the trade and of each and every member of it, but also for the benefit of the public at large.

The first idea of the Institute grew out of the feeling in the trade that the quality of the clerk was deteriorating. Of old the trade was recruited by means of a five, and even a seven years' apprenticeship; but times changing, of late grocers have ceased to take and teach apprentices, and thus clerks entered the trade and learnt it, or did not learn it, in a haphazard way. Evidence of this was found in the frequent complaint among employers that they could not get good, skilled, competent clerks, and the effect was felt in the management of many a business, especially those of the better class, up and down the country.

The Seed Plot of the Institute.

Consequently about six years ago a number of men variously connected with the trade, took counsel as to the means of improving the training of the grocery clerk from a practical standpoint. They argued that systematic education and inducements thereto were what was needed. They saw that at the evening schools and ploytechnics, instruction was provided for the workers in other industries during the winter months, and that, both in commercial and scientific branches. Why should not the young grocer attend these institutions and receive well arranged tuition in the goods he handles, such as teas, coffees, cereals, dried fruits, provisions and so forth, as well as in the management of the store, the laws which affect his trade, the art of salesmanship, bookkeeping and even in arithmetic and the use of his own language? That nineteen out of every twenty clerks should profit by it, they were well assured; and the trade would soon feel the benefit of such a levelling up process was their conviction. The National Association of Grocers' Assistants, of which body J. Aubrey Rees was then the energetic secretary, decided to form a technical education section, and invited me to become its chairman. Already in Manchester, John Williams, since chairman of the Institute Council, had formed the Manchester Grocers' Technical Society, subscribing liberally to its inauguration.

Formation of First Classes.

Soon classes were founded in London, Manchester, Leeds, Belfast, Brighton, Bristol and other centres, a prominent manufacturer giving a prize for all England competition, after the first three years of training, of a shop valued at £500 ($2,500). This was awarded in the fall of 1908, after a written and practical examination lasting three days.

At the same time it was felt that to concentrate and to widen the movement for systematic education, and to ensure its continuance, a separate society was needed, and after much deliberation it was decided to found the Institute of Certified Grocers. A precedent and example from another trade was already to hand in the Pharmaceutical Society, to which every one carrying on the business of a retail chemist and druggist must belong, after proving his qualification by a series of examinations. Accordingly a provisional council was formed to fix the constitution of the Institute, consisting of leading merchants and traders, men eminent in the world of education, and representatives of the managers in the retail trade. Sir William R. Anson, Bart., M.P., Warden of All Souls' College, Oxford, and late a secretary to the Board of Education, willingly accepted the first presidency, and John Williams, the veteran retail grocer of Manchester, already mentioned, was chosen chairman of the council, with myself as vice-chairman; whilst J. Aubrey Rees became general secretary.

Legal Recognition.

Thus the Institute was launched and steps immediately taken to give it a legal status by incorporation. Articles were drawn up, and after approval by the Board of Trade, the Institute was granted a certificate of incorporation in November, 1909.

In the meantime the trade, both wholesale and retail was showing its practical approval of the venture by gifts of money for its purposes, and a valuable prize list was soon also secured, including an annual prize of $500 offered for ten years by Cadbury Bros., Ltd.; a silver challenge shield, and an annual prize of $50 by the Nestle & Anglo-Swiss Condensed Milk Co., Ltd.; and a prize of $125 by J. & J. Colman, Ltd., besides other awards to be bestowed upon the best men of their year at the spring examination of the Institute.

Three Grades of Membership.

Membership was arranged in three grades; thus the council set itself to elect fellows from among the traders of established position and reputation all over the country, who by carrying on a successful and respectable business for upwards of ten years at least, had proved their right to the honorable and ancient title of "Grocer." With them were associated merchants and manufacturers in sympathy with the movement, and of course the ultimate aim was to be the inclusion of the whole trade. Lower grades of membership were to be those of associate and member, to be gained by the young men after a course of study and the test of examination, each grade to contribute to the up-keep of the Institute by an appropriate yearly subscription (Fellows $5.25; Members $2.50; Associates $1.25).

But to come to the practical working of the Institute, and the progress it has made. An organizing secretary was appointed two years ago, whose duty it has been to be the missionary, so to speak, of the Institute throughout the trade. Wherever enquiries have been made, there his work lies with the local education authority on the one hand, and with the master grocers and their clerks on the other. The master grocers are interviewed and the objects of the Institute and its methods explained to them, with a view to enlisting their sympathy and active support.

Methods and Propaganda.

If a grocers' association exists in the place the president and secretary are approached and perhaps the committee is addressed. With their concurrence, the stores are visited and the clerks are made aware of the Institute; and its classes, examinations, prizes and certificates are explained to them. Possibly

THE INSTITUTE OF CERTIFICATED GROCERS

(INCORPORATED)

16 PHILPOT LANE, LONDON, E.C.

"LOCAL" EXAMINATION PAPER

April 5th, 1911.

TIME ALLOWED FOR PAPER—3 HOURS

FIRST YEAR PAPER

Section A.—GROCERY.

1. What is Coffee, and what are the principal Coffees used in this Country?
2. Name the different grades of Tea, and how would you judge the leaf and liquor.
3. How would you judge the quality of Dried Fruit, namely: Currants, Raisins and Sultanas?

PROVISIONS.

1. Describe a Cumberland cut, Rib Belly, Picnic Ham, Short cut Ham, Wiltshire cut.
2. State from what countries we import Butter, and in what months.
3. State the different kinds of imported Cheese and the countries they are imported from. Name the various kinds of English Cheese, and the countries in which they are made.

Section B.—BOOKKEEPING.

1. Enumerate the books you consider should be kept by a grocer doing a family and ready-money trade of about £100 a week.

2. How, in your opinion, should the percentage of gross profits be calculated—on purchases or sales? Give an illustration exposing the fallacy, if any, of adopting the opposite method to that you suggest.

3. Open all necessary books, post the following transactions and balance the accounts. Analyse your Cash Book Entries as you think desirable.

Cash at Bank, January 1st, £100: in hand same date, £10. Jan. 4th. Sold goods to Mr. Brown, £2: returned empties Huntley, £3. Drew for personal use, £1. Jan 10th. Received from "customers" £25; and paid into Bank. Received £3 bonus. Jan. 15th. Paid cheque £20 to Huntley (owed them £30 on Jan. 1st). Jan. 16th. Bought goods Travers, £25; paid cheque Jan. 23rd and took discount of 5 per cent. Brown returned goods value 10 shillings. Jan. 26. Bought goods for cash £2. Paid wages in cash, £3. Jan. 28th. Brown paid balance of account in cheque which bank returned marked "refer to drawer." "Customers" owed £40 on Jan. 1st.

Section C.—COMMERCIAL ARITHMETIC.

1. What is the value of 17 cwts., 2 qrs., 19 lbs. at 67 /6 per cwt.? (Credit will be given for a short and expeditious method of working).

2. Make out the invoice, deducting two and a-half per cent. discount, of the following transaction:—

1¾ lbs. Tea at 1 /8, 7 lbs. Lump Sugar at 2¾d., 2½ lbs. Butter at 1 /3., 2¼ lbs. Cheese at 8½d. per lb., 3 tins Apricots at 6½d., 3 lb. jar Strawberry Jam, 1 /1½., 7 lbs. Marmalade, 1 /10½, (charge jar 3d.) Hearth Stones, 4d. 1½ lbs. Sultanas at 6½d., 1 lb. Currants at 4d., 3 bars Yellow Soap at 8½d.) 1 lb. Rice at 2½d. Allow for 11 jam jars, already returned, at 8d. per dozen.

3. What is the simple interest from April 5th to September 16th, at 3¾ per cent. per annum on £1,151 6s. 8d.?

Note.—Although definite questions are not set under the heading of "KNOWLEDGE OF ENGLISH," the Candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition, and the answering in clear language and logical order the questions in each Section. Hand-writing will also be considered.

INSTRUCTIONS TO CANDIDATES

1. Candidate's number must appear on each sheet of paper. The name of the Candidate, or any other mark of identification will disqualify.
2. Only one side of the paper must be written on, and a blank margin space of about one inch left.
3. Each answer must appear on a fresh sheet of paper, and the section and the number against each answer. The question itself must not be copied out.
4. The answer, or answers, to each section are to be pinned together, and the sections handed separately to the Supervisor.

N.B.—At least 2 questions must be attempted in Groceries, 2 in Provisions, and 2 in each of the other Divisions, and not less than nine in all.

Sample of a First Year Examination Paper, illustrating benefits that must accrue to clerks taking course.—See opposite page.

a public meeting of all the trade is held, and a resolution is passed welcoming the Institute's activities and calling for the establishment of courses of instruction, whilst the names of those willing to become students are taken. Next, armed with a mandate, so to say, from the local trade, the local education secretary is interviewed with the purpose of getting a course of instruction arranged during the ensuing session at the evening technical school, in preparation for the spring examination of the Institute. If the co-operation of the authority is enlisted, a small local advisory committee is formed, and one of the traders is chosen as local correspondent to be the medium of communication with the Institute headquarters, and it is not long before the young men get to work. Thus at Hull and at Middlesborough, for example, this plan has been lately followed with excellent results. At the former place, a class of 89 is now meeting, and at the latter a class of 60.

With regard to the teaching, which, it may be thought, presents some difficulty. In many places a member of the trade has been found who combines good knowledge and experience of the store and all its details, with teaching ability. In others the lessons in bookkeeping, commercial arithmetic and law (all given by the regular teachers of the local evening school) are supplemented by visits, weekly or fortnightly of experts in various subjects. Thus on one night, a practical demonstration of "coffee-roasting," may be held, on another, a lantern lecture on "bacon and hams," on another, a lesson on "cereals" illustrated with numerous samples, etc. In time it is believed that many of the brightest students will become, in their turn, able teachers, as is already in some instances the case. The average cost to the clerk of a course of instructions is about $2 for the whole winter session, and in April he sits for an examination, on passing which he receives a certificate. After the second year's examination he is eligible to take up the associateship. Finally at the end of the three years' course he can take the final examination, which is both theoretical and practical, and gain the special final certificate, entitling him to election as a member, besides standing a chance of winning a valuable prize.

That participation in the above is of immense value to the young clerk is obvious. The institute stands for the truth that the leaders and employers in the trade in England are taking a thorough interest in their employes. This should encourage them to become really skilled and efficient. Moreover the rule is that renumeration follows efficiency, and the man who makes himself worth big money, invariably gets it. To study the trade systematically induces a man to put head and heart into his work, gives him an interest in it, makes him happier whilst firing him with an ambition to get on. This is the Institute gospel, and its leaders are convinced that it is having an incalculable effect, and will have more so as it grows, in raising the tone of the whole body of clerks. Enthusiasm is the keynote of the Institute's council, officials and members, and it is permeating the trade with a new spirit of optimistic hopefulness.

The Institute a Public Benefit.

And the Institute in making the trade more efficient and more useful is doing a big public service. Just as the nation wants good carpenters, good chemists, and good doctors, so it wants good food purveyors. The Institute is out to make the distributing of groceries and provisions almost a fine art, in short to hand the nation so large a part of its food supply as well chosen, as well bought, as well handled as possible. The public aspect of the Institute has lately been recognized again by that eminent authority on food, Sir James Crichton-Browne, M.D., F.R.S., who presiding at the annual banquet last month, freely admitted the national service the Institute was calculated to do, and blessed its work in no equivocal terms.

Thus, then, the trade of the Old Country is seeking to set its personnel in order, and the time is rapidly coming when the letters F.G.I. (Fellow of the Grocers' Institute), after a trader's name will be the recognized guarantee to the public of the most reliable grocery service. It has been hinted to the writer that a field for similar energies exists in Canada, that there is a call to the Canadian grocery clerk to improve his trade knowledge and skill, his interest in, and esteem for his business, his quality and spirit. Could not Canada and the Old Country march hand in hand in this work?

The Institute of Certificated Grocers is eager to place its experience at her disposal.

What measure of inspiration will the Dominion receive from the Motherland?



Using the hands in weighing goods is not sanitary. It should, therefore, be eliminated.

Nova Scotia Dealer's Winter Campaign

How One Dealer Proposed to Conduct His Winter Campaign—Believes Careful Planning is Necessary for the Best Results—He Intends to Use Plenty of Advertising—Lines He Will Feature During Each Period.

The "hit or miss" method of doing business is not productive of best results. The dealer who allows trade to slide along without a definite plan of action in every department of his business is likely to be a long time in seeking success in the grocery business. As in every line of endeavor, careful planning is necessary in the grocery trade. "Now and again," advertising conducted without a special aim or without any definite plan of action, will not beget the best results. The same may be said of business in general. Careful planning is essential.

Planning should be done early that the dealer may get off to a good start. I have already outlined a winter campaign. Long ago I found the value of advertising, and have allowed a liberal amount for that purpose, which it is hoped will be money well spent.

A Five Months' Campaign.

My present campaign will cover five months from the first of November. There is nothing like making a big start. Early November a good sized circular devoted to general lines will be issued. That will be to improve general business.

Prominence to Fish.

Towards the latter part of November with the opening of Advent, fish will be splendid sellers, and special prominence will be given to this line. I used to wait until after the rush of Christmas before starting to feature fish, but have found that by starting with Advent many more steady winter customers can be attracted. Frozen fish are the chief lines handled during Advent, but later on smoked and pickled fish are added.

By the first of December it will be high time to get the housewife interested in her Christmas cake and other Christmas cooking. Therefore begin to feature dried fruits, peels, nuts, spices, and other baking essentials. I usually begin my advertising in this regard by publishing a recipe for a Christmas cake. The strong points in advertising are the superior qualities of the goods, pointing out that the housewife would rather pay a little more and get goods that will make her Christmas baking a success. Sometimes I have placed a special price on one particular line, such as lemon peel, as a trade attractor.

Display Christmas Novelties.

Fully two weeks before Christmas, special prominence should be given to Christmas novelties and those goods that are acceptable for Christmas gifts. I devote one window the first week to this line, still retaining one for baking goods. Decorating in our store is done early so as to get the public in a Christmas spirit as early as possible. I believe in getting the advertising started early also. On the Monday of the week preceding Christmas, we send out a small dodger, just to bring the store before the people, before they do their final buying. One of our windows will show Christmas novelties and presents, and the other fruit, candies nuts, table raisins, and kindred lines.

Get After New Year's Trade.

We all used to consider the week between Christmas and New Years a holiday season, but not now. I believe in "making hay while the sun shines," and while the public are in festival, we take the opportunity to increase sales. Therefore, keep right on showing fruits, nuts, etc., and give special attention to the confectionery department, for sweetmeats are good sellers at this season. We make an attempt to clear out any Christmas goods that might have been left over.

After the New Year.

With the opening of the year, we enter upon the second portion of our winter campaign, and with this in view, we again do more advertising. Like the first big spread, it usually covers general lines. Get the good will of the people by asking them to begin the year right, by dealing with you.

About the middle of January, our plan is to specialize each week on one line in display and advertising. I believe that concentration of efforts on one line at a time brings the best results. The lines we usually feature each week are: Canned goods, dried fruits, flour and cereals, fish, fruits.

Beginning with March, we remember our duty on cleaning up the winter lines, on which there is a chance of making a little profit. The arrival of Lent means special attention to fish again, and once more the cycle of the seasons brings us to spring and increased trade.

HE WAS A JOKER.

In a grocery store there appeared a sign "We give $38 for 1899 pennies."

In walked a man and laying a penny on the counter triumphantly asked for $38.

The clerk took the penny, examined it closely, asked if it were genuine, and after several minutes sighed, and said he guessed it was good.

"Certainly it is," exclaimed the man. Then pointing to the sign, said, "where is my $38?"

"Oh," said the clerk, "where are the other 1898 pennies?"

Honey a Highly Nutritious and Palatable Food

The food value of honey is not sufficiently realized either by the consumer or the retailer who sells it. A writer in a German paper recently referred to it as follows:

"Honey is easily digested, and goes direct into the blood vessels without leaving deleterious residues in the intestines, so that a spoonful of honey means a spoonful of food. It contains: grape sugar, fruit sugar, and cane sugar (all differ chemically), water, fat, albumin, and some other substances, and its use cannot be substituted by grocers' sugar. It is a good food to take at breakfast time, being sustaining, warmth giving, and aiding in the digestion of other foods taken. Eaten with bread it is very palatable, and is also better than molasses with porridge.

"In many countries of Europe honey is more freely eaten than in England; in Germany, Switzerland, and Denmark amongst others; and by the people of old: the Indians, Egyptians, Jews, Greeks, and Romans, it was held in high estimation. In addition to its nutritive qualities, honey is also held to have therapeutic properties. Its great power for restoring health lies in the ease with which it dissolves excess of mucus in the human system. In troubles of the stomach and intestines, the use of honey by breaking up the mucus, frequently prevents acute inflammation; in the same way it mitigates the evils of lung consumption, and has been found most useful in diphtheria, especially among children.

"Honey is also recommended for delicate young people suffering from anaemia, as it is a useful stimulant, imparting warmth to the body, and helping the circulation. It is very largely used against anaemia in Denmark and some parts of Germany. Made into a poultice, for which purpose mix with flour, it acts as a cleanser and healer of putrid sores and ulcers."

"Yesterday is dead—forget it: To-morrow does not exist—don't worry; To-day is here—use it."

Interesting Views of a B.C. Dealer

Gives Some Good, Homely, Practical Advice—Started Strictly Cash but Found This System Not Always Best—Later Gave Credit Carefully—Keeps Complaints For the Traveler—Story of Scotch Knight of the Grip—Inferior Goods and Low Prices.

By R. G. Joy, Nelson, B.C.

MY literary efforts are confined to ad-writing and letter writing, but I always read The Canadian Grocer, and have got many useful hints from it. So now I am trying to make some reading matter for my brother grocers. The previous proprietor of my store was of Jewish extraction. He called it the "Ideal Cash Grocery," and I shall tell why I call it "Joy's Cash Grocery."

When I commenced business on the new venture (or I might say we, because my good wife helped me considerably with the books), I tried the first year to do a strictly cash business. Yes; it was cash, but I could not get sufficient turnover to show much more than a living at the end of the first year, so I launched out into the credit business. I was careful with whom I did business and found that the sign "Joy's Cash Grocery" helped me several times, it often kept undesirables away.

Gave Credit Carefully.

Some of our citizens would come and ask me if they could open an account because it would be so convenient when sending the children on messages. I then made inquiries, if I did not know them personally, and I still have some of those customers on my books that opened an account with me ten years ago,—in fact I might call them friends.

Some brother grocers may ask, did you have any bad debts? Yes, I have had some, but most of them were contracted when the head of the family met with some misfortune or sickness came into their midst. Some of the public say, "Yes, we who pay, have to pay for those who do not pay." I say they do not in my case. I and my family put up the balance; there is that much less to my credit on the right side of the ledger.

Ha, ha, say some, look at Joy, he's fat and hearty, says he suffers. Yes, they say, I am a living advertisement for the quality of my groceries, and "Joy will meet you at the door" is my motto, and "Smile" is written on the little card above the cash register. I smile when the money comes in, I smile when the money goes out, for I am happy when I can meet those chilly things called drafts.

Favorable to Draft System.

I think that the draft system of collecting is quite satisfactory and the wholesalers know that Joy meets them with the cash. The most enjoyable time I have is when a drummer comes in, one that sells good goods, for goods well bought are half sold. I believe in buy-



A Nelson, B.C., Store and its Proprietor, R. G. Joy, the Writer of Accompanying Article.

ing goods with a good reputation for quality. They move quickly, and the faster the goods move the more profit for Joy.

Some grocers say, "sell the goods on which you make the largest profit." This advice does not always work. I knew a grocer in England that bought a corner grocery doing a good business, but he was not satisfied with the lines his predecessor carried. They were good lines, the kind that people come again for, the kind that mother used and who would turn to her daughters and say, "Now children, you can always depend on the things that you get at Blank's."

Inferior Brands Not Wanted.

The new man bought brands that he could make more money on, but alack, alas! the customers quit. He had the inferior brand of goods, but no business. I say, sell the best you can buy, be careful of your weighing, cut out mistakes in your accounts, take an interest in your business, like it, and success will follow.

I spoke about commercial men. There are all kinds that come up the hill to see Joy. The easterners, especially, come puffing into the store and say, "These hills are a terror," and hinting that an order would appease them for their efforts of climbing. I have received good advice from some of the Knights of the Road. They are always welcome at Joy's corner. One of the knights was an old grocer. He failed in business, not entirely his fault if the truth were known, and this was his brief summary:

He said, "I failed in business. Competition was keen, I had to raise a large family. I gave them a good education and fed them well; my opposition ate what he could not sell and died of cancer in the stomach. I am still alive, and selling merchandise to good grocers."

Tenders Complaint to the Drummer.

When I have a complaint to make, I wait till the drummer comes round. I find that when I write to the house a letter comes back that makes one get his back up. One time I purchased through a traveler of Scotch descent, some pickles. On receiving them, I found in one of the bottles a large bluebottle fly. I put the bottle aside and said to myself, "It is a good thing I noticed it; it might do the firm harm if I sent it out with the fly showing."

After some time Mac came around for another order. I took the bottle and showed it to him, with a few remarks about such unsanitary methods of bottling, etc. He did not turn a hair (it was red), he looked up at me, and said, "I would na waste it, tak it to the hoose and use it yer' sel'."

Meat Slicer Free From Flies.

You will find under separate cover two photos of the interior of my store. In one of them you will notice that my meat cutter is in an enclosure made of wood and the ordinary fly screen wire netting. It opens like an ordinary window, up and down, the sashes are balanced with weights. I found that during the hot weather the flies could not be kept away from the meat slicer when cutting boiled ham, and to cover it with a cloth would not be practicable, so I devised the enclosure shown in the photograph. I noticed that when the ladies came into the store they took particular notice of it and congratulated me on keeping my meat, cheese, etc., from the flies.

I also have fly screen doors. A clean store is a good advertisement. My store is located in the residential portion of



This View of Joy's Store Shows Meat Slicing Machine in Case by Itself to Prevent any Possibility of Flies Being Attracted by the Meats.

Nelson. Some of the famous Kootenay fruit is grown in gardens that surround the residences. My clerk and I are English but have adopted Canada as our home and country and my children are good Canadians.

Now, brother grocers, we all have our little troubles. This is the generation of big combinations, not individual effort. Lots could be said of this, but I say take an interest in your business and take an interest in your city. Some say keep out of politics, but I think it is the duty of every business man to take an interest in the government of his country, for with good government you get good business.

You do not have to talk politics in business hours. Close at six. We all close at six in Nelson, except on Saturdays, and close on Wednesday afternoons in the summer time. I see no reason why we should not close in the winter one half day. This prevents making Sunday a day of recreation. Some say the day of the small dealer is past. If you think this you will pass out of business, but do not think it. Sell as much as you can for cash, but I find that it is not always convenient for my customers to pay cash owing to the monthly system of wage payment.

"Joy cometh in the morning,
And in the evening too;
If you buy his groceries,
You will be Joyful too."

ONE BUYS FLOUR FOR ALL.

Trade in Orillia on Good Terms With One Another.

Co-operation is buying is evidenced in an especial way in the case of flour among the grocers of Orillia, Ont. T. B. Cramp, one of the leading grocers of that town, buys a car load of flour at a time. He has too much for his own use, so divides it up among the other grocers, they allowing him the cost price, plus a margain of 10 cents a bag for what they buy.

No doubt this plan of buying has already been tried in other places, and where there is a good understanding among the grocers the plan has much to commend it, so far as flour is concerned. There is a saving all round in the cost of the flour through buying in large quantities and in the expense of freighting.

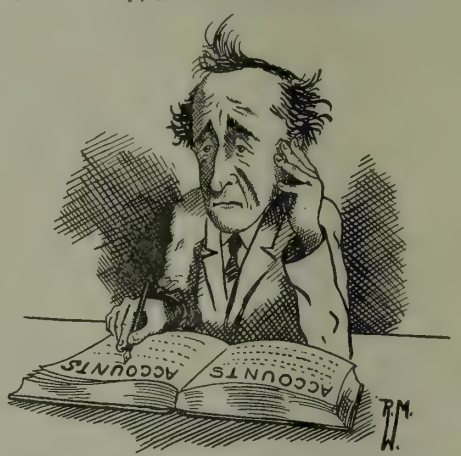
There are two flour mills in Orillia, one of them owned by Vick's grocery and bakery concern, and the local brands have, of course, a good call. They sell to the grocers and in some cases sell to farmers, but both mills prefer selling through the trade. When they do sell direct they charge the grocery trade's retail price, in this way protecting the trade and making for a good feeling all round.

Actual Instances Where Clerks Go Astray

A Dealer Who Never Learned How to Control Debts—Case Where Clerk Gave Overweight to the Purchaser—His Employer Had Not Impressed the Point of Correct Weight.

The object of the reference to the clerk question lies in the desire to impress upon retail salesmen the necessity of fitting themselves for the openings that are going to be presented some time when they are least expecting them. Initiative is required and perseverance.

Memory recalls the story of a New Brunswick grocer who has made a success of his business. When a young man he decided to study the art of reading character, a power that is invaluable in any walk of life. Many times he fonnd this unusual ability an aid in deciding when to give credit, when to believe tales of "woe" and in other instances. This is not mentioned with a view to urging clerks to give some time to this study, but as an illustration of the



"To-day he is worrying with question of establishing a cash business only."

desire they should have for improving themselves, no matter what method they may adopt.

Could Not Control Collection.

The idea that the grocery business is merely the handing out of goods asked for is no longer admitted. Ploughmen and boilermakers may think so, but when their savings are spent in the "game" they thought so easy, the realization of their mistake comes too late. The writer knows a grocer whose delivery wagons seemed to be always on the road. He sold a great deal of goods but he could not secure control of collections. To-day he is worrying himself with the question of establishing a cash business only. The elevation of the grocery business of the coming generation to a higher plane depends upon the education of the clerks of to-day, and therefore depends upon the efforts of the grocers in the cities, towns and villages from one end of the country to the other.

This question is so important to the grocer himself that it is a wonder it does not receive more attention. How many employers stop from the daily grind to point out the value of co-operation, even though the clerks know that in united efforts the best results are obtained? How many ask for suggestions from the clerks or enquire about any difficulties the clerk may be having? It is leaving the clerk to his own resources that is the bane of the latter's advancement.

Where the Buyer Gained.

One clerk the writer knows who but a few years ago used to disdain returning to a bin or drawer a quantity of goods that remained in his scoop or measure, unless the latter was nearly full. In parcelling up sugar if the last scoopful happened to contain more than the exact weight, and if the measure were about half full, the purchaser received that much more than she paid for.

It was the same with currants and raisins, rice and all down the list. With cheese, and meats and other articles served in that manner, the same thing happened. This clerk actually cost his employer far more than he was worth. But he was only a young boy just out of school and did not realize what an ounce lost here and there meant in a day's work. His employer told him prices, gave him an apron and told him to go ahead, but the grocer did not know that he himself was going behind.

It would have been so easy to have explained by a few figures the necessity of giving a customer what he pays for and no more.

Good Buying Handicapped.

This same grocer used to advertise that he had bought "right" and undoubtedly he had at times made purchases at the right time, but here was one of his clerks who was certainly not selling right. A part of the profit secured in extensive buying was lost unnecessarily through the grocer's sin of omission; he had omitted to impress upon his apprentice clerk the significance of what the latter deemed insignificant.

TEACH THE BOY.

When the boy starts in with you, teach him the things that he should learn. Get him interested and anxious to learn. Show him how to properly wrap and tie a parcel, to keep the counter and scales clean, to always keep busy at something, whether it is the arranging of a shelf or a counter display. Teach him to be saving of paper and of twine. In short, teach him to make your interests his own.

A Window Trim Minus Selling Power

More Than a Dozen Articles Distributed Bearing Little or No Relation to One Another—Observed in Suburb of Large City—Six Important Points to be Considered in Dressing a Window—Space Useless Unless it Sells Goods or Creates a Good-Will.

IS THIS WINDOW DISPLAY ?

Ginger-snaps, laundry soap, fancy biscuits, corn flakes, ornamental brooches, wheat cereal, pork and beans, corsets, hat-pins, more fancy biscuits, men's socks, leather mitts, baby's dolls, cups and saucers, buttons, sweaters and a Union Jack all in one window.

The artist who dressed this fine window was loyal, if nothing else. Possibly we should have referred to the Union Jack first, but it happened to be the last item observed.

This display was not made in any newly-settled district either, where some laborer out of work "set up shop" to keep the wolf from the door. It was shown on the main street of a suburb of one of Canada's largest cities.

What was the merchant's occupation anyway ? A look beyond the window was just as confusing. The shelves, counters, barrels and boxes, shared space with the biscuits, buttons, pickles and feminine paraphernalia. There was no system whatever attempted, the floor being crowded with all sorts of containers separated by zigzig aisles.

Prospects are Poor.

And this practically in the midst of a great, busy, bustling city, where merchants are supposed to know better ! Such a display is not likely to attract much attention apart from a window critic. It was almost useless as a business getter, particularly as it was located among stores carrying these goods exclusively, and where the windows were not all a conglomeration of articles.

The outstanding feature in every good window is its power to not simply attract, but to hold the gaze of the passerby who is a probable purchaser. Unless the window artist can provide something to HOLD attention, the window is useless. Once this has been accomplished, it remains for his ingenuity to present the goods displayed in such a tempting manner that they will be bought.

The initial part of this article demonstrates how not to dress a window. No display that shows a number of articles that bear no relation to one another is considered good for the business.

Basis of a Good Window.

What then are the fundamental principles underlying a positive selling display ?

They might be enumerated as follows :

1. The Goods to be Displayed.—In considering what you want to put into the window, take into consideration the season, the timeliness of the display, the quality of the goods you have for sale and the margin of profit. Turkeys shown in July will not attract the same attention as if shown prior to Christmas, and soft drinks at Christmas time in place of July, would be equally poor policy. Goods of inferior quality or even those whose quality you are not in a position to recommend, through lack of knowledge, should never go into the window. Never get behind an article that you cannot stake your reputation upon, even if margin of profit is alluring. If, however, you have two similar articles, and you are sure they are equal in quality, the one with the better margin is the one to display.

Planning the Background.

General Plan.—Once the goods are selected, what sort of display will show them to the best advantage ? Displaying for instance, maple syrup and sugar, a sugar-camp in the woods in miniature suggests itself as a background. If you want to display dried fruits for the Christmas season, remember to have a show card or two calling attention to housewife's plum pudding and Christmas cake. Canned fruit suggests a neat pile of wholesome raw material, etc. Think out your plan first.

Have Window Suggest Something.

3. Association of Articles.—Bacon and eggs go well together ; fresh fruit and sugar ; all the ingredients of a Christmas cake ; poultry and cranberry ; meats and fish of all kinds and meat sauces ; all varieties of utensils necessary for housecleaning, with cleansing powders and liquids, etc. This association of articles, provided there are not too many, tells a story which every purchaser appreciates.

4. Cleanliness.—Every window should be spotlessly clean, if the maximum results are to be obtained. To this end every dealer will find it profitable to instal a floor in the window of clean, planed, matched lumber, or tiling. This can easily be kept free from dirt.

Value of the Showcard.

5. Show Cards and Price Tickets.—Some windows may possibly be better without price tickets, but show cards are indispensable. Every good dealer realizes the importance of his word-of-mouth suggestion to his customers. The show card does the same work, only it lacks the follow up power of the dealer should first reading not prove strong enough to convince the probable purchaser. There is no window that will not be the better of a neatly written, convincing, but inoffensive show card.

Price tickets in most cases are effective. Their use is generally to be commended in a district where dwell middle classes and laborers. In a district where trade is of a very high class, they may not be such a big factor, as price is not such a consideration there.

Last But Not Least.

6. Attractiveness.—Although attractiveness is named last, it is one of the most important selling factors in a window. Few windows can be thronged with a motley supply of goods and attract much attention. On the other hand, a display consisting of one or a few articles, can be easily made attractive, and if it draws the people, it will nine times in ten sell the goods, providing cleanliness, appearance, and the dealer's recommendation goes with them. Make the display a thing of beauty and stop the public. If you can do this, the remainder is easy.

Motion in the window should be included under this heading, but the artist should be careful that the gaze of the passerby must not concentrate upon the thing in motion, unless it bears some direct relation to the goods displayed. A railway company showing a small moving train is good display, but the same train in a grocery window will be ineffective as a positive selling force, unless it be used to bring out some point in connection with the goods. It might, of course, get the public talking about Jno. Jones' store, but as a direct seller it must be placed in a low class.

Summary of Good Points.

To revert to the inspiration of this article. The window in question was not attractive ; it had no show cards

or price tickets; there was no association of articles—unless it were the laundry soap and socks; no study whatever was made upon the background or general plan, and it is safe to say that the dealer did not know what goods he intended showing until he had finished throwing them in.

The window can be made one of the best assets of any dealer. Merchants in country, village, town and city stores, have proven this. Then is there any reason under the sun, why all the advantage possible is not taken of them?

Dress the window according to sane, sound principles. Make it speak out to the passing public, and reap from it the profits that lie within its power to bestow.

Your Xmas Window Should Tell a Story

This Sort of Display Holds Attention More so Than Something Novel Without Logic—For Instance, Tell the Story of Plum Pudding—Examples of Good Selling and Inferior Displays—Olive, Coffee, Sugar and Syrup Plans Suggested.

By Victor Lauriston.

"ISN'T that a queer notion—wasting a whole big window just to show nothing else but those olives?"

That remark, voiced the other day on Carisford's main street, was followed by other comment, some of it explanatory.

"Jackson does get up some queer window displays, doesn't he? Just think of it—nothing but olives! And there wasn't much to the window—I studied it all out. He put eight wooden basins in the window, and covered the whole thing with cheese cloth, and then put bottles of olives in the basin—half a dozen bottles in each basin, and each basin a different kind. I never imagined there were so many different kinds of olives."

"Say, what are they for, anyway?"

"What—olives? Well, I donno—something like pickles, I guess. Reckon I'll drop in and buy a bottle just to find out."

Well—when you get down to hard cold fact, was that a waste of window space?

Jackson's grocery in Carisford does get up some odd window displays. But, as in this instance, they are displays that invariably attract attention, arouse curiosity and stimulate sales—which, after all, is the object of all window display.

Story Told in Every Window.

For Jackson wasn't satisfied to make his window a mere shelf, upon which to shove goods for the time being in order to get them out of his way. Rather, he was inclined to reverse the process—to make every shelf serve as a window, and therefore a help in making sales. As for his windows, each one of them was designed to tell a story. Furthermore, it must be a new story every time—and interesting.

That sounds difficult, but it is far from being as difficult as it sounds. Making the window tell a story doesn't necessitate anything elaborate—in windows, as in fiction, the simpler and more direct the story, the stronger its appeal to the person whose eyes rest upon it.

What constitutes a window-story? Well take the olive window as an example. Jackson showed olives with pimento, ripe olives, Spanish olives, French olives, olives done in this way and olives done in that—a complete short story of the final product of the olive industry. It told the passerby something of the importance and possibilities of olives—and, helped out by show cards and price tickets, led to the logical climax of inducing him to purchase.

A Coffee Display.

Another such story was told recently in the Jackson window on Main street, Carisford. It was a story of coffee. Jackson showed coffee in bags—unroasted coffee, Java roasted but unground, Mocha roasted but unground. In little dishes were samples of various blends of ground coffee. There was coffee, ground, sealed in air-tight tins. In one corner was the electric coffee cutter, with, nearby, a show card telling in a dozen words or so the advantages of steel cut coffee over ordinary ground coffee, and the added advantages of having it freshly roasted and freshly cut. That was a story of coffee from the unroasted bean to the ground product. With a larger window or more time for preparing the display, Jackson could have given pictures of the coffee fields, of the various phases of coffee harvesting, of its shipment; and a table could have been set with an electric percolator and cups of the finished beverage to be sampled by all comers. That would have expanded the coffee short story into a coffee novelette, but still carried out the story idea.

Something New Always Noted.

"There are lots of stories—thousands of them—but there's always a place for the story whose appeal is fresh and new." Those words of a magazine editor with reference to magazine fiction fit the art of window display just as closely. And, inferentially, they tell why it is that so many window displays fail to justify the elaborate efforts spent upon them.

The first great essential in the window display is, that it attract the attention of the man or woman in the street. It shouldn't be just a sort of temporary accommodation for this or that line of goods; it is a story, an advertisement, with reference to those goods. And the quality that best attracts attention—but let me quote a regular, safe-and-sane business friend of mine.

"What's the use of putting a lot of care and attention on a window display," Smithers mourned to me last spring. "Here I've spent hours and hours putting together an Easter window that's a dream of beauty. And across there Jones just put a pine box with half a dozen white rabbits in his window—and six people stop to look at those rabbits for one that takes a good, interested look at my display."

Therein lay the whole secret. Smithers put together a conventional, elaborate display. Jones tossed in a few rabbits in a common pine hutch. The value of any display is measured, not by the work put upon it, but by the effect it produces. Smithers' window was conventional. People in the street had seen the same sort of Easter window, year in and year out. Those rabbits were something novel—in a window. Therefore they attracted attention. The remedy was for Smithers to inject something of the rabbit quality into his display. If he had exploded a cannon cracker in the centre of his display, and put up a card, "Competition all shot to Smithereens," he'd have done the trick.

Logic Behind Interest.

But that doesn't mean that Smithers' display was the poorer business getter of the two. Where twenty-four people paused to look at the rabbits, four saw the Smithers' display, but the logic of the Smithers' window may have convinced three out of that four, while the lack of logic behind the other window may have repelled all but two of the twenty-four. It's one thing to secure attention in the first place, and another thing to hold it. To secure attention you must have novelty. To hold attention you must have logic—the logic that leads the interest of the passerby right up to the purchasing point.

A year or two ago the hardware stores throughout Ontario suffered an epidemic of "millinery windows." Ingenious

hardwaremen manipulated stovepipes, pans, pots, brooms and other articles in such fashion as to burlesque the freak hats shown in the millinery openings. These displays were clever and ingenious, no doubt of that. They caused many a laugh. But were they business-getters?

"Say, that's great, isn't it?" one spectator would chuckle to another. Then, having had their laugh, they'd saunter on, and probably buy their nails later in the hardware store that was most convenient. Such displays caught the eye; but they failed to hold the interest right up to the buying point. Behind the millinery burlesque there was usually no argument with reference to any particular line of goods. The display led the passerby to talk about the story, which was a good thing from a business point of view; but there was in most of these displays practically nothing to induce him to walk right in and make perhaps his first purchase at that store. And, when it comes down to tacks and nails, or, for that matter, to flour and sugar, one actual new customer is worth a dozen people who talk about the store and then buy somewhere else.

There's a difference in window displays just as between well and poorly told stories. Take a pickle window, for instance. You've probably seen scores of pickle displays. "Bill," says Smithers to one of his clerks, "fix up a pickle window"—and Bill gets down about 40 bottles of pickles, and ranges those bottles in regular rows. First he puts a mustard pickle, then a sweet pickle, then a common, garden, every-day mixed pickle. And so on, till he has two or three regular rows of them, all as neat as a new pin. But what do they tell the passerby. Merely that pickles are for sale in Smithers' grocer, which is something he knows anyway. The platoon of bottles stares stupidly at the passerby, and the passerby, having seen that sort of pickle display time and again, doesn't even stop to reciprocate by staring stupidly at the platoon of bottles.

Well Studied Pickle Window.

Jones, on the contrary, had a clerk with a few vagrant ideas about window display that he had picked up by reading the trade papers and studying other windows and thinking things out for himself. Jones' clerk took practically the same groundwork—the window flooring, and behind that a ledge or shelf just a little higher, the whole covered with white cheese-cloth. On the front terrace he arranged four groups of pickle bottles—half a dozen bottles of sweet pickles grouped together, and half a dozen bottles of mustard pickles grouped together, and half a dozen bottles of a high grade English pickle, and half a dozen of the common mixed pickle. And on the upper terrace he grouped (each kind by itself) five more of another brand.

In a central position was a basin of the ordinary cucumbers in brine. Attached to each group was a neat card bearing a catchy phrase that hit off the especial virtue of that particular variety, each card climaxing with the price. Jones' clerk, taking practically the same groundwork and practically the same pickles, by putting emphasis on contrast, made an effective display. His window wasn't a gem but it appealed to nearly a dozen different tastes. It could hardly fail to strike and strike hard, a responsive chord in every passer-by who was at all interested in pickles. Jones' clerk helped the pickle-



This Window Artist Doesn't Forget a Show Card or Two.

interested to choose and select, instead of making it difficult to do so.

Therein lies the difference between the window-story poorly told and the window-story well told.

Then old, every-day lines can be treated in a new way. The coffee window is an instance. It treats coffee from a new view point, and incidentally reminds the passer-by that Jackson makes a speciality of coffee. Such a window is convincing evidence that Jackson knows more about coffee than can be learned just by selling the ground product in sealed cans, or in paper bags.

Sugar and Syrup Displays.

Another such window could be made of sugars and syrups. Take granulated sugar, raw sugar, loaf sugar, brown sugar (in its various grades); molasses, maple syrup, corn syrup, honey if you like. A window showing the whole range of sugars and syrups is an interesting thing, even though sugar itself is a common place. And a show card attached to each sample displayed, noting that this quality of sugar is just the thing for preserving, that taffy pulling is a jolly evening enjoyment, and that this especial syrup is just the thing for pancakes—such cards follow out the logic and lure the man or woman in the street more than a step nearer to the purchasing point.

A window need not be devoted to one article alone; but it should have one central idea, and every article shown and every word on every show card, should directly relate to and help out that central idea. Nothing kills the effect of a window so much as a discordant note. A pile of package teas in one corner of the sugar window would do much to spoil its effect.

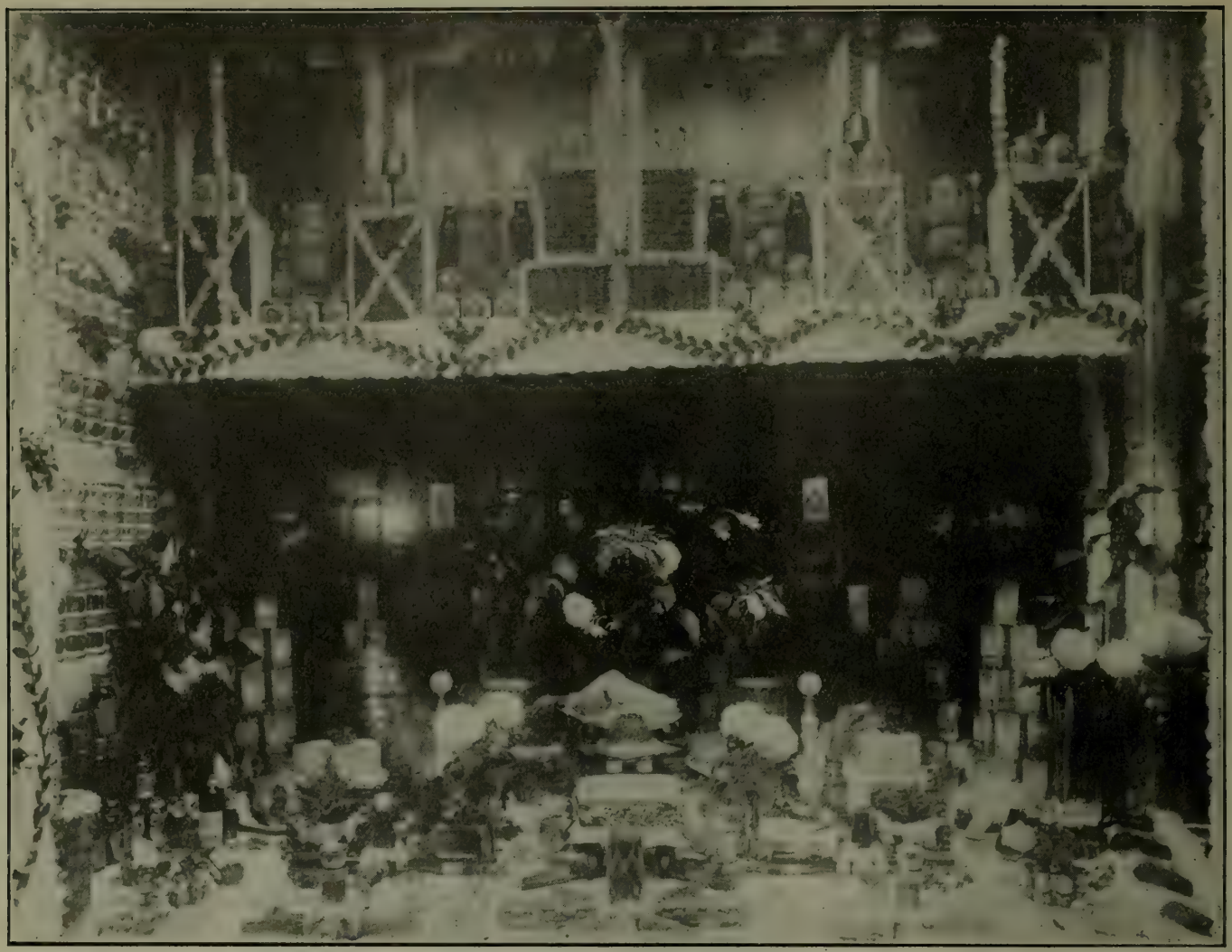
Ingredients of Xmas Pudding.

Thus, a Christmas pudding window early in the Christmas season—the earlier the better—would prove interesting. Show all the ingredients—raisins, currants, peel of various kinds, flour, nuts, sugar. Group in that window everything you sell that goes into the making of Christmas pudding—not excepting eggs, if the recipe calls for them. Give prices of each, and emphasize the quality. Paste upon other cards neatly typewritten or printed, recipes for Christmas pudding—give three or four of the best recipes you can find. And on your most prominent card emphasize this fact, that Christmas pudding is the better for being made well ahead of time, and kept for a few weeks. Thus you build up a logical-window-story, which leads the eye-witness from the vague, general idea of Christmas pudding right along to the climax of purchasing the ingredients at once.

Substitutes for Butter.

The window can tell stories of new things, making those stories applicable to the moment. Thus, at the time of a butter famine some years ago, Jackson, previously referred to, made up a display composed entirely of substitutes for butter—peanut butter, banana butter, butterine, cream cheese, ordinary cheese and a lot of other lines, many of them novelties, that in one way or another would take the place of actual butter. That window, being a timely novelty, not merely effected quite a few direct sales, but helped to introduce several new lines convincingly to the customer.

Dozens of new lines can thus be effectually brought before the public through the medium of the window display. But it isn't enough just to shove the articles into the window and leave them there. Help them out with show cards, price cards, and in every possible way, and tell the people in the street, not merely that they're there, but what they are and what they're there for.



Reproduction of Handsome Xmas Window That Has Been Shown by Dixi H. Ross, Victoria, B.C.

Make the Christmas Window Sell the Goods

While It Should Be Attractive, See That Its Beauty Is Not Overdone—Nothing Should Detract From the Goods to be Sold—Three Christmas Displays and Their Chief Features.

With Christmas less than two months in the distance, dealers must soon begin to think about that important silent salesman—the Christmas display window.

There are a few points to be taken into consideration in arranging any display, Christmas or otherwise. Be sure your window is going to be attractive; see that it is clean and contains goods you are anxious to sell; display nothing but goods the quality of which you thoroughly understand; know that you are going to get a fair profit on them, turnover considered, and see that your window is actually the silent salesman it is intended for.

Attractiveness and selling power are the most important of the lot, since they are relative conditions, whereas, one can be reasonably sure of securing the others. What one probable customer might consider attractive, another wouldn't; or what would bring one into the store to purchase, would not appeal to another. The aim of the dealer, therefore, should be to arrange a display that will arouse the greatest number of passersby to purchase goods displayed.

The Christmas window must not be simply a pretty picture. Attractiveness is all very well, but unless it sells the goods it availeth little. Attractiveness and selling power combined tend to get the maximum results.

A British Columbia Display.

On this and succeeding page are shown three examples of good Christmas window displays. Dixi H. Ross & Co., of Victoria, B.C., are now well known to the Canadian trade as artistic window trimmers. Their windows always bear that delicate touch that only the handiwork of the artist can give them and, therefore, at first glance command attention by reason of their beauty.

Often it is said, the pretty window is not a good seller. However, in the case of Dixi H. Ross & Co., we can safely say we have a combination of attractiveness and high selling value. While there are some floral decorations, yet they do not detract from the goods shown, but rather tend to make the goods show up to better advantage.

A Two Storey Window.

A glance at the illustration, shows that the window is divided into two

sections—an upper and a lower story. On the top shelf are four attractive boxes of dried fruits, two on either side of four boxes of figs. Interspersed among these, are preserved and canned fruits, which in original colors would give an exceedingly fine appearance to the upper section of the display.

To the centre and rear of the lower shelf, in front of a bouquet of flowers, is placed the indispensable Christmas turkey on a platter. In front of the turkey is the next prominent portion of the greatest of all meals. This is the plum pudding.

Figs and confectionery in glass are prominent among the other articles in the window. On the outskirts may be seen canned goods, biscuits, etc.

Confectionery Well Shown.

For a comparatively small centre, Bracebridge, Ont., produces some fine window displays. The one shown here is a Christmas trim with special attention given to confectionery. It was a motion window, in which boxes of confectionery revolved about a floral display. A bunch of grapes hung to the end of each box, so that when in motion this display would naturally attract much attention. The attractive open boxes of chocolate look quite tempting, and must have made a number of actual sales.

Nuts, figs, dates, wines, etc., systematically arrayed constitute the floor. Santa Claus overlooking all, tends to further the Christmas idea. Sometimes the Santa Claus idea is overdone. It takes up so much of the window that nothing else is seen, but such a criticism can scarcely be made in this case.

The dealer should bear in mind that he makes a display with the intention of selling goods, and not simply to attract.

Dried Fruits Hold Sway.

While different in many respects to those already mentioned, the Bruce & Sanderson, Toronto, window is worthy of attention. Christmas goods are certainly shown and in a very neat system. It must have taken great pains to plan and work out the design.

The floor is composed of dates, figs, raisins, etc., in packages, nuts of all kinds, peels and extracts. The illustration itself shows how these were arranged. Large open boxes of figs, boxes of peel, packages of raisins, support a shelf of wines.

This window contains several price-tickets, but there is a deplorable lack of display cards in all three. Now that the Edwards' course in card writing is running in The Grocer, we shall expect to see an abundance of these window cards, neatly printed, a year hence. While in some localities price tickets may not be appropriate, yet there is no window that would be the worse of a show card or two.

Editorial Note.—The points noted in the above article should be taken into consideration in planning this year's displays prior to Christmas. Remember too, The Grocer's window dressing competition, announced elsewhere in this issue, and decide now to become a participant.

WINDOW SHOULD ALWAYS TALK.

A window undressed for any period means a considerable loss to the store; the amount of such loss depending on the location of the store, and its usual power in making sales. To avoid any



Motion Display of Confectionery. This Window Comes From Bracebridge, Ont.

more delay than possible, it is best to have everything prepared as far as possible, before commencing to remove the old trim. In this way the time that the window is out of commission as a selling agent is reduced to a minimum.

There are stores which make a specialty of one line on a certain day with a special price. They will possibly have a window display with the price attached. At the end of the day, when the special price has come to an end, they have to draw the blind, and the window during the evening is doing no work at all.

In such cases it would be profitable to arrange for a change of the window display late in the day, showing the line or lines that are going to be featured the next day.



Well Arranged Dried Fruit and Nut Display Shown by Bruce & Sanderson, Toronto.

Methods for Increasing Syrup Trade

A Good Season and a Good Year for the Sale of Syrups—Not Only Pleasant to the Taste, But Has High Food Value—Prominence Should be Given to It in All Departments.

When baby sticks his finger in the syrup and then with a thrill of pleasure licks the "treacle" off; when Jonny emerges from the pantry with his face and clothes besmeared with the sugary liquid, then are we brought to a realization of how agreeable to the taste that article called syrup is.

This is probably the best season for the sale of syrup and molasses and grocers should ponder over the possibilities in the sale of these lines.

A Seller the Year Round.

There used to be a time in the grocery trade when dealers believed that the only time they could sell syrups and molasses was in the middle of winter. That idea is, however, a thing of the past, and the best grocers not only keep it on the shelves but push it's sale at all seasons. It is without doubt an all-the-year-round seller.

Has High Food Value.

Syrup, as the grocer does, or at least should, know, is not so largely used for the reason that it is pleasant to the taste. It possesses a relatively high food value for is it not kindred to sugar, and is not sugar considered an excellent and nutritious food? Whether it is maple or corn syrup, the user is assured that he is consuming a highly nutritious food. Then the price is comparatively reasonable and within the reach of all. It can be transported easily, a fact which increases its use in the mining and lumbering camps.

How shall we proceed to secure the best results? Prominence is, of course, the keynote and should be carried out in counter and window display, advertising and personal talks. It helps, of course, if it is displayed in conjunction with associated lines, but a window devoted to syrup and molasses alone will attract attention and create sales. Show cards pointing out its good points could be used to good advantage.

Direct Selling Forces to It.

It is a good plan to give emphasis to syrups and molasses in all departments at once. Select a certain week, exhibit it in the window, boom it in your advertising and talk it to customers. Results should be gratifying.

Last winter a dealer in a Nova Scotian town known to the writer helped his syrup sales by a neat counter display showing the various lines, while syrup and molasses were shown in bottles so that customers could pass upon its quality.

Newfoundland Dealers' Daily Reminder

Leaflet with Printed List of Articles on One Side and Order Blank on Other Sent Out—These Suggest to Prospective Customer Articles That May Have Been Forgotten—Assists in Selling Goods Above Actual Demand.

The dealers' customers are always open to suggestion. They need reminders and need them frequently, else they are not sold goods they would readily purchase if attention were called to them.

Every dealer realizes this point and aims, or should aim, to increase his selling power by suggestion, a reminder, gentle persuasion, or whatever you wish to call it. By doing so, he becomes a better salesman, has more confidence in himself, and increases sales and profits.

Many are the methods used to perform this work, but the more important include personal talks, show cards, newspaper advertising and circulars.

List of Goods as Reminder.

From St. John's, Newfoundland, comes a good suggestion that will be of interest to the grocer. It was originated by Mr. Pike, of Steer Brothers, and is plainly described by the accompanying illustrations.

With all parcels that leave the store, a leaflet is enclosed printed on both sides. On one side, is given a lengthy list of articles, alphabetically arranged in five columns. Frequently a customer running her eye down a column will hit upon something to which her attention has not been called, or which she has forgotten when giving her grocery order.

Figure 2 represents the other side of the leaflet, where blanks are left for the writing of the order. There are also blanks for the date, when goods are wanted, customer's name and address, so that no error may occur if order is sent in by mail.

Brings Extra Business.

This reminder is the means of getting extra business, and has proven its worth to Mr. Pike. It helps out particularly in busy times, when a salesman has not the opportunity to suggest goods to customers about which they have not inquired. It is this extra business, secured over and above actual demand, that builds up the annual turnover and gross profits.

Such a table should be particularly valuable for suggesting Christmas goods, for during the next couple of months dealers will be fairly busy attending to the actual, everyday demands of customers.

A library voting contest is being conducted on northern Yonge Street, Toronto.

Daily Reminder. FROM **STEER BROTHER'S,**
Grocery Telephone 647. GROCERY DEPT.

PRODUCT.	PRODUCT	PRODUCT	PRODUCT.	PRODUCT.
Allspice	Cranberries	Tinned—Pears	Macaroni	Rice
Ammonia, liquid	Cider	" Pineapple	Matches	Raisins
Apples	Corn, Sugar, tin	Evap. Apricots	Minards Liniment	Sago
Arrowroot	Catsup	" Prunes	Milk Cond	Salt
Bacon	Cheese	" Apples	Molasses	Sardines
Bananas	Citron Peel	Crystal Cherries	Mustard	Salmon, tins
Barley	Cinnamon	Glace Cherries	Mince Meat	Sauces
Browning for gravy	Coffee	Dates	Nutmeg	Soap
Breakfast Food	Corn Flour	Force	Neaves' Food	Soups, tinned
Borax	Corn Meal	Flour—Purity	Nestle's Food	Soda, Washing
Brunswick Black	Corned Beef	" Graham	Oatmeal	" Bread
Blue	Cream Tartar	Gelatine	Oysters Tinned	Syrup
Beans, pea	Custard Powder	Ginger Preserved	Ox Tail Soup, tin'd	String Beans, tin
" large	Candles	" Ground	Onions	Starch
Blacklead	Capers	Golden Syrup	Oil Lucca	Sugar, Icing
Blacking	Cloths Pins	Ham Boiled	Olives	" Granu
Brooms	Chocolates	" Raw	Peas, Round	" Brown
Buckets	Essences, Lemon	Honey Jars	" Green	Shaving Soap
Butter	" Almonds	Jams	" Split	Tea
Biscuit, fancy	" Vanilla	Jellies	Parsnips	Tapioca
plain	Egg Powder	Kit Coffee	Pepper	Tooth Paste
" No. 1 bread	Eggs	Kerosene oil	Pickles	Tooth Powder
Bovril	Fruits,—Oranges	Lamp Burners	Potatoes	Tomatoes
Brushes	" Figs	" Chimneys	Pork	Tinned Meats
Bird Seed	" Nuts	" Wicks	Powder, Baking	Turnips
Bird Gravel	" Grapes	Lard	Potatoe Flour	Vinegar Essence
Cabbage	Shelled Walnuts	Lemon Peel	Parrot Food	Vinolia Soap
Cocoa	" Almonds	Lime Juice	Prepared Mustard	Violet Powder
Chocolate	Coconuts	Lye	Quaker Oats	Vinegar
Currants	Tinned—Apricots	Lemon Crystals	Rice Ground	Washboards
Cocoanut	" Peaches	Lobsters Tinned	Rolled Oats	Wheatena
Cream, Fussell's	" Plums	Marmalade	Rennet	Yeast

Buy "PURITY" FLOUR! None Better.

☛ Write Order on the other side.

Figure 1.—Front side of leaflet listing goods to serve as "A Reminder" to customers.

Messrs STEER BROTHERS, St. John's.

Please deliver the following Goods.

When Goods are wanted.

CUSTOMER'S NAME. ADDRESS.

Figure 2.—Opposite side with blanks for order.

Lesson 7--Complete Course in Cardwriting

The Edwards Short-Cut System—Demonstrating the Lower Case of the Capitals in the Preceding Lesson on Brush Stroke Roman.

By J. C. Edwards. Copyright, Canada, 1911.

MUCH has been said in favor of the brush stroke Roman lettering by card-writers. This style of show card letter can be executed very quickly and a large amount of legibility can be obtained. The accompanying plate shows the lower case or small letters which are allied with the letters of last lesson—the brush stroke Roman capitals. If you refer to the previous lesson (No. 6) you will notice the card made exclusively with Roman capitals is not so readable and neat as the card accompanying this lesson which is made with capitals and lower case letters of the same style of lettering.

There is one very important point to learn in writing the Roman, and that is the great care required in putting the spurs on the letters. This either makes or mars the letter, for the beauty rests entirely on the evenness of the spurs.

Keep in mind the absolute necessity of holding the brush properly as illustrated in the picture shown in the left hand corner of the lesson plate. Another important point to observe in Roman lettering is the fact that much greater speed can be attained by making the whole word or line of letters before adding the spurs and moreover, a much neater and more symmetrical effect can be obtained. The hand is steadier and produces better and truer spurs where it has quite a number to make all at one time, instead of adding the spurs to each letter as you go along.

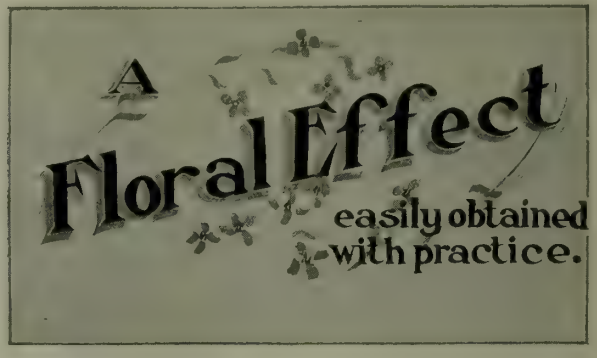
The idea in writing brush stroke Roman is to produce neat cards quickly and this is accomplished more readily when the capitals and lower case letters are used together as shown in the main line of the card "Floral Effect."

The strokes of this letter will be recognized as being the strokes that appear in the first alphabet that appeared —brush stroke block. This, one might say, is rather singular but you will find that if you have been successful with the first and have practiced every stroke and become quite familiar with each and every one, that you are on "easy street" during the balance of the lessons, whether they be for pen or brush. Your attention was drawn to this fact in the first lesson and is one of the features that the Edwards' shortcut system embodies. Of course, there are many new strokes shown in this lesson that have not been used before in former lessons.

In executing the Roman letters, the position of the brush in the hand never varies except in a few instances, and the secret of success lies in the rigid adherence to this rule. The exception is the letter "S."

The hand turns in this case to give the full breadth of the middle stroke which is necessary and could not be done if hand and brush were held in the same position as in the execution of even the top and bottom strokes of the same letter.

There are only a few minor points in this plate which will not be perfectly clear to the student, but upon close study of the strokes, these can be overcome.



Card showing application of the brush stroke Roman.

The most important is the finishing of such letters as "a," "c," "f," "r," and "s." It will be noticed that the finish is not unlike an attached "comma" and if you turn back to plate No. 2, you will find that the strokes for the comma are given along with the strokes which form a "period." Practice this part of the letter and you need have no trouble in getting it properly. The shading we recommend for this style of letter is the left hand lower shade—the same as shown in plate No. 1.

The decoration of the card here shown is simple and yet quite effective. It can be carried out in colors or in shade of grey. It serves as a relief and takes the bareness off the card without destroying the legibility. The same brush, No. 7 or No. 6 red sable flat in albata, was used to make this card throughout.

When making the stems of the flowers allow the hand to run lightly on the finger as shown in the corner illustration of the plate, holding the brush in such a manner that the edge rests very lightly on the card. Do it quickly, practice it often and don't be afraid to try. If you go at it slowly, you will get it very uneven and also get amateurish-looking curves. For lining the card, hold your brush as indicated in the accompanying illustration, letting the fingers rest lightly but firmly on the "T" square and keeping the brush even always. Do not move your hand but move the whole arm.

If further particulars are required regarding brushes, outfits, etc., write to the author, J. C. Edwards, care MacLean Publishing Co., Toronto, or to this paper.



Showing position of brush in hand while drawing straight lines.

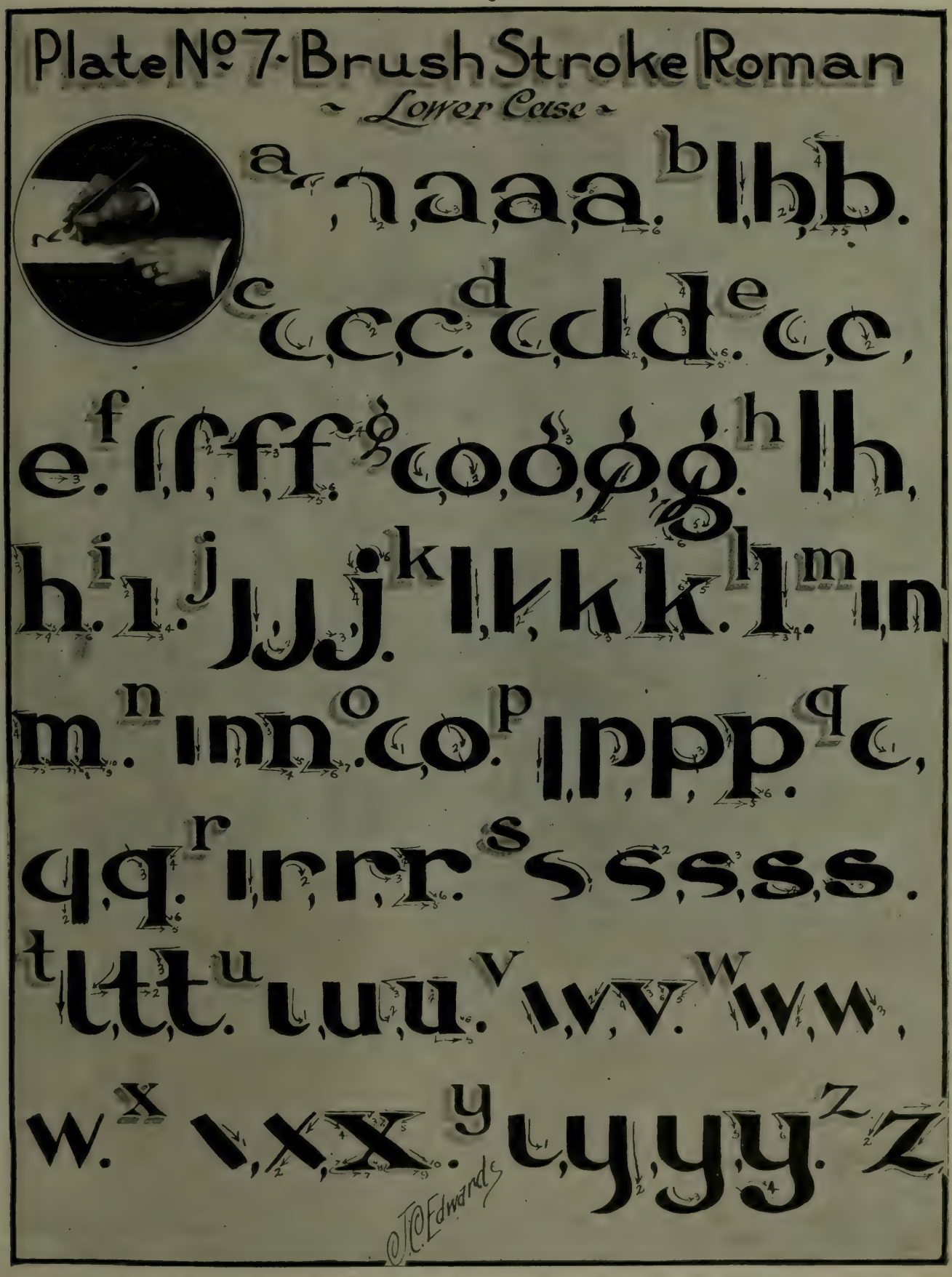


Plate illustrating brush stroke Roman, lower case. Follow arrows carefully and practise persistently.

Everlasting Problem of Profit Figuring

Which Should It Be, Cost or Selling Profit?—Question Again Dealt With By Well-Known Merchant Writer—Task of the Deliveryman—Laws in Respect to Peddlers Not Enforced.

By Henry Johnson, Jr.

Misunderstanding About Figuring Margins.

Some time ago F. C. Williams, Ridgeville, Ont., discussed several points about the retail business very instructively, but he seemed to be under the impression that, in computing margins on the Selling Price, a man might slight cost. He says, for instance: "I firmly believe a merchant should figure his stock on hand at cost price instead of selling price. In all things he should aim not to deceive himself or make himself think his profits are larger than is actually the case. If anything he should under-rate rather than over-rate."

Don't Underrate Cost.

That is surely and most emphatically prime wisdom. In fact, no man can even begin to compute his margins until he has ascertained his cost. He cannot possibly be too particular or careful about this; and, just as it is wise for him to under-rate his possessions, so is it only good business to be liberal in figuring his costs. For instance, I buy coffee at a delivered price and all I am supposed to provide in addition is the drayage, which is handled on contract at 50c a ton, or 2½c per 100. But I add ¼c a pound to my invoice cost to be on the safe side.

He goes on to say that we may always take liabilities at their full face value, for we may be sure that we shall have to pay all bills in full, but that stock on hand should not only be inventoried at present replacement cost but that everything of doubtful value should be wiped out. That is also sound. It is the only true way to arrive at a conservative idea of where we stand.

Inventory Season Coming.

Every word of this is logical business sense, and it is all especially apposite at this time because we shall be taking inventories soon, so the more alive we are to the right way to do it, the better and more secure we shall be. But nothing in all this in any way contravenes the soundness of computing margins on the Selling End. In fact, the very merchant who is logical and orderly enough in his mind to work his business down to a strictly safe basis is the same man who will immediately see that my method of computing margins is in line with his other ideas.

Deliveryman Taking Orders.

One merchant says his deliveryman makes a practice of getting "Return Orders" when making deliveries. Customers often forget one or two items which may not be ordered for several days, but with this wide-awake boy asking for additional orders, "which will be promptly filled," the lady does not have to plan things systematically or do any thinking at all; hence a lot of additional business is secured.

An Age of Specialties.

I do not want any of that in mine. I want my boys to get the goods distributed as rapidly as possible and get back to the store for another trip; otherwise I would never get done nor would my trade get their goods. This is an age of specialists and the more we specialize in our help, the better service will we get and give, and the more truly will we operate economically.

Here and there we find a "jewel" of a man on whom we can depend to make time, using every motion to advantage; but these are far between. The average deliveryman is already plentifully supplied with "reasons why" he does not get back in time for more work, and I do not want to give him any more good excuses.

The Deliveryman's Place.

This does not mean that any man is to refuse another order or be uncivil. It simply means that the deliveryman is there to distribute goods. If he does that he will justify his employment, earn his money, and in the long run build up more business for us than he might ever do through combining soliciting with his other work.

Gasolene.

The automobile has developed such a demand for gasolene, that some grocers who have had little or no trade in that line are pushing its sale. For my part I hope for the speedy arrival of the day when gasolene will be considered as foreign to the stock suitable to a grocery store as boots and shoes. Groceries began with everything—almost any old junk—in fact, "gross-erie;" but to-day groceries are primarily foods, accompanied with such household goods as can be dealt in without injuring the foods. Gasolene does not belong in the up-to-date grocery store. It will not be handled in Johnson's after a date less than one year in the future.

Peddlers and Canvassers for Outside Houses.

Periodically we hear a wail from some quarter: "What can we do to get rid of peddlers and canvassers who take orders for fly-by-night houses on the representation that their goods are high grade, comply with pure food laws, etc.?"

Laws Not Enforced.

I am informed that there are now on the statute books of almost every section and in the ordinances of towns and villages laws and regulations sufficient to give us all the legal ammunition we need to make these people take out licenses which will put them on a par with local taxpayers. Those laws, if enforced, would go far toward wiping out the peddler and would help a lot with the other fellows; but no law was ever much good if allowed to lie dormant in perpetual hybernation, as is the case with so many good laws.

Something like active, interested participation in the work of the local grocers' associations everywhere would result in the enforcement of these regulations. If we do not like the way some things are going, it is up to us, personally, to get out and hustle amoung our neighbors to dig these things up and make use of them.

Know You Have Good Goods.

Meantime, very strict attention to our own "fences" will help some. If we keep our stores clean, orderly, properly stocked with goods that are really good—and which we KNOW are good—we shall not feel the presure of the peddlers or the transient canvassers very much.

But that of itself is not quite enough. After knowing about our goods ourselves, we must take pains to see that others know about them too. We may have a lot of light, but if all our wires run down cellar, we shall not illuminate the world very much. We must use our windows, and interior displays with neat price signs; and we must use the newspapers or, if your locality can better be served that way, circulars or letters. But whatever we do, we must get our good things prominently before our own people. We have all the opportunity there is to do this; we have too lavish a supply of opportunity which we do not use, otherwise those outside fellows would not have the cinch they find when they come among us. It is our own fault mostly, if they "get away" with anything in particular.

Something About Cinnamon.

By the way, speaking of KNOWING that goods are right: Do you know that ordinary Canton Cinnamon, in the stick, costs around 6c a pound in first hands.

and that fine Saigon Cinnamon, also in the stick, is worth around 45c in first hands? If these two products are powdered, they will both be pure cinnamon, both will comply with every food law on the statute books; but do you imagine that they will both be equally satisfying to the discriminating consumer? Maybe you better think and study out some of these things when you feel coming over you the disposition to cry out about some special form of "competition."

And, also by the way, you may note that grocers who do study along those lines are usually so busy taking care of their highly profitable trade that peddlers and canvassers do not bother them much, though they are also the kind of men that do their full duty at the polls and as citizens generally to promote the general good.

Confucius' Little Thinklets.

Appropos of nothing in particular, the following Confucian bits of wisdom seem suitable for closing this talk:

1. He that knows not and knows not that he knows not, is a Fool—shun him.
2. He that knows not and knows that he knows not, is Simple—teach him.
3. He that knows and knows not that he knows, is Asleep—wake him.
4. He that knows and knows that he knows, is Wise—follow him.

CREAM CHEESE FOR CHILDREN.

An authority on cream cheese says that "it is an excellent thing to give the children now and again. It makes a most welcome change from butter or jam, and is very nourishing and digestible.

"It should be eaten alone, not with butter, and the children should be encouraged to help themselves liberally to salt with it."

POINTERS FOR CONSIDERATION.

A merchant must take pains in his buying if he would secure a good profit.

When you can't make the sale without stretching the truth let the sale go.

If you have trouble in remembering the things you ought to remember, train and cultivate your memory.

The employe who asks no questions will gain mighty little information. The employer who is bothered if he has to answer questions is not deserving of ambitious clerks.

Reports from western New York say the output of evaporated apples this year will be fully 50 per cent. larger than in the best season they ever had. Canada, it is believed, will have some for export.

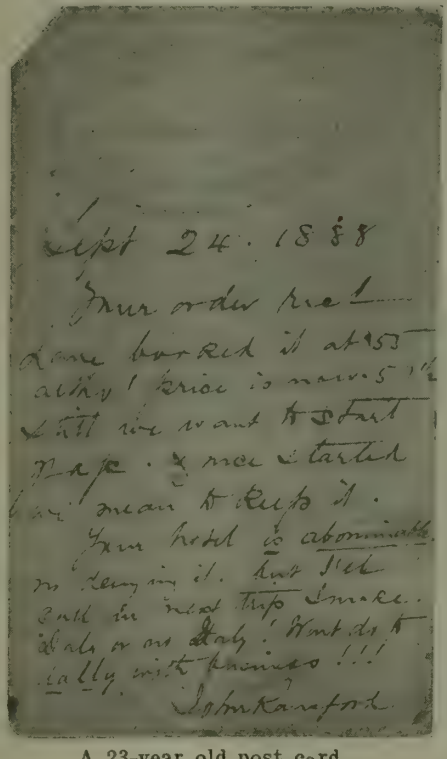
Value of Good Service Well Illustrated

Story of How Salt Manufacturer Held Customer's Trade for 23 Years—Reason Why Leaks Out at Manufacturers' Dinner, Shownig Importance of Proper Service — Competitors as Friends.

John Ransford arrived in this country many years ago from England, and became financially interested in the salt industry at Clinton, Ont.

About the same time C. C. L. Wilson, a Scotchman, settled at Ingersoll, to pack hogs for the British market.

Mr. Ransford needed customers, and it was not long until he found Mr. Wilson. He paid several visits to Ingersoll, and finally got Mr. Wilson interested in the


Sept 24. 1888
Your order for 1
came booked at 15
a ton. Price is now 5 1/2
but we want to start
Pap. since started
we mean to keep it.
Your hotel is abominable
no room in it. but Sick
call in next trip. Smoke.
Hale or no Hale. Must do it
Sally with promises !!!
John Ransford

A 23-year old post card.

products of the Stapleton Salt Works. A few days after his last visit in 1888, just over 23 years ago, Mr. Ransford received his first order from Mr. Wilson. From that day and without any interruption, and in spite of all competition, Mr. Ransford has held that business.

Service Held the Business.

At the annual dinner of the Canadian Manufacturers' Association a short time ago, Mr. Ransford and Mr. Wilson sat opposite each other at the table. Mr. Wilson opened his pocket book and out of it produced a postal card from Mr. Ransford, accepting the first order and presenting it to the latter. In the conversation that followed Mr. Wilson stated that it had been his policy to stick loyally to firms who had given him good service and who had always shown themselves to be absolutely reliable; and Mr. Ransford said that his policy had been to give the very best service possible and to endeavor to do at all times more than he had ever promised.

It happened that Mr. Ransford's great rival, E. G. Henderson, the manager of the Windsor Salt Works, was seated on Mr. Wilson's right, and he remarked that now he understood why, although he and Mr. Wilson were great friends, he could never sell him a pound of salt.

Business Rivals as Friends.

There are two lessons for the young business man from this experience that are well worth heeding. One is the importance of giving a good service to your customers, and the other that you can be on friendly terms with your competitors. A representative of The Grocer who has attended gatherings of manufacturers and business men for many years has noticed that these two men, Messrs. Ransford and Henderson, are almost invariably together. They are deadly rivals in business and chums in private life.

The accompanying card shows that Mr. Ransford was somewhat of a humorist. He is still quite as bad, for during the meeting of the Manufacturers' Association referred to, he took up a subscription for a wedding present for the retiring president, W. H. Rowley, of the E. B. Eddy Co. He approached Mr. Rowley with a sheet filled with names and said; "I am taking up a subscription for a worthy cause, I would like you to give me a subscription." "What is it for?" Mr. Rowley asked. "Never mind what it is for," he answered. "What do you want?" Mr. Rowley asked. "$25." Mr. Rowley put his hand in his pocket, and paid over the $25 with a sigh.

NEW BROOM FACTORY.

Essex grown broom corn will, it is understood, be largely used in the new broom factory to be established here by Alfred Farnsworth, who recently returned to Ridgetown from the Canadian West. Mr. Farnsworth has secured the Hunter building, on Erie St. north, and has purchased the machinery from the Comber factory, which will be transferred to the Ridgetown building in time to start manufacturing operations in November. Both brooms and brushes will be manufactured.

Country Town Dealer and His Methods

Fall and Winter Always Harvest Seasons For Him—Trade Conditions Around Barrie and Orillia—Special Features in The Businesses of Merchants In These Towns—Much Being Done on Large Scale.

Fall, and in fact winter trading generally, cuts a wider swath in a country merchant's business than does trading at any other time in the year. This is but natural. Dealing direct with the farming community the country merchant be he grocer or other tradesman meets his customers more frequently in the fall when the farmer is disposing of his produce and preparing to lay up his store of supplies.

For the reason that it is swallowed up more or less in the general fall trade the Christmas season in the smaller centres has not been made the feature it is in the cities and larger commercial towns of the country. But times are changing, and with the closer settling of the country districts and the opening up of the rural sections by railways bringing the farm and the town closer together there is a growing demand for what have been regarded as distinctively Christmas groceries by the farmer and his wife.

Interest is Extending.

And thus we see the country merchant and the grocer in the smaller towns taking more interest in the prices and quotations of dried fruits, peels, and the other lines of Christmas goods than ever before, because the farmer and his family are now looking on these grocery lines more in the nature of seasonable necessities than luxuries.

Just as an example. Barrie and Orillia are two Ontario towns which while not new centres are just now reaching out after enlarged territory. Both are caterers for the summer tourist trade, in which they have met with success, but in the fall and winter have been content with their local and nearby country trade, which, by the way, is not inconsiderable.

At the present time trading with the farming community is at its best, and while the farmers are bringing in their apples and produce they are also buying groceries and provisions. The relations between farmer and trader are decidedly cordial. Barrie has a splendid market; Orillia a nominal one. In the one town the grocers buy largely on the market; in the other the farmers sell direct to the stores. The results are satisfactory in both cases, for in both this farmers' trade is catered to. Payment is made in cash or goods, whichever the farmer wishes, though often when cash is asked a slight discount is made. Butter worth 22 cents a pound in groceries is paid for at the rate of 20 cents in cash.

What Becomes of Produce.

Butter, eggs, poultry and apples are the produce lines coming mostly to the grocers of these towns and these are packed and shipped to a variety of points—wherever the price happens to be best. They are favored in this regard for demand is free, and comes from both consumers and shipping agencies. One day it is to Montreal for shipment to Europe; again it is to a Winnipeg concern for distribution in the great West; and another time it is sent to a customer in Goderich, or Kingston, or perhaps Toronto.

And just here is where the Barrie and Orillia merchant gets even with the large department houses in Toronto. The catalogues sent out from these large stores may bring some northern business to the department stores, but the grocers in the northern towns sell poultry, eggs and butter right under the noses of these big stores in Toronto.

Extensive Poultry Trade.

James Vair & Co., of Barrie, ship around five or six barrels of poultry a week to customers of theirs, and much larger quantities of butter and eggs. In apples alone they have shipped to Winnipeg and the West some 10,000 barrels—sufficient to fill 127 cars. They have an egg and butter storage department, candling their own eggs as they come in.

But this is practically what all the grocers and general merchants are doing in that north country, particularly in those two towns. Thos. Mulcahy, Chris. Moore & Co., T. B. Cramp, J. J. Hatley, and Vick's Grocery, all in Orillia, are doing this, with some particular feature emphasized in each case.

The Dominion Government sends out a refrigerator car from Orillia every Monday for the convenience of those shippers sending produce to Montreal and abroad, and practically all of them avail themselves of this convenience. In summer much of the butter received by these grocers comes from the farm in crocks of varying weights, but in winter most of it is received in pound prints, for it is no easy matter to cut cold bulk butter. The prints are convenient in size for handling and for making up box and case shipments, and the winter weather keeps the butter in sound condition. For these reasons the grocers prefer receiving their butter in prints in winter.

Most of the butter and eggs are shipped to Montreal in summer, the receivers there being ready at all times to take quantities large and small, and there is not the spasmodic demand that sometimes obtains from buyers in other sections of Canada; but in winter when a slight delay in receipts does not make a great difference, or an order from a faraway point is under consideration, the weather outside is sometimes conducive to making shipments to other Canadian points—of course if prices are right. Mulcahy's send lots of butter north and west in winter in various sized consignments, they being certain that if any stock remains on hand at the end of the week it can be sent out on Monday on the Government car to Montreal.

Their Own Storage Plants.

But often it pays to keep the stock of butter and eggs, and the grocers are prepared for this eventuality, by having up-to-date storages and cooling plants. Mulcahy's have a separate building devoted to this purpose, with distinct compartments for eggs and butter, so have Moore & Co., and also Vick's Grocery. J. J. Hatley has a refrigerating plant, a cooling plant and a separate storage not only for their produce lines, but for their fish, meats, and stocked groceries.

T. B. Cramp while dealing in these produce lines makes a specialty of buying apples for shipment; distributing in return salt to the farmers, and to the trade, and bringing in standard brands of flour in car lots, which he divides up with his fellow grocers.

Great Summer Resort Trade.

A reference was made to the north country trade, which to Orillia, at least, means a great deal, not only in the future, but in the present. In summer the grocers of the town have the whole Muskoka Lake region to play on, as well as the smaller and less well-known resorts closer at hand; and all the year round there is the immense region between Orillia and North Bay, and the greater territory beyond in the Cobalt mining district right up to Cochrane. Orillia grocers sell in every part of this region. They ship especi-

ally heavy groceries, vegetables, meats, bread and cakes. This is a year-round selling ground, while the Lake region is catered to only in summer.

Fair Profit and Quick Turnover.

But coming back to the strictly holiday groceries and the means whereby the grocers strive to induce greater and better trading. J. J. Hatley, himself a butcher, has in A. E. Hawkins an expert manager of his grocery department, and this department is one of the well-known grocery stores in Orillia. Mr. Hawkins has been in charge for fourteen years, and he knows the business and the needs of his territory and his customers from a to z. He believes in a fair profit on all lines, and a quick turnover of stock. He thinks that a profit of 10 per cent. on goods and a turning over of stock ten times in the year is more profitable than a turning over of the stock but five times at double ten per cent.

He is absolutely opposed to price cutting and does not take much stock in selling even one line at cost or below to induce trade.

Mr. Hatley buys pretty largely of the lines that are staple and which he believes will sell well; carries fruits when in season; all kinds of vegetables the year round, the potato cellar alone is capable of taking care of 600 bags of tubers; confectionery, which used to be a summer line for tourists is now a staple one with a growing Christmas demands; makes a specialty of fish; and handles all fresh and salt meats, having his own packing house and curing plant.

Dried Fruits at Opening Prices.

Every year he buys larger quantities of dried fruits and peels for Christmas selling. As a rule his manager thinks buying at the first opening price is better than delaying, for quotations are apt to increase with the advancing season, though last year was an exception to this. In buying dried fruits he would rather take double the quantity of evaporated apricots than peaches (or vice versa) if the first named article happened to be quoted at less than the former, for he has found that the demand runs to the lower priced article in the majority of cases.

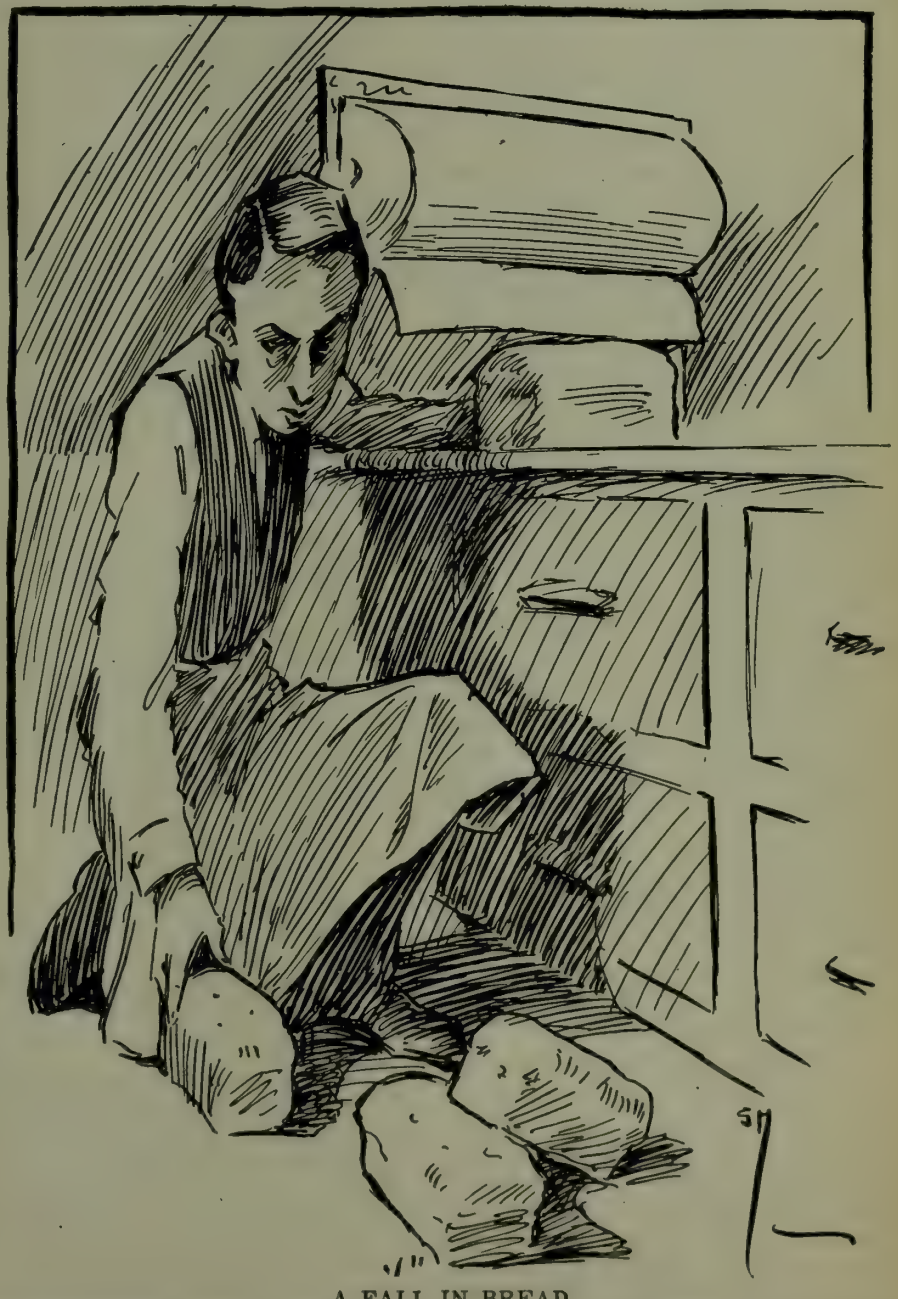
Quality First; Price After.

Thos. Mulcahy caters to local, farm and export trade. They do a general store business, but groceries is a decidedly important department. They are already preparing for Christmas trade, and when that season is over contemplate overhauling the department and improving it to meet increased business. Teefy Mulcahy, the manager, states that the store motto is "Quality first and price after." He is preparing his catalogue for fall, Christmas and winter trading, which is circulated all over the adjoining counties, almost to Barrie on the south, to Beaverton on the other side of the lake, and to the Muskoka lakes on the north. This or a similar catalogue he mails to the residents of all the townships within those boundaries four times a year. And it pays too, he says, judging from results—his reasoning when inaugurating this catalogue being that if it is good for department stores in the large centres it should also be good for the farmer's store in the market town.

Using the Newspaper.

Chris Moore & Co., are also general merchants with a special grocery department. They cater particularly to farm trade, exchanging goods for produce lines, depending on newspaper advertising for publicity; and Vick's grocery has a bakery and confectionery department—in fact it is perhaps the biggest bakery in that section of Ontario, supplying the whole Muskoka and northern region from Barrie to Cobalt.

All of the Orillia grocers are enthusiastic about their fall and winter trade prospects, and are anticipating the Christmas season this year somewhat in the nature of an experiment—an experiment, however, which they feel will be successful.



A FALL IN BREAD.

Wrapping bread which a clerk has allowed to fall on floor before a customer, is not good policy.

Salesmanship Illustrated in N.B. Store

Methods of St. John Dealer to Interest Customers—Makes Frequent Changes of Scenery—Bringing Goods to the Front—How He Obtains Co-operation of Clerks to Move Out Certain Lines of Goods.

There is an atmosphere of briskness and activity coupled with neatness about Gilbert's Grocery, corner of Princess and Charlotte streets, St. John, New Brunswick, which immediately on entering makes a direct appeal to the fancy of the customer, and seems to impress her with the idea that "Here is a good place to buy." The grocery store is roomy and attractive, and has been considerably enlarged since being taken over some seven years ago by Walter Gilbert, the present owner, who is still a young man, with up-to-date ideas of doing business, and who gives great promise of still further expansion, from his modern methods which spell success.

Changes Store Management.

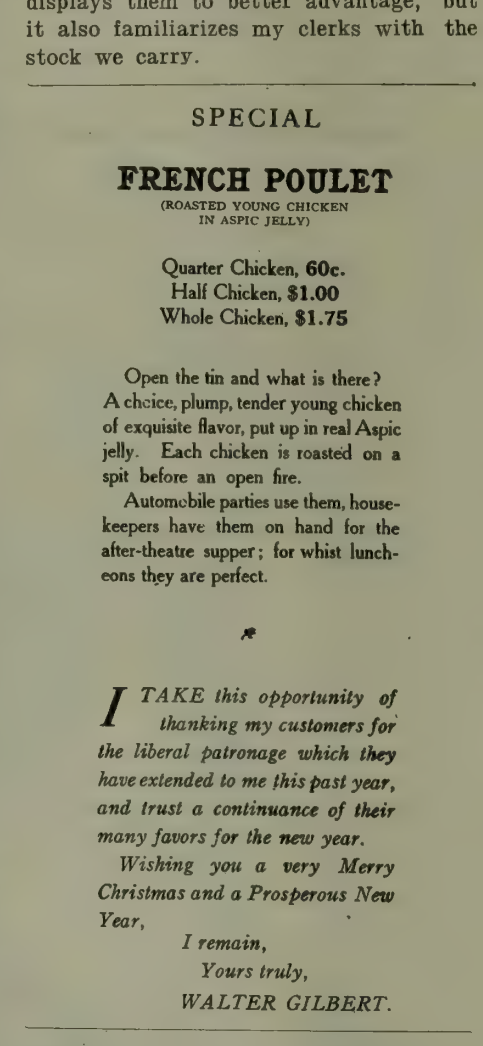
When a representative of The Grocer called upon him last week, he was busy with what he styled his "fall housecleaning," though in reality, he explained, he performed a somewhat similar obligation about three or four times a year. By this, Mr. Gilbert said, he meant that he changed the appearance of his store in an inexpensive manner, using the same fixtures, counters, etc., but shifting them and his silent salesmen and showcases, in addition to his goods, about in such a manner, that a customer would really think it was a different store, when glancing at the arrangement of the interior.

"I always endeavor," Mr. Gilbert said, "to have all my goods in season, and for this purpose, every little while I take account, or stock as it is called, of what goods I have on hand, and then I push them to the front, in order that my wares may not become unsalable, and also that I may really know what I have on hand. It is wonderful how goods will pile up on one, if he does not be careful to keep track of what is coming in. I always keep quite a stock of goods in reserve and if you were to look into my cellar now you would see there quite as much of the different lines as are displayed about the store.

Jams, Soups and Canned Goods.

"As you see for yourself this afternoon, I am having my clerks rearrange the appearance of the store by changing the various lines from their usual positions. For instance, on a portion of one side of the shop, in the shelves, there, I am having all my lines of preserves brought forward, while on the other side, my soups, canned goods, of all kinds may be seen.

"My show cases in which I keep chocolates and confectioneries, I also change about, and instead of having those two silent salesmen on that side, they will be removed to another position. In other various ways I change the interior appearance of the store, and I find that in shifting my goods about, it not only displays them to better advantage, but it also familiarizes my clerks with the stock we carry.



Sample Page of Neat Folder Sent Out Prior to Xmas by Walter Gilbert, St. John, N.B.

How Canned Goods Sales are Made.

"Now, every fall, of course, like other grocers, I purchase a large stock of canned goods. But I do not believe in keeping them too long on hand. When I got my supply a few days ago, I had one of my clerks 'phone to my customers informing them we had a choice lot of canned goods and were willing to sell reasonably, and do you know, that in a very short time in one afternoon, we had orders for sixty-five cases of canned goods. Thus, to my mind, this pushing of reliable goods is better than keeping them in the warehouse or cellar until you dispose of them slowly."

Mr. Gilbert does not believe in the custom of some merchants of buying large quantities of vegetables in the fall, that is barrels of potatoes, turnips, carrots, etc. He does not think it profitable except in a few cases. When he considers the time needed, the help and other expenses, he says, he is content with merely buying a few barrels of one special brand of potatoes, and selling in quantities of a bushel or peck to some customers who have been getting them from him for years.

As the winter approaches, he makes particular effort to see that his store is comfortably heated, both for the benefit of his customers and his clerks, for the latter he thinks will co-operate with him in his business interests more readily when their place of work is warm and comfortable.

Good Example of Selling Power.

As regards the clerks assisting him in this way, he instanced several lines of goods in which he had met with success. "I take a number of these articles, for example," he said, holding to view some tempting looking bottled preserves, "and I say to my clerks, 'Now, I want you to sell these this week, I guess we can do it, can't we?' And then the power of suggestion at once enters into the business and few customers leave the store without taking with them from the counter on which some have been conveniently placed, a bottle or two of these preserves, or whatever other article I decide to "push."

Mr. Gilbert is of the opinion that he does more advertising than any other grocer in St. John, and he was just in the midst of a eulogy on the benefits of publicity when he was called upon to sign a check for a page he had taken in the city telephone directory. He did so with good grace, as he is a firm believer in the power of advertising, and what is more important, "keeping at it." It is the persistency of the grocer in advertising which in the long run must bring him results and that is why Mr. Gilbert does so much of it.

Has Seven Show Windows.

There are seven good sized windows in Gilbert's grocery, three on one street and four on another, and each of these helps in "boosting" certain lines of goods, for by frequent changing of the window displays, and by making them attractive at all seasons of the year, the "good work goes on."

"Yes, at Christmas time, I go after as much trade as I can possibly get," said Mr. Gilbert on being questioned in

this regard. "But my motto is to be 'after it at all times.' However, at this season of the year, I have several hundred copies of a circular printed telling of the articles essential to the enjoyment of the happy season, which may be purchased reasonably at my store. These circulars I send out to all of my customers, and to many other prospective customers. From one customer alone, last Christmas, when I sent out these posters, I received an order which paid the cost of getting them out.

"And one of the first paragraphs to be presented to the customer on looking over the circular is expressive of thanks for the patronage of the past year, and also extending the best wishes of the season.

"I do not wish to be severe upon the calendar publishing companies, but I must say that I have little faith in the delivery of calendars at this season. I have done it in the past, but I do not know that I have gained anything by it. So far as I can see, presenting calendars only has a tendency to 'make good friends with the cook,' but other than that, I don't see where they are very beneficial in the grocery business."

Mr. Gilbert's practical ideas of doing business have brought him success, as is apparent on making an inspection of his store with all its up-to-date equipments, and modern lines of goods, and there seems no doubt but that the coming Christmas trade will be profitable for him.

Motor and Horse Delivery Cost

Figures Supplied by Dealers Who Are Now Operating An Automobile Delivery —The Advertising Value of the Motor—Quicker Service Supplied to Customers.

The use of the automobile in delivery seems to be steadily gaining ground with Canadian grocers. The fact that numerous grocers are turning to this method of delivery would seem to imply that.

The change so far has been slow in Canada but those dealers who have adopted this system seem to be well satisfied with it both in regard to the service and the cost of maintenance. It is only after careful consideration that the change comes for it means a considerable outlay, the initial cost seems a big item while dealers are not as well acquainted with the cost of running an automobile as with horse delivery.

Double Horse Work.

"We consider," said the manager of a Toronto retail firm "that an automobile can do more work than two horses. In fact, our change from horses to automobiles proves it.

"An as advertising medium to the grocer using it," he continued, "it is valuable. It is also an advertisement by reason of the fact that it gives prompt delivery. That is as good an advertisement as any store can ask for."

The firm in question has two automobile delivery cars. They formerly had six horses delivering, but now they have only one which they use in the immediate neighborhood.

They figure that the cost of repairs, gasoline, etc., for each machine costs $25 per month. They have their own garage. The same drivers manage the cars as formerly drove the wagons. Their cars cost $1,300 each.

Comparison of Costs.

Here is how the two methods compare in cost :

Original Cost.

5 horses and wagons, $350	$1,750
2 cars at $1,300	2,600
Maintenance, wagons, etc., per week :	
5 drivers at $10.00	$50.00
5 horses, upkeep $3.50	17.50
	$67.50

Maintenance automobile per week :	
2 drivers @ $10	$20.00
Repairs, gasoline, etc., 2 cars	12.00
	$32.00

Wagon delivery, $3,510 ; auto delivery, $1,664. Difference, $1,846.

The development of any business calls for the development of its facilities. In the city, the automobile allows the store to reach out much farther for its trade. In the country towns it enables the dealer to establish a rural service that may be made to increase the business. It makes speed possible in the delivery of orders. Those who have already installed this system claim that it will do more work than a horse or in some cases, two horses.

Handy Table of Comparisons.

Herewith is a table compiled by a firm manufacturing commercial delivery cars and shows the total monthly expenses of horse and motor delivery as given by a number of users of these cars. These are accurate figures supplied by merchants who have changed from horse to motor delivery. The cost of maintenance includes the wages of drivers :—

No. of horses	No. of wagons	Cost	No. of comm'el cars	Saving	Cost
2	2	$190.66	1	$109.50	$81.16
*1	1	112.02	1	137.22	25.20
5	3	216.00	1	160.36	55.64
15	6	965.16	3	296.48	668.68
4	2	453.08	2	191.05	262.03
2	2	204.34	1	90.20	114.14
1	1	90.79	1	80.29	10.50
3	1	175.53	1	128.80	46.73
*1	1	94.71	1	105.25	10.54
7	5	457.80	3	298.30	159.50
1	1	91.97	1	84.13	159.50
1	1	101.05	1	69.67	31.38
2	2	178.50	1	130.00	48.50
12	9	427.00	4	251.60	175.40
4	4	120.60	1	91.93	28.67
2	1	74.25	1	64.43	9.82
1	1	66.05	1	50.56	15.49
3	2	231.04	1	113.25	117.79
2	2	150.53	1	60.52	90.01
1	1	114.44	1	107.01	7.43
3	1	127.58	1	80.00	47.58
†2	2	97.75	1	17.67	80.08
4	3	278.82	1	150.59	128.23
2	2	192.75	1	78.74	114.01
2	1	105.92	1	105.50	.42
3	3	245.30	1	130.45	114.85
3	2	163.38	1	108.50	54.88
1	1	115.60	1	80.50	35.10
†4	3	90.45	1	34.35	56.10
2	2	145.72	1	108.08	37.64
5	2	213.05	1	93.21	119.84
3	3	180.13	1	124.67	55.46
2	2	260.91	1	94.16	166.75
2	2	216.73	1	65.08	151.65

*In this case the cost of the commercial car is greater, but it does from two to four times as much work.

†Wages not included in this report.

One grocer in speaking of his car, a hard tire one with covered top which presents an attractive appearance and helps in advertising the store declared that it is the promptness in delivery that counts and the accommodation which it affords customers. "It can go twice the distance," he says in the same time as a horse or more. If an order is waiting, you send it out and what does it mean ? Nothing but a little gasoline. With a horse you are always waiting to send everything in that direction at once and save the horse, so that the delivery is not satisfactory."

Selling Methods of a Toronto Dealer

Wm. C. Miller, President of T. R. G. A., Tells of Methods of Conducting Fall Winter and Christmas Trade—Many Sidelines Handled Around Christmas—Believes Proper Display of Wonderful Value in Making Sales—Improvement Brought About by Remodelling Store Front.

Wm. C. Miller, President of The Toronto Retail Grocers' Association, conducts a store on Yonge St., the principal thoroughfare of the "Queen City," and his methods of looking after the fall, Christmas and winter trade, will undoubtedly be of interest to grocers from coast to coast. That his business is on the increase, is evidenced by the fact that he has recently enlarged his establishment at 632 Yonge St. He is not slow to adopt new methods that will increase sales or facilitate the work in connection with the store.

Makes Plans Well Ahead.

To get the best results from any particular season, Mr. Miller says, that some planning ahead is essential. Not alone is this necessary in the selling, but also in the buying. In this regard, he purchases his supplies of dried fruits, canned goods, jams, and similar lines to be delivered on arrival. He gauges the amount of his purchases by the quantity he sold the year before. Of course, in this, some judgment has to be used, and prices during both years considered. For instance, if a line is higher than usual, he buys a little more cautiously than he otherwise would.



Figure 1.—Front appearance of store before change to double window show case was made.

Better Choice in Early Buying.

His Christmas goods are bought early in the year, when he has a better choice, and is also sure of getting the goods in plenty of time. Besides the immediate sales, he believes that novelties help in the decoration of the store and give it a Christmas appearance. He handles crackers, bonbons, cossacks, Christmas stockings, bells, and other novelties. He believes that all these associated lines are within the scope of the grocer, and besides a good margin reaped, it facilitates shopping for the customer, and this is something at which the grocer should aim. Of course, there are those lines such as grapes, apples, nuts, table raisins, shelled nuts, and other table requirements to which he gives due prominence at this time.

Christmas Cake a Side Line.

Around Christmas there are many side lines which Mr. Miller carries to good advantage. For instance, the week preceding Christmas, he sells Christmas cakes as well as short cake, bearing the season's greetings on the wrapper. He also goes into the poultry business to supply all the wants of his customers. He does not buy a big stock ahead, unless he is certain he is getting them at a price that will allow him to compete satisfactorily with the regular dealers in this line.

Christmas trees is another side line which he makes sell well. The farmers bring them in and he stores them at the back of the store, putting one or two in a prominent place for sales purposes. This line yields a handsome profit and does not interfere with the regular business, as trees are easily sold and delivered.

No Calendars Given Away.

"No, I don't give away calendars at Christmas time," states Mr. Miller, "because I don't think they are appreciated. Instead, I send customers something out of stock, such as a bottle of wine, or a cake. When you give something like that with a Christmas greeting card attached, they appreciate it. I often have some customers call at the store or ring me up on the phone and thank me for my gift, which is never done in a case of many other free novelties.

"It costs more to do this, but it helps to bind a customer to the store, and results are fully in proportion to the amount expended.

Store Appearance Helps Sales.

"Proper decoration of the store to give it an attractive appearance is half the battle," said he, reverting to Christmas trade. "I try to give the store that appearance that puts the Christmas spirit into customers. I use large and small extension Christmas bells, evergreens, holly, mistletoe, as well as Christmas trees in trimming the window.

When Christmas Goods Are Shown.

"Preceding and around Christmas, it is necessary to have a series of window displays, and judgment has to be used to show certain lines, when they will create the largest sales. A few weeks before Christmas, I specialize on raisins, currants, peels, molasses, spices, and all the other lines used in preparing the Christmas cooking.

"Then we have to get ready for the Christmas gifts, and my window shows besides the novelties, such lines as tea in fancy caddies, biscuits in fancy tins, shortbread, Christmas cake, and poultry. If the weather is favorable, I hang a few poultry outside, but if too cold, I display them in the window, as when frozen they lose in weight."

Nuts and Confectionery Time.

When the day draws near, Mr. Miller finds it expedient to give special prominence to nuts, confectionery, oranges, apples, grapes, and kindred lines. Cranberries is also another line, while all during the holiday season, oysters can be sold easily.

"In trimming the window, I put oranges, grapes and apples in fancy baskets, which show them up better. I have a reserve stock from which orders can be filled, so that the window does not have to be disturbed when once arranged. During Christmas week, I always mark the goods in my window in plain figures. It is a season when people are trying to make a dollar go as far as possible and price is always a consideration. When the rush is on it greatly facilitates serving customers when they are acquainted with the price."

Work to do After Christmas.

He does not believe in giving up just as soon as Christmas is past. He finds a good many people celebrate New Year, so he gives just as much attention to the window and store display as before. A good opportunity is presented to clear off any left-over gifts, as many people wish to reciprocate gifts received. He buys so that he will have as little left as possible, but if he finds that he will have an over-supply of anything, he marks the price down to clear it out. Staples such as dried fruits, are not given so much attention until after the New Year when he goes back to the ordinary lines. If, as the winter draws to a close, he finds any line sticking, he makes a special effort to sell while it is yet seasonable.

How He Gets Some Good Trade.

In a city like Toronto, unlike a small town, more judgment has to be used in advertising, or a good deal will go to waste. Mr. Miller, however, at intervals takes a space in the weekly paper covering his district, while dodgers are occasionally used. His best advertisements however, are his show windows, which are always kept attractively trimmed. He can trace many of his best customers to a chance sale through the medium of his window. The window attracted them and good service retained them.

Then, Mr. Miller, carries an ad. on all the paper bags he sends out, which helps to keep his name before the public. In this ad., the name is outstanding while the phone and street numbers are prominent. At the bottom, is the inscription, "the store that aids economists." He believes that this ad. helps somewhat..

Displays in the store are changed frequently, so that goods are presented to customers in a different manner on each visit. Quite often, Mr. Miller spends an evening in removing all goods from a certain section, dusts them and re-arranges, so that the stock looks bright and fresh.. Spare time is spent in packaging staple lines. Previous to Christmas, he has a large quantity of nuts, raisins, sugar, peels, and similar lines all ready in different weights, so that customers may be served with greater rapidity during the rush period.

Arrangement of Stock.

Mr. Miller has his stock arranged attractively, and in such a manner as to facilitate work and the location of goods. On one side he carries nothing but canned goods, while the other is given over to glass goods. At the rear is found his different package goods. Bulk goods, such as sugar are convenient to the scales.

He is not in favor of a steady use of price cards, believing that they detract in some cases from the attractiveness of the goods. However, when he has special counter displays, or is introducing a new line, show and price cards are used.

STORE PHILOSOPHY.

If you are going to make any difference in the treatment of different classes of customers, make it in favor of the humbler class. They are the more sensitive.

There are many ways of giving your customers bargains without selling goods at a loss. Better look them up.

Every merchant needs all his advertising space for his own use, without giving any of it up to exploiting his competitors by knocking them either directly or indirectly.

If you can make your customers think you are saving them money, whether you are or not, you will hold them fast.

One plan that is better than buying more goods than you need so as to get quantity discounts, is buying less quantity and more variety.



Figure 2.—Notice improvement in appearance when front was remodelled.

Store Front Remodelled.

He believes that proper display is the life of trade. It was with this in view that he recently had his store as well as his store front remodelled. The improvement is shown in the two accompanying photographs, one before the change, the other after. It demonstrates what an improvement is possible in the windows. The amount expended returns a good dividend in increased business.

The value of his present window as a display medium is self-evident. It consists of a double platform, the main display being about three feet above the sidewalk, while the space underneath serves as a silent salesman, thus just about doubling the value of the window as a means of selling goods.

You may think you use lots of show cards, but there are a dozen places around the store where another would make sales. Look it up !

Attractive show cards are desirable, but don't make them so pretty that people think they are pictures and forget what they say.

ADVERTISING PHRASES.

To try it is to buy it.

A visit to our store is an appetiser.

We're after you with some pointed bargains.

Sixteen ounces to the pound—every ounce a bargain.

The fruit of the corn field—canned pumpkin.

It's no boarding house joke—prunes are healthy.

Easy to cook—delicious to eat.

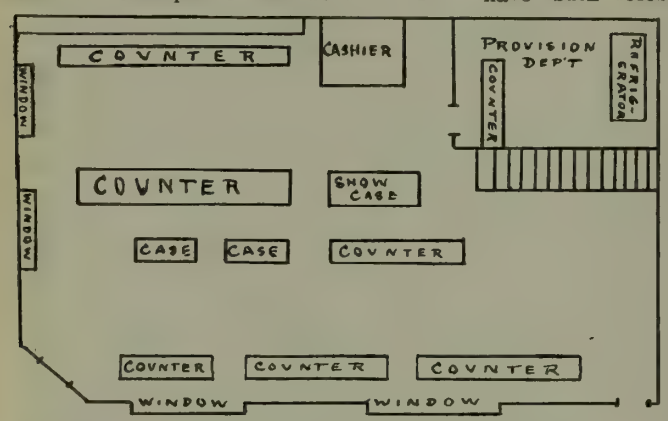
Methods of Receiving Cash Lose Money

Systems of Three Dealers Analyzed Showing How They are Being Cheated—Course of Some Sales' Slips From Provision Counter Which Should Go To Cashier—Cash Register and Cash Carrier Two Better Methods Submitted.

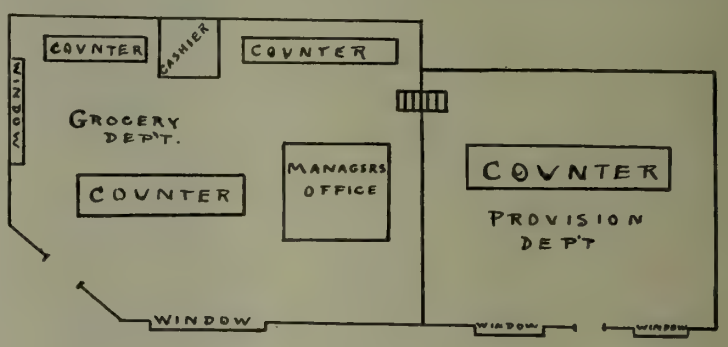
By Frank D. Smith.

The grocer assumes his customers are honest, and he is safe in so considering the majority of them. But the writer has conversed with so many of the trade who have recounted stories of petty stealing that it is not a good policy to take for granted the honesty of the "dear public" in general.

When a customer buys at a counter and pays a clerk who sends the slip and change to the cashier via a cash carrier, or gives a cash register receipt, there is little chance of a leakage in the arrangements; but it is not ever store that boasts of a system as perfect as this. By referring to three concrete examples it can be best illustrated how the unscrupulous customer can take advantage of a grocer who is not aware of weak links in his store arrangement.



Store No. 1.—Note Relation of Provision Dept. to Cashier's Desk. System of Taking in Cash Permits of Thefts on Part of Customers.



Store No. 3.—Similarly Laid Out Store to that of Store No. 1, Presenting Some Opportunities.

A Slipshod Method.

Grocer number one is an Ontario grocer east of Toronto. He has devoted one corner of his store to provisions. It is enclosed in glass and is certainly a compact and neat department.

By reference to the plan shown herewith it will be seen that just outside this department was the bookkeeper's cage. A customer was supposed to receive a slip from the provision salesman and hand it over to the cashier with the necessary sum of money. At times, however, the salesman, who was trusted absolutely by his employer, took the money himself and put a slip for the amount on a file. At the end of the day he would turn in his slips and his cash. It was a very slipshod method and there was no regular plan followed. One day the customer might have to pay at the office, the next in the provision department. As stated above, the salesman was trusted and the chances are he was worthy of this confidence.

Edge Away Without Paying.

But when the money was to be paid at the office there was a grand chance for the customer to walk away with the cash instead of paying it. On Saturday nights, on "pay day" nights and on occasions when there was a rush around the cashier's cage, it was a very simple matter to put the slip for ham or sausage in one's pocket, glance over the goods on an adjacent counter and gradually edge away. Some people have such colossal nerve they will attempt anything in this respect, while others who might be dishonest are afraid of the consequences.

But the fact remains that there were people who played this game and the proprietor when he caught them in the act did not accuse them, but pretended not to have noticed. Thus, he kept their trade, which was a questionable asset and the cashier and the provision salesman were told to watch such and such a one. But the weakness still remained, and it is a question whether it is not in the same condition to-day as it was two years ago, when the writer visited that town last.

Much Trust Placed in Clerk.

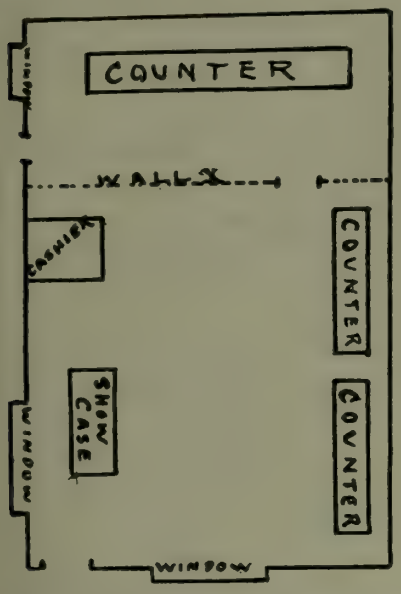
The story of grocer number two is somewhat similar. He is located in a town in Eastern Ontario. His provision department was entirely separated from the store proper, and only a small door afforded means of communication. Thus the clerk in charge of the meat department had to be trusted a great deal. Customers would be given a slip for the cashier, would enter the front of the store and—well the honest women paid and the others bought something "in the way of groceries," which it will be seen the grocer helped to pay for. This proprietor was trusting his customers and had been duped so often he had become extremely cynical. First it was a dishonest clerk, then it was a realization that some of his customers were cheating him, and the thought that he was powerless to prevent it under that method was a source of great annoyance. People sometimes came in through the provision shop door to enter the store and really did not purchase anything but groceries. Others, however, worked several games. Sometimes the parcel of meat was deposited in a handbag, and in the store this customer apparently had simply passed through the provision department without buying anything. Others even stooped to bringing their own slips. During a busy hour it is next to impossible to watch people and the average grocer, as stated above, assumes his customers to be honest.

Montreal Dealer Also Losing.

Then comes Grocer No. 3. He is located in Montreal and is doing a good business Likewise he has a provision department. You can enter by two doors, one through the meat shop, the other through the main shop door. Coming through the meat shop you mount three or four steps and you are in the main part of the place.

When you purchase meat you receive a check which you are supposed to give the cashier, her cage being in the main store and about three yards from the door that connects the two departments.

How is the cashier to know who buys meat or not, if a parcel is hidden securely in a capacious pocket or bag? The parcel can be carried even into the main store; the customer looks over this counter or that, stops a clerk a moment about some goods and in a few moments the grocer has been "touched," to use a slang phrase, for the customer is on his way home delighted he



Store No. 2.—Proprietor had Wall X Removed to Obtain Freer Communication with Provision Dept.

or she has saved thirty or forty cents. A block away he tears up the slip and the tiny pieces are scattered to the winds.

Are All Busy Men.

Just a concluding word about these three grocers. They are real living dealers, and each one of them has talked with a representative of The Canadian Grocer. No. 1 is a subscriber to this paper, but does not read it as carefully as he should. He is always busy, is generally worrying about getting in some of his credit, and frequently issues a bargain sheet to his customers. No. 2 has been a subscriber to The Grocer. He, likewise, was too busy, and yet he was losing money every day in more ways than one. No 3, in Montreal, says he has not the time to read The Grocer. He has hardly time to look around. He is making money but not as much as he thinks. A man who sells a great deal of goods is generally puffed up with his "success." He is making a noise in the trade, at least he thinks he is. A little more watchfulness over the inner working of the store methods would be a decided financial gain to many a grocer. Take nothing for granted in dealing with a certain portion of the public. Trustfulness is a sentiment that is heroic, but in these columns time after time it has been pointed out that business leaks should be guarded against. It is one of the first essentials to a secure and sound business. For what doth it profit a man to sell goods if he know not what it costs him?

Importance of Proper Delivery Service

Good Service Essential to Holding Trade—How Merchant With Good Delivery Secured Competitor's Trade—Systematic Method of Large City Dealer.

Delivery service is an important factor in getting and holding trade. Merchants are truly realizing that their patronage depends to a great extent upon the quality of service which is afforded to customers.

Just how much their trade is dependent on their service varies with location and character of trade. The high class trade demand a higher degree of service and are generally willing to pay for it.

On opposite corners in a residential section of a city two grocery stores opened. As far as the appearance of these stores were concerned there was no material difference. The quality of the goods carried by both was good. One purchased a handsome delivery wagon, an attractive horse, took particular care in the selection of a driver and gave special attention to delivery service that it might be the best possible.

The other purchased a second-hand delivery wagon, far from attractive; his horse had no particular features of handsomeness, was not carefully groomed, while he gave little attention to getting the goods delivered on time. He seemed to think that as long as customers left orders it made no particular difference when they received their goods.

Better Service Got the Trade.

Comment is hardly necessary as to the outcome. The merchant who gave adequate delivery service gradually gathered in the majority of customers.

In an Ontario town a grocer known to the writer decided his customers were expecting him to cater to them altogether too much by looking for goods to be delivered every day and at all times during the day. He believed customers should be educated to carry their own goods or to order their bulk goods far enough ahead so that immediate delivery would not be necessary. He did not attempt to lessen the number of deliveries each day, but swung to an extreme view on the question and decided he would only deliver every other day. "People ought to be able to order a day ahead anyway," he declared.

A Blow to the Business.

What happened to his trade demonstrates that the public demand an efficient delivery service. Soon his business began to fall off, some of his staunchest friends ordered goods elsewhere and he was forced to return to the old method.

However, he was a business man, and finding that customers demanded a good service, began to plan a method by which he could supply it, but which could be operated with the least cost. In other words, he introduced system into his delivery. When an order was taken the customer was asked when she wished it delivered. All the orders for a certain section were held until the last moment so that the same ground would not have to be covered more than once unless absolutely necessary. One horse was able to do the work. He is now noted in that town for good delivery service, and it is operated with the minimum cost and labor.

Drivers Get Certain Sections.

A large city retail grocer who has seven delivery outfits uses system as much as possible. As far as workable each man is given a certain section, so that he becomes thoroughly acquainted with it, and is able to work more speedily.

"We try to maintain systematic delivery," said the manager, "but there is such a thing as carrying it to an extreme with bad results. It is a thing that cannot always be strictly adhered to, and please all customers. I give my delivery men to understand this, otherwise they would feel I was imposing on them by asking them to deliver at other than the set hours or on their appointed route."

Good delivery service is certainly appreciated by customers and binds them more closely to the store.

WHERE MAIL ORDERS THRIVE.

Whose fault is it if your clerks do not know enough about the goods to sell them? The mail order houses thrive best in the section where local business men are dead ones.

The merchant would do well to consider the advisability of cleaning up the surroundings of his store before the snow comes. When the blanket disappears in the spring, it will present a much better appearance.

Store Plan Conforming to Requirements

Barrie, Ont., General Store Designed to Meet Positive, Well-Thought Out Needs—Special Apartment for Goods for Delivery, So That Drivers Do Not Have to Walk Through Store—Room for Incoming Freight—Butter and Egg Storage—How Offices are Arranged.

Why cannot the interior architecture of the grocery store be made to conform to the requirements of the business? Judging by the shipping departments of most grocery stores they are at best only some kind of a makeshift arrangement whereby the baskets of goods intended for delivery are apt to be scattered all about the least used floor space awaiting sending out to customers, with the danger of being kicked over unwittingly by any person entering the store, or smelt over by some customer's dog.

Delivery System in Barrie Store.

There is, however, no reason why this condition should long prevail. James Vair & Co., Barrie, Ont., have overcome this inconvenience by having a separate room with separate entrance through which the driver enters to get his delivery baskets and boxes and load his wagon, without at all causing confusion, interrupting the regular routine of business or interfering with the comfort of customers entering the store to purchase goods or inspect wanted grocery articles.

The Display Facilities.

Seasonable fruits are displayed in front of the store and the windows are given over to alternate displays from the various departments. A wide entrance from the main street leads into the store, on each side of which is displayed the special offerings for that particular day. The left hand side of the store is given over to grocery lines proper, and beyond the cash desk on the right is the provision and cereal department.

This front part of the store is at all times free from delivery baskets, empty boxes and debris of all kinds, the counters, even, being cleared, except for the scales, wrapping paper and bag equipment necessary for serving customers and packing up goods. When a customer has made a purchase payment is made at the cash desk.

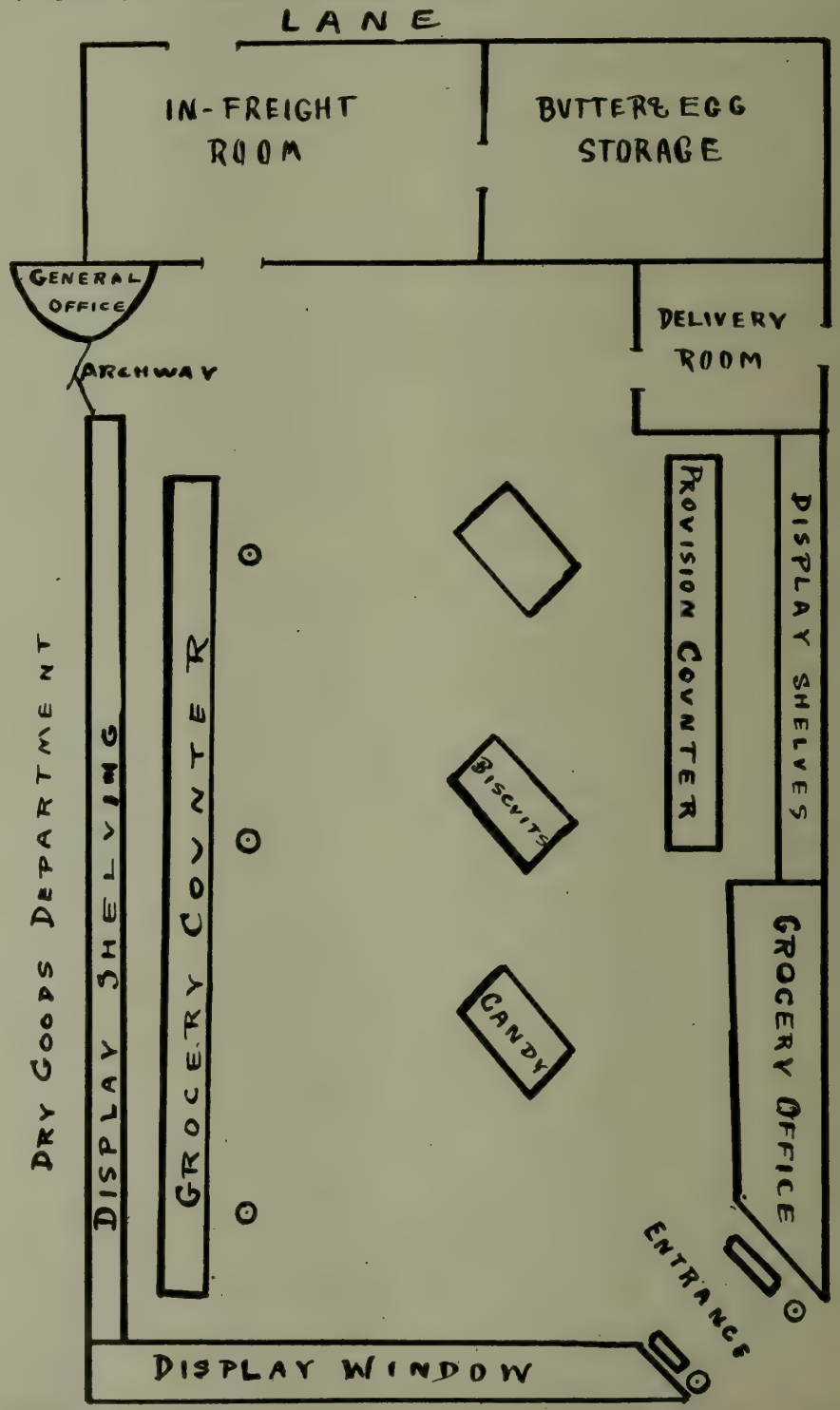
How Delivery Parcels are Handled.

Orders for delivery, whether received at the counter or over the 'phone, are filled at the back of the store in a section set apart for this purpose, and as soon as ready are placed in a basket and set in the delivery room, thus indicating they are ready for the wagon when it comes round.

This delivery room is a partitioned off corner at the back of the store containing about 144 square feet. The partition is mostly of glass, thus affording light from the side windows to flood the store almost as well as if no partition were there. The partition, too, serves as a check to the gusty weather outside, especially in winter when drafts are liable to make things unpleasant if not unhealthy in the store.

A door off the side street gives entrance to this delivery room for the use of the driver exclusively. When he enters the delivery room he knows that all the boxes and baskets there are for distribution, so he sorts his route and takes out his goods accordingly.

A laneway at the back of the store is used when goods are received into stock. There is a separate entrance from this lane into the stockroom, which is entirely shut off from the rest of the store.



Plan showing facilities for bringing in freight and delivering goods in Barrie Store.

Special Efforts to Attract Xmas Trade

Buying Dried Fruit—How It is Displayed—Showing Oranges and Apples—Business Done in Xmas Novelties—Attention to Confectionery Department—Fish Department Carefully Looked After.

CENTRALLY located in one of the best residential sections of Toronto, two doors from the corner of Bloor and Yonge, stands one of the largest retail grocery establishments in the Queen City. It is the store of R. Higgins & Son, an example of what can be accomplished in the grocery trade by proper methods and careful management. Like most of our successful business houses in Canada, it has evolved from a modest beginning and is the result of twenty-five years' strict adherence to business principles, backed by genuine endeavor. For a quarter of a century this firm has been expanding, gradually winning the confidence of a larger number of patrons and necessarily adding to the store in order to care for their wants.

Had Small Beginning.

The growth of this business from a small beginning to its present large proportions is just another proof to Canadian dealers of what may be accomplished in their appointed trade. Only a year ago a spacious meat department was added. The firm has a staff of twenty-five or more employes, and seven delivery wagons are necessary.

Fifty Per Cent. Phone Orders.

It has been the endeavor of the firm since the beginning to give the best goods and service possible and it has been this endeavor that has gathered about them some of the best customers the city has to offer. A fact that is worthy of note is that over fifty per cent. of their trade is done over the telephone, demonstrating the wonderful advance in this method of doing business in recent years. The firm does not send men out to solicit orders, but at times they solicit by phone when they have something special to offer. They have a long range of display windows which are of great value in attracting purchasers. With the business at its present proportions special attention must be given to each department, but this F. C. Higgins maintains should be aimed at by every grocer, no matter how small his busines may be.

Preparing for Xmas Trade.

The store has a considerable trade in dried fruits, the larger portion of which are purchased in the fall in good time for the Christmas trade. They fill up pretty well then the Christmas and winter requirements, using the amount sold the year before as an index to their purchases. There is at times one line which on account of price or some other basis will especially appeal to them. When they arrive they are stored in a cool portion of the cellar until required.

They believe that the best time to push a line is when the public is most likely to want them. Therefore there are certain portions of the season when they are given special prominence.

All dried fruits are displayed under glass in a sanitary manner. Sometimes they are shown in a display case, while the box with the glass top is used considerably for this purpose. If they find, as the season of demand is coming to a close, that some line is sticking, they reduce the price and clear it out. "The first loss is the best," they maintain. They find that there is little demand for table raisins, figs and kindred lines after the cold weather, and try to clear them out before then. This store does not feature nuts during the Christmas season only, as many stores do, but displays them all the year round.

Buy Apples as Needed.

A display arrangement whereby one box may be placed above another is used in showing oranges and apples. Besides showing them up well, it saves space. A large quantity of apples is sold, but Mr. Higgins does not believe in storing large quantities in the fall. "I find it wiser to buy as we need them, and pay a little more if necessary. Consumers generally follow the same plan. The city people do not go in for buying large quantities at a time. Of course when we can purchase some good line at a reasonable price, we do so."

Their fruit trade during the winter months consists principally of oranges, grapefruit, bananas and apples. In none of these lines, do they buy ahead, but for actual needs only. There is no wisdom, they claim, in loading up in fruit even if the price does look attractive. Fresh vegetables are handled all the year round, being a good trade attractor.

Christmas Novelties.

Christmas is a big season with this firm and special efforts are put forth at this time. "We handle considerable quantities of Christmas novelties," said Mr. Higgins, "but profits are somewhat uncertain, being cut into sometimes by the carry over. In order to make a good display a quantity such as will generally leave a surplus has to be bought. Once the day is past, it is little use pushing this line, and any left over have to be carried for another year."

They handle Christmas crackers, tree decorations, fancy candles and novelties. Green wreathing and Christmas trees are also carried, but they find they only pay when handled in quantities, and with a fair measure of profit to allow for depreciation and possibility of waste.

Handles Confectionery.

"We handle both bulk and package confectionery. In handling bulk goods care should be taken not to give overweight. If a person asks for 10 cents worth of 50-cent chocolates, he will not get a bulky package. The quantity is so small that the salesman is inclined to give overweight. But it is just like tossing coppers into the scale for in 50-cent lines every extra chocolate means a cent given away.

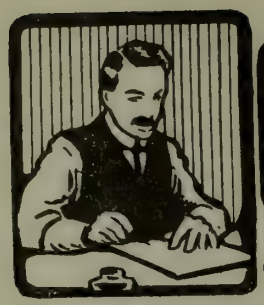
"As we are situated here and having to compete with the stores that handle only confectionery and are open at nights, we do not altogether specialize on this line. The big profit in the confectionery trade is in selling the expensive packages, such as the young man buys for his lady friend. There is no doubt that in the smaller towns where there are no high grade confectionery stores, the grocer could specialize on this line to good advantage." However, in spite of the big competition, the Higgins store does an appreciable trade in confectionery. A good-sized silent salesman is devoted to this line and each individual kind well displayed.

The Fish Department.

Fish is one of the store's big departments and special attention is given to this line, particularly during the fall, Xmas and winter seasons.

"I was forced to handle fish in self-defence," said Mr. Higgins, "just the same as grocers are required to do with many lines. Their competitors handle some line and in order to hold customers firmly they find it necessary to do so also. It is true that the more lines a merchant handles and does so in such a manner as to appeal, the less chance there is of customers going elsewhere to purchase."

The fish department is situated immediately to the side of one of the main entrances. The counter runs parallel to the window so that the man in charge has easy access to the fish shown in the window. This window is used for displaying fish all the time except in the middle of summer. All fish are sent out cleaned and ready for cooking. The fish are shown on porcelain platters presenting a cleanly appearance. Special emphasis is given to this department in their advertising. Fresh fish are the chief lines sold, the trade in salted lines being comparatively small in the cities.



Power of Printers' Ink



Why Town Grocers Do Not Advertise

Their Objections as Related by Newspaper Advertising Solicitor—Do All the People Know Them, Their Goods and the Prices?—Writer Says Not—Public Must be Convinced by Argument or Experiment, and Former Includes Advertising—The Cost in Small Town Paper.

By R. J. Fry.

To the smaller dealers in towns throughout the Dominion the question of advertising in the local press is often a difficult problem.

Does advertising in small grocery businesses pay? There are scores of grocers who will answer promptly that it does not. But there are always two sides to a case. And on general principles advertising always pays and pays handsomely provided you have the right sort of articles to sell and do your advertising in the proper way.

Objections to Advertising.

But consider for a moment the objections to advertising. Why do the smaller grocers not use newspaper space more freely? The writer recently solicited for advertising in a typical Canadian town of 3,000, where scarcely any of the grocers advertised. There are two weekly papers in the place, each a good medium for reaching the people of the town, which is rapidly growing, and of the rich and prosperous country surrounding it.

When questioned as to why they did not advertise a half dozen or more grocers gave the same story—the people of the town knew them, were familiar with the goods they had to sell, kept in touch with current prices and purchased all they desired without any newspaper solicitation. Under these circumstances advertising, it was claimed, would be merely a waste of money.

Contentions Made Realities.

So much for the side of the non-advertisers. But are their arguments sound and true? Did all the people of the town know them; were the people familiar with their goods; did they know the prices, and did they buy to the extent of their capacity? Unquestionably the contentions were erroneous in every instance. And therein is the essential value of advertising—it alone can convert contentions into realities and make facts out of theories.

How can all the people of even a small town know all the merchants? Population is continuously a changing quantity. As old residents depart, with a loss of custom to one merchant, new ones arrive, with an increased patronage for another, who secures them by some means of attraction—a neat store, effective display, personality, solicitation, advertising.

There's magic in repetition. The man who advertises consistently and persistently, if he is doing nothing else, is establishing a reputation for himself in the public mind—he is known and rated among men and buyers and sooner or later will get his returns. What's in a name? Everything if its reputation is reliable, and the fact is made known. The value is in the public knowing.

End Justifies the Means.

Do all people in a town know the qualities and prices of goods and purchase freely without solicitation? The merchant who imagines they do has yet a wide field of development before him if he will but take advantage of it.

Its fundamentally quality that sells goods. Their are but two ways of convincing people of the merits of any given article—by argument and by experiment. The latter way is the more satisfactory but people will not try a new thing without persuasion. You must argue first—in the newspapers and in your own store in displaying your goods—and the experiments will follow. The result and outcome will be conviction which ensures sales and profits.

Again, prices are a variable quantity and the merchant who would hold his business must be alive to the fact that the public is keenly interested in prevailing prices. Advertising is the best medium of presenting them.

The Power of Suggestion.

At times reductions can be made in clearing out lines, strong impressions being possible under such circumstances by judicious advertising. And finally, suggestion is a powerful factor in life and business. It is possibly most potent in its influence in the realm of salesmanship. If persons are to be induced to purchase beyond their mere requirements—if good salesmanship is to assert itself—advertising must be a vital factor in the campaign, for through it will be generated the power to attract and unite and inspire.

Cost in Weekly Paper.

Yes, advertising pays, if properly conducted; losses are impossible even in the small town. In the town to which reference has been made space was available at 12 or 14 cents per inch per week in either of the local newspapers. Fifty cents a week would secure an ad., which if changed every week, would keep a grocer's name before an ever-changing population, preach quality and prices in his goods, and enlarge his sales materially through seasonable suggestions. The cost would be so trifling that a single extra sale per week would meet it, while the enlistment by publicity of ten or twelve good customers as a direct result of such advertising might mean an increase of $1500 or $2000 in a year in genuine new business. Such is quite within the range of possibility in addition to stimulating regular patrons to larger purchases.

And yet some grocers wonder whether advertising at 50 cents a week in small towns pays?

The Features of Well Written Ad.Copy

Not Enough Importance Given to Form and Subject Matter, Says Critic—Fitness, Size, Uniformity, Intricacy, Symmetry and Variety, The Principles to Consider—Samples of Canadian Retail Advertisements and How Improvements Might be Made.

By A. H. Mackay.

It is strange how few grocers give thought to the value and importance of form and subject matter in their newspaper advertising, for unless they do their advertising cannot help but fall short of what they expected. In retail advertising it should be kept in mind that the value of an ad. is reckoned by the amount of goods it will sell.

The question is, then, how can an ad. be made to sell? and the answer is, inject selling talk into the ad. and arrange your advertising over his doubting mind must be complete before your written message will clinch matters and draw the bargain to a close. If it acts thus then it has passed what would seem to be the supreme test in advertising.

The assembling of the copy, clever though that copy be, is not all that is to be considered—there is also the psychology of form. It is admitted by all, and rightly so, that certain forms appeal more readily to the eye than others.

Two Good Reasons Why
You Should Buy Your Groceries at This Store.

1. Because you are sure of getting quality groceries that are strictly fresh.

2. Because for the same quality groceries you pay less here than at any other place.

The quality of the goods mentioned here cannot be questioned, and always bear in mind we save you money.

SALADA is the tea with the taste you will like. It brews out strong and delicious in flavor and has no bitter taste. Put up in one pound lead packets at 40c.

Eignt Hundred Baskets of choice Niagara Grapes, large, sweet and every one perfect. Three kinds, Blue, Red Rogers and White. 35c per basket or three for One Dollar.

Twenty Five Barrels of the finest Ontario and Nova Scotia Apples we have ever had. Both eating and cooking apples at 4lb. for 25c or $6.50 per Barrel.

Crisp, fresh Celery at 15c per lb., 2lb. for 25c. Large onions at 5c lb. Lemons 50c doz. Oranges 40c doz. Green Tomatoes 5c lb. Cabbage 4 lb. 25c.

New stock Wagstaff's Jams and Marmalades just in. Nothing purer in Preserves made. Made from following fruits, Strawberry, Raspberry Peach, Apricot—Per pail 75c and 85c.

Only 15 cases of peaches left, and they are just right for preserving—large, juicy and ripe. Price $1.50 per case. Quart Jars $1.25 Doz. Half Gallon Jars $1.50 per Doz.

47 PHONE THE PEOPLE'S STORE PHONE 47

GEO. McCULLOUGH & Co.

A Well Planned Advertisement From Stoughton, Sask.

the words so they will please the eye, drive home the message and ultimately compel action.

The Supreme Test.

To make a man agree with your view of a subject costs him nothing in the coin of the realm, but to make him buy five dollars' worth of your goods costs him five real dollars in cold, hard cash. The average man being prone to stop when going ahead means spending real money, it is evident that the conquest of

Since the possibilities of your printer may be limited you must of necessity confine yourself to the elementary forms of beauty such as are within reach of all.

Principle of Fitness.

To begin with there are certain principles or laws which one should become familiar with before attempting to arrange the form of an ad. The first of these may be termed "fitness" and concerns the size of your ad. It stipulates

Bell Trading Co.

Our Loss Is Your Gain

20 boxes fancy Hyslop Crab apples, regular $1.50, to clear $1.

25 boxes Wealthy Apples..$1.75

30 boxes Alexandras 1.75

The Last Call for Preserving Peaches

We have been successful in securing a limited number of boxes of peaches for preserving. Note the price.

$1.00 box

Our Tea

The Economy Blend is well named, goes farther than any other tea and is better than many brands offered in lead packets at 50c.

35c

3 lbs. $1.00

Bell Trading Co.

The Up-to-Date Grocers

A British Columbia Advertisement Presenting Some Good Features.

that it should be large enough to avoid the appearance of being skimped, and yet not bulky enough to denote extravagant waste. There must be due proportion. If you are introducing a new brand of goods through the medium of your ad. you must give that fact more than ordinary prominence. In like manner less important statements should be given less space.

The Size of the Ad.

The second principle might be called "quantity"; for much as one disparages undue extravagance in space, it cannot be denied that we are sometimes deeply impressed by the magnitude of things. A large building or a huge ship command our attention; so also will a half page or a full page ad. sometimes receive more attention than the subject matter deserves.

The third principle is "uniformity". For instance, the various articles placed uniformly on your shelves are much more pleasing than they would be were they strewn about haphazard. The same applies to the layout of your ad.

Intricacy and Symmetry.

The fourth principle is "intricacy." An active mind seeks employment. The love of pursuit seems to be implanted in human nature, consequently the eye often delights in following the ins and outs of a design no matter what form it may take; and any combination of lines which will lead the eye a chase, is assured of at least that much attention.

The fifth principle is "symmetry." Have you ever noticed how you shrink from anything that shows signs of toppling? A wagon with only three wheels would appear to you as ridiculous, as would a row-boat with only one oar. To be brief there must be completeness or at least a counterbalance.

Variety a Virtue.

And the last and perhaps most important of all principles is "variety"—the spice of life. Without variety our lives would indeed be dull, and so would our advertising.

Some Criticisms.

Herewith are given a few examples of the advertising placed by grocers in their local papers. These ads. have been selected indiscriminately from different parts of Canada.

The first, that of the Bell Trading Co. of Nelson, B.C., is a one-column panel ad. Part of the subject matter has been cut out for the purpose of making the illustration. The ad. is an unusual type but it certainly has fitness. There is no attempt to crowd the words nor yet is there any noticeable waste. In the subheadings and paragraphs there is an attempt to be uniform. The unusual shape serves for intricacy, while the heavy style of type at the beginning and the end denote symmetry and balance. The numerous articles mentioned together with the prices and terse remarks serve to give it added interest. It might be improved if a little more descriptive matter were introduced at the beginning of each subject heading.

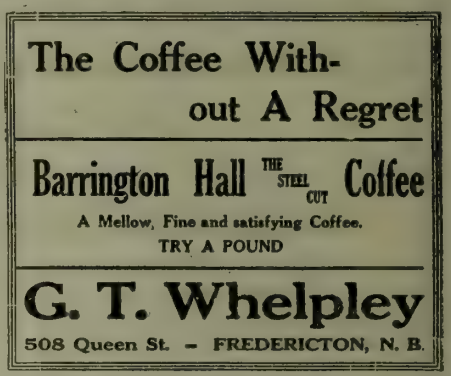
Printer Gets Censured.

From a typographical standpoint the ad. of Edgett, Grady Co. ranks poor. The border is badly connected, the word "molasses" is somewhat distorted and the spelling and spotting of several words is faulty. The layout idea is good, though the wording is a plain business statement that cannot be expected to get many immediate results. No prices are quoted and no attempt is made to induce people to buy.

A Lack of Balance.

G. T. Whelpley's ad. is fit enough—that is the space is sufficient to say quite a deal about Barrington Hall Coffee—though with regard to uniformity it hardly fills the bill. The principles of quantity and intricacy do not apply. There is practically no symmetry and it has violated the law of variety. The whole ad. needs to be re-arranged. As it stands it is a business card advertising Mr. Whelpley, when he wishes to advertise "Barrington Hall" Coffee. The cut-off rules should be eliminated; the first phrase should be in one line and the merchant's name should correspond with it in size. A great detal could be said about the quality and price of the coffee, for there are in the ad. some striking descriptive phrases.

Again in the ad. of Miles' Cash Stores there is no attempt made to induce people to buy. There is a too liberal amount of white space. Had the various groups of words been arranged in a symmetrical form there would be more pleasure given to the eye, and this could be added to by an apt illustration, or an appropriate motto, or some descriptive matter about the goods in the superfluous white space. The proofreading, too, is shaky.



New Brunswick Advertisement Which Might Have Been Improved On.

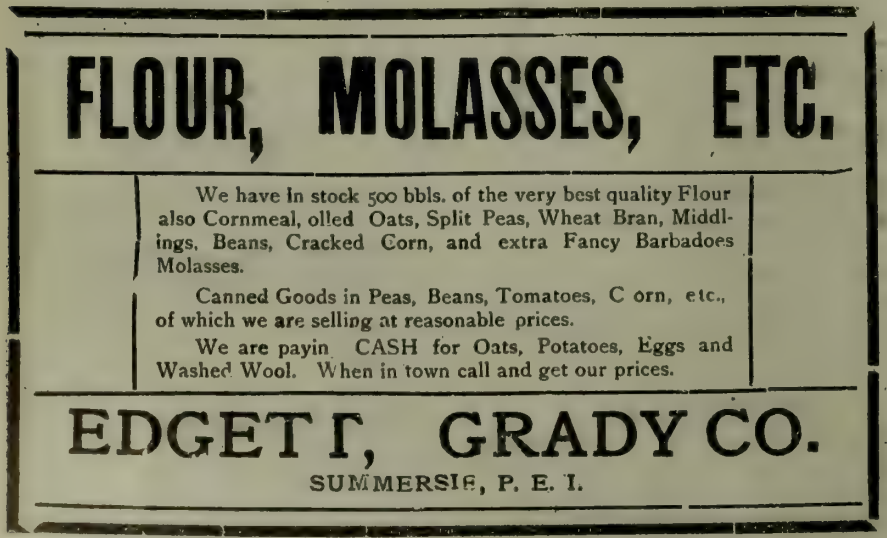
Design Well Thought Out.

The last ad., that of Geo. McCullough & Co., Stoughton, Sask., has evidently been designed and thought out beforehand. It is much in advance of what is usually found in the average country weekly. It might be improved typographically, but no doubt the limitations of a small printing office have much to do with type arrangement. It does, however, contain the elements of good advertising copy.

Opinions of Western Ad. Writer.

Since the above was written B. McLean, who looks after the advertising for McCullough & Co., has sent us expression of his opinion on the subject of advertising. Mr. McLean says:—

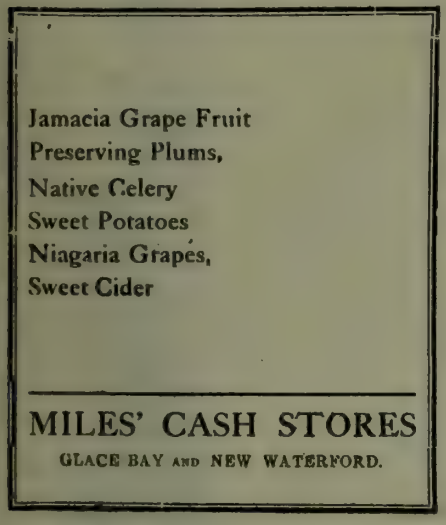
"I think it always pays to be honest in advertising. State what you have to sell in a clear, concise manner, and tell why people should buy it. Always use short, strong words familiar to everyone and I think you will find better results will be obtained.



Example of Too Many Typographical Errors. A Prince Edward Island Newspaper Ad.

"Every merchant should advertise articles of good quality. To advertise bad or indifferent goods is not good business and is certain to injure the firm. For instance, if oranges are advertised as "large, juicy and delicious" and a customer comes in and finds them nothing out of the ordinary in size or flavor two people are going to be disappointed—the merchant is going to lose a sale and the confidence of that customer is going to be lost in not getting exactly what was advertised. Honesty is the best policy in advertising as in everything else.

"I think advertising is absolutely essential to the upbuilding of any business, and that far more attention should be paid to it than the majority of merchants are giving it. If an article is advertised, and as a result a demand



Sample of an Ad. From Nova Scotia. White Space Too Prominent.

created for that article, advertising produces value because sales are made, profits increased and competition lessened.

"There are a number of merchants who look upon advertising as an expense, but I think money spent in advertising is an investment just as much as if put into buildings or real-estate, and that good advertising will bring back splendid returns on the amount invested.

"Another way that advertising is valuable is that it should convince people what they want to buy before they come into a store, and in this way one clerk is able to wait on more customers and his sales are more quickly accomplished."

McDowell Bros., of Dunnville, Ont., have realized the necessity of keeping up-to-date, not only in their methods, but have also equipped their store, after giving it a general overhauling, with some of the latest improved fixtures.

Got Results in Buy-at-Home Campaign

Back Page of Newspaper Contains Advertisements of Merchants in Different Lines of Trade—Strong Talk on Buying at Home in Centre of Page Gets Attention.

The merchants of Barrie, to induce home trading, struck upon the idea of advertising that fact in a campaign of education through their newspapers. While the idea is not entirely new there are certain features about it which are somewhat novel. The merchants (one in each line of business) contracted with "The Saturday Morning," a local paper, to use the whole back page of the weekly issue for six months to advertise their goods in such a way that comparison could be made in quality and price with the offerings of catalogue houses and stores in the larger centres.

Reasons for Buying at Home.

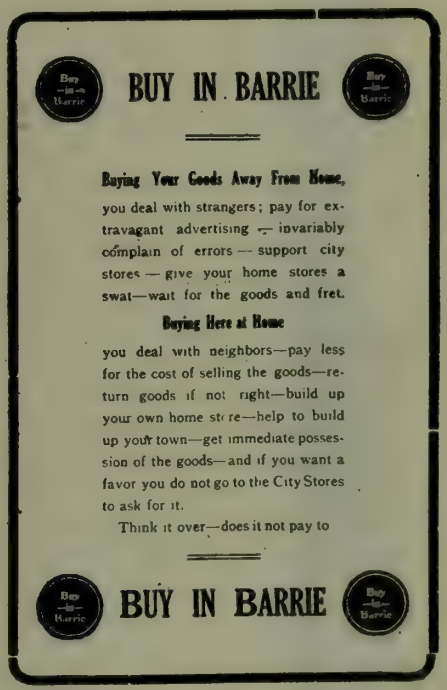
A "Buy in Barrie" letter, giving reasons why townspeople should patronize their own merchants instead of buying away from home, occupied the centre of the page and around this letter were grouped the advertisements of the town merchants, giving sample lists of their range of goods and prices.

The wording of the letter was changed weekly, and the reasons why purchasers should patronize their own home stores were put in short, sharp, crisp sentences. Some of the reasons may be read in the accompanying sample letter. Each of the advertisers occupied the same positions always, the advertising matter being changed weekly.

There was thus a uniformity to the appearance of the page.

Brought Noticeable Results.

In this way the page soon became a looked-for feature with a distinct news value, which, of course, added to the worth of the advertising. Gren. Caldwell, who represented the grocery trade in this department, stated that it was a splendid advertising feature, bringing business not only to his own store, but inducing a better and more loyal feeling between the Barrie purchasers and the Barrie merchants on strictly business grounds.



Sample Talk Used in Centre of Newspaper Page Surrounded by Advertisements of Various Local Merchants.

EARLY CLOSING QUESTION IN ST. JOHN, N.B.

Dealers Generally Endorse It, Although Police Magistrate Has Condemned By-law—Former Opponents Now Favor Practice.

Practically all organized opposition to the early closing movement in St. John, N.B., has ceased, and although the by-law governing the matter was condemned by the police magistrate, yet the spirit of the law has been quite generally observed throughout the summer by the shop keepers. They are not compelled under the interpretation of the law by the police magistrate, to close their doors at 7 o'clock, the time mentioned in the ordinance, but the great majority of grocers and other dealers, do so, thus giving themselves and their clerks a longer respite from labor than if a later hour were agreed upon.

M. E. Grass, grocer, of Germain St., who has been one of the leaders in the movement for early closing, says that many of those dealers who actively opposed the enactment, and gave money to the fight to defeat the passage of the bill, are now in favor of early closing, as they have found that their business interests are not affected. Even after the by-law was declared ultra vires by the court they kept their stores closed. He hinted at action by the Early Closing Association in the near future to have the passage of an act by the provincial legislature, authorizing the police to close the shops in the evenings.

The clerks of the city are almost unanimous in approving of the early closing, and there would probably be strenuous opposition on their part if asked to return to the system of closing "any time before ten."

RESULTS OF CONFECTIONERY CONTEST

First Prize	- -	Arthur R. Martin, St. John's, N'fld.
Second "	-	Allister R. McLeod, Sydney, Cape Breton
Third "	- -	Chas. J. Snider, Brantford, Ont.
Fourth "	-	Geo. S. McKenzie, Kelowna, B. C.

Other good articles received were from the following: J. A. Cronin, Kincardine, Ont.; J. J. Jackson, Brandon, Man.; G. P. Colwell, St. John, N.B.; H. E. Osborne, Edmonton, Alta,; Joseph Dubuc, Quebec, Que.; Robt. McPhie, Nutana, Sask.; J. Brunner, Tavistock, Ont.; Chas. Simmons, Strathmore, Alta.; Chas. E. Fisher, Iroquois, Ont.; Henry Slason, Winnipeg, Man.; J. P. Browne, Cherry Valley, Ont.; A. J. Northmore, London, Ont.

Handling Confectionery -- First Prize Essay

By ARTHUR R. MARTIN
St. John's, Newfoundland

Should a grocery dealer handle confectionery? Well, this depends; if he is a live man in business for what he can make out of it, and is desirous of increasing his profits, then he should certainly handle confectionery.

I know of no line of goods which command such a ready sale and yields such a good all-round profit as this does. Candies properly handled, should bring in from 15 p.c. to 30 or 35 p.c. profit.

Must Know the Goods.

But, of course, a man must watch himself carefully—he must know the goods he is selling. If this be impossible, if he has never paid attention to this branch of his grocery business, and has not the time to attend to it personally, let him engage a capable assistant who has a thorough knowledge of confectionery—its varieties, makes, qualities and its prices. Or let him select one of his staff who has a pretty good general knowledge, one who is quick with ideas, neat, methohical and tidy. Place this clerk in full control of the confectionery branch, let him attend solely to it, and if the goods handled are of the right kind and prices right, before long he will begin to reap the benefit of good profits, quick returns.

Quality Should Supersede.

There are various things to consider. Let quality, not quantity, be the first thought. If you sell a line of chocolates that pleases—however small or large the sale may be—you can count on many a customer coming again.

Care should be taken in the selection of confectionery of all grades. Should you wish to carry goods of different grades see that each is of the best quality and purest ingredients. I do not mean to say that only the most expensive lines should be handled; but if you have the choice of several articles retailing at the same price, choose the best of that class. It is of utmost importance that the candy you retail at 15c or 20c per lb. be the best obtainable at that price, as it is for the 70c lb. candy to be the best of its line.

The Whole Truth.

Beware, too, of recommending or stating goods to be of better quality than they really are. For instance: You sell a 30c candy recommending it to be worth 40c; if it be not so, nine out of every ten of your customers will quickly notice the difference, and as far as your store is concerned it will probably be "never no more" with them. Besides, if the candy is really worth 40c, there is no earthly reason why you should not sell at 40c.

Where Cleanliness Comes In.

Remembering the old saying, "cleanliness is next to godliness," see that everything in connection with your confectionery trade be kept scrupulously clean. See that your attendant is cleanly and nattily attired, and have all loose candies taken up with a "scoop" or candy shovel, not with the fingers. Nothing offends a particular—and often a not very particular—customer so much as to see confectionery handled with the naked hand. Besides being distasteful to the sight, it is not safe from a sanitary or hygienic point of view.

All goods, either loose candies or the dainty fancy packages so dear to women's hearts, should be under glass — either on the shelf or in showcases and "silent salesmen." This keeps them practically, if not wholly, free from dust and prevents them becoming damp. Dampness will quickly spoil any pure sugar candies and high-grade confectionery.

Selling Loose Candy.

For the dealer's own good it would be better did he not sell loose candies in too small quantities. I know of one firm here who will not sell less than a half-pound loose, although selling packages of ⅛ or ¼ lb. Others, again, do not handle loose confectionery of any kind, declaring that in selling in small lots there is so much "breakage" of weight that they derive little or no profit from the transaction. This, of course, depends upon the weighing. If carefully done there is no reason why one should lose profit; but oftentimes when selling lots less than a half or a quarter pound the quantity seems so small for the money that one is constrained to put in a few sweets extra. This must be carefully guarded against. For it not only swallows up all profit, but the next time a customer comes he expects to get the same amount for the same money, and you frequently have to give it else lose his custom. Needless to say a customer of this kind is not worth having.

Using One's Selling Power.

Ingenuity and attractiveness of display are big selling factors. I would advise all dealers to devote a certain part of shelving to confectionery — especially package goods—having the shelves made dust proof and damp proof by sliding or hinged glass doors. This should be in a prominent part of the shop, and in front of it "silent salesmen" and convenient showcases for loose candies. Both the shelves and showcases can, with a little trouble, be so artistically arranged as not only to immediately catch the eye, but also to give an air of distinction and attractiveness to the whole store. You have no idea till you have fitted one up how "catchy" and fetching a well-arranged confectionery case looks.

Neatly printed or brush work price cards, telling the different varieties and rices of the candies might be placed here and there to great advantage.

Always a Fresh Stock.

An all important thing to see to is that your stock of confectionery be always fresh. It will please your customers to have goods they can rely upon and with this end in view you would obtain better results by carrying a varied stock sufficient for a few weeks, than by laying in a big stock which would take months to sell. Better buy in small quantities even if the cost is a little higher, for what you lose by spoilage in the other case would more than off-set the slight difference in profit.

An occasional window display would help increase your sales. But care should also be taken here to avoid the dust, dampness and sun. Choose, if possible, a window into which the sun does not shine, or failing this, one which can be protected from the sun's rays. If your windows are not closed at the back by doors, glass or otherwise—display your goods in showcases placed in the window. Of course package goods might be placed in the open window, but it is always safer to keep them under cover.

Give Attention to Paper Bag.

Always, when selling, have loose candies put into bags made of good, clean, strong paper. A good idea is to have some small cardboard boxes made with a ribbon handle, suitable for holding half-pound or pound purchases. These may bear your business name and a suitable advertisement. The cost is trifling and the convenience and neat-

ness are a source of pleasure to many people.

The Best Seasons.

There are certain seasons when there is bound to be a large increase in the daily candy sales—Christmas, New Year, Easter and others. Experience will teach you the requirements of each and you will generally want to lay in a larger stock than usual, particularly of choice goods. A small advertisement at such times—and indeed at any time—will bring good results, especially if you feature certain popular lines at popular prices.

To give a resume of what has already been said :—

I.—Keep your goods free from dust, dampness and sun.

II.—Have everything in connection with handling spotlessly clean.

III.—Let quality be of the best and prices in keeping with the quality.

IV.—Know your goods; if necessary read them up so as to be able to talk intelligently about them.

V.—Keep your stock fresh and new.

VI.—Watch the weigh and keep your goods constantly before the public.

A confectionery display attracts the passerby who, if well pleased, will come again and may eventually become a regular customer. By far the largest part of the sales is cash, the turnover is quick and the profit good. Surely this is sufficient inducement for any dealer to handle confectionery ! If not, there must be something wrong with his make-up, and the sooner he gives up business and retires the better it will be for everyone.

Handling Confectionery--Second Prize Article

By ALLISTER R. McLEOD
Sydney, Cape Breton

It is the ambition of every live up-to-date grocer to make as much money out of his business as possible. Consequently he is always on the alert watching for methods and schemes by which he can extend his business and make it more profitable. Owing to the fact that the profits in the retail grocery business are being yearly weighed down, and the fact that it now costs the grocer so much more to conduct business than in former years, it is necessary for him to branch out and handle other lines in which larger profits are made.

That is why the majority of grocers to-day, who are the up-to-date ones, carry a nice line of confectionery, which pays handsome profits. From my experience I would say that the grocer who to-day neglects confectionery along with his grocery stock is neglecting one of the best paying propositions in his business.

It Needs Attention.

But, of course, as with any other line of merchandise, the confectionery department has to be given careful attention. The day has passed, and I think gone forever, when a grocer's stock of confectionery consists of a few pails of bulk goods and the cheaper grade of chocolates, and when there was no demand for the higher priced goods.

The customer who to-day purchases confectionery demands the same high standard of quality he receives in groceries. People have at last got acquainted with the fact that cheap groceries are dear at any price, being injurious to the health.

Advises Modern Fixtures.

As I mentioned before, the grocer who wishes to successfully conduct a confectionery department has, as in other branches of his business, got to devise methods and plans to make it a paying proposition. To do this many up-to-date grocers have gone to considerable expense in having this department fixed in an attractive manner by installing expensive and up-to-date fixtures, and it is here where a good many grocers "fall down flat." They realize there is good profit in confectionery. But not having the means of making a display, and lacking the courage to invest a few dollars in fixtures and display cases, which would in a very short time pay for themselves, they give the idea up. They rest content with handling a few lines which they have hid under their counters, or displayed on their shelves, where they are exposed to dust, sun and heat, flies and germs of all kinds.

No wonder these grocers sometimes sit back and complain about business being dull, or no money to be made in certain lines of goods, or wonder how it is their brother grocers across the street are doing such a large business.

Make Success Sure.

From my experience in handling confectionery, that goes back over the past ten years with some of the best firms in Nova Scotia, I would advise any grocer who intends going into this line, to go into it with a determination to make it a success. Don't be afraid to spend a little cash, when starting. As the old saying goes, "Never venture, never win."

There is perhaps no better season than at present.

The Christmas trade will be on in a few weeks, and this Holiday season affords an excellent opportunity to make some money, as everybody wants candy at Christmas. By starting in now the grocer has lots of time before the Christmas rush to get this department in good running order, and providing he stock a good class of goods, at right prices, he can made a nice extra profit.

Confectionery should be attractively displayed. The dealer should also do a little advertising.

Silent Salesmen Valuable.

There is no better way or means of display than the use of one or two nice "silent salesman" display cases. This necessitates the outlay of a little money, but in a short time will pay for themselves in increased sales, and at the same time give the store an up-to-date attractive, inviting appearance.

Buy Often and Light.

The next question, and a very important one, is the purchasing of stock. To this part of the business the grocer should give his most careful attention. In getting the right class of goods, and in buying in right quantities, and especially during the summer season, attention should be given. The better plan is to order only a small quantity and order often, rather than in large lots, and run the risk of having the goods spoil on your hands. In any case, I would advise ordering only a month's supply at once.

Always keep your goods up to the same high standard, and you will always have satisfied customers. Remember, the quality of the goods is remembered long after the price is forgotten.

Patronize Best Manufacturers.

The better plan is to avoid handling the product of too many different firms. Stick to the firms who produce the class of goods that give entire satisfaction to your trade, even if you have to pay more for them. In this way you can generally depend on having satisfied customers, and in a great many cases,

by buying all your goods from two or three different manufacturers, there are times when one can get many advantages in the matter of prices, terms, etc.

On receiving goods, see that they are opened up, and checked off carefully. Mistakes are liable to happen with the best of firms, and in packing the goods shortages are liable to occur, and where there is, perhaps, a shortage of a box of high-grade goods, it cuts the profit down considerably. To avoid losing anything, check carefully, so that you will get all that is coming to you. It is customary now with a good many firms to supply glass trays for holding different lines of confectionery, and it is as well to have these, even if it is necessary to purchase them. They afford a better means of display, and, where the more expensive "cut glass" trays are used, it gives the display a rich appearance.

Using Camel Hair Brush.

Although it requires a great deal of time, still it is a good idea to have each chocolate brushed or wiped off, that you use for display, giving them a much better appearance. A small camel hair brush can be purchased at a trifling cost, which will serve the purpose.

After display is neatly arranged in "silent salesman," have a few small price tickets printed, arranged on the trays in a position that will not mar or spoil to the effect of your display, but at the same time bring about the desired result.

Do not sell from display case, but from surplus stock, which should be stored in a cool dry place. A portion of store should be set out for this stock. Keep chocolates free from air; the air as well as heat has its effect upon this class of goods.

Scoops Versus Fingers.

Great care should be exercised in handling these goods to the customer. Nothing is more disgusting to the average customer, than to see a clerk picking out chocolates with his fingers. This is a practice which should not be tolerated in any store. At an outlay of a dollar or so, a grocer can purchase a number of scoops suitable for this purpose.

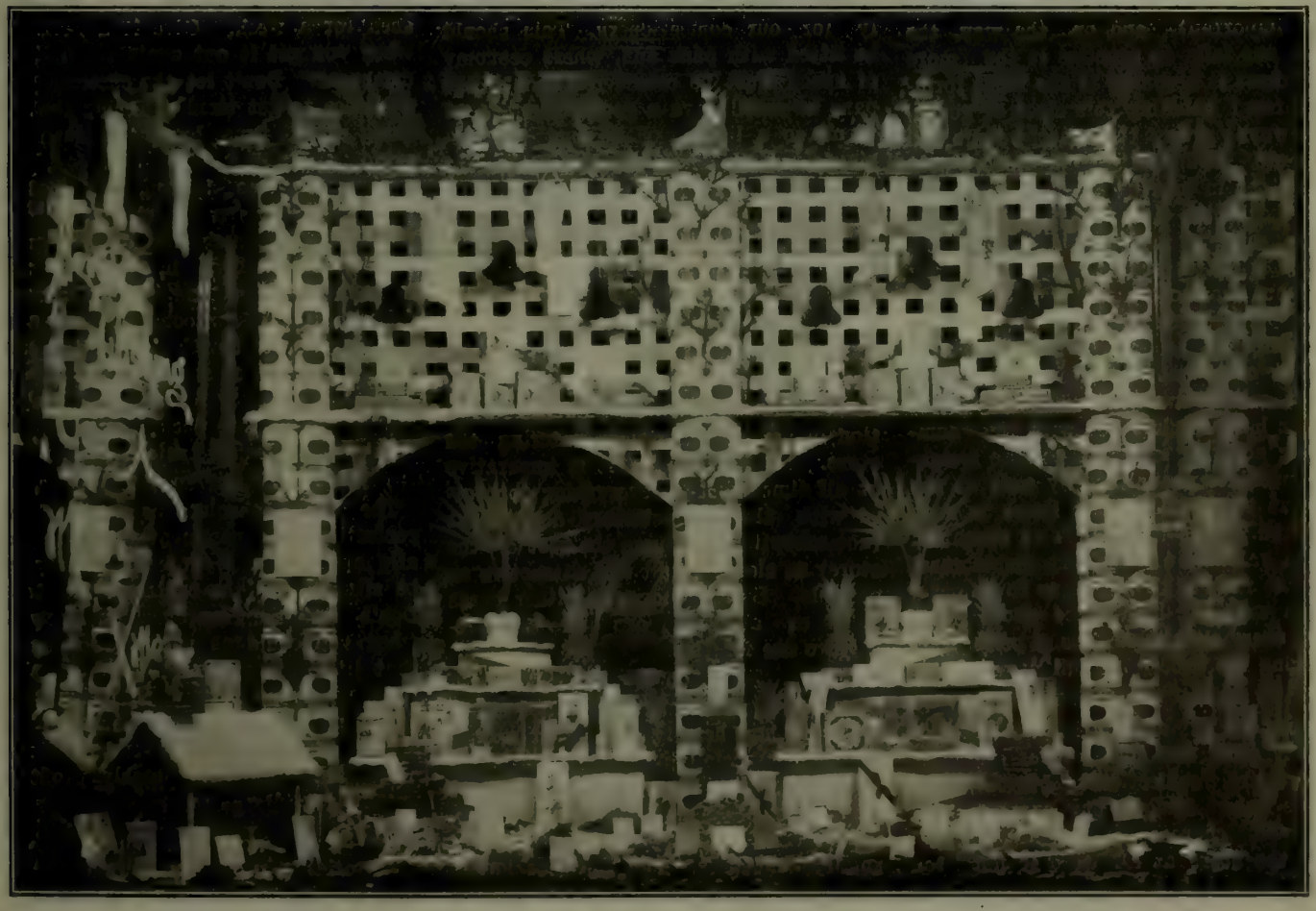
The higher priced goods should never be put in a paper bag where a customer purchases half pound or more, or any reasonable quantity. This should be placed in an attractively gotten up carton, which can be purchased at a reasonable cost in any large quantity. This method insures the customers of her goods being kept from getting "mussed," as is the case with chocolates when put in a paper bag. At the same time it offers an opportunity of doing a little advertising, as an ad. can be printed on the carton.

Small Ad. Brought Results.

I know of a case where a package of chocolates had been purchased at a store where I was formerly employed, and sent to a friend in the country some miles distant. Our firm's name and line of merchandise was neatly printed on the bottom of the carton, along with the following little ad.:—

Quality Groceries and Confectionery, "Our Motto," "Then Prices."

The family to whom the package had been sent, did not know there was such a firm in existence, but at this particular time they required their annual supply of groceries. They were in the habit of mailing their cash orders to one of our competitors down the street, who was not just giving them entire satisfaction. Seeing our name on the package, and noticing we handled groceries, they decided to give us a trial. We received a $25 order, and now they are regular cash customers.



Christmas Window Which Has Been Shown by W. Dowling & Co., Brandon, Man., Featuring Confectionery.

Handling Confectionery--Third Prize Article

By CHAS. J. SNIDER
Brantford, Ont.

How often we come across the grocer who, no matter how large or how small his business, says he can't be bothered with confectionery; that it is out of his line or that he has no room for it, but who really never took the time to figure it out and get down to plain facts.

Now in the first place in answer to the question of why every grocer should handle confectionery (or anything else for that matter), the most important consideration is profit. Is there a living profit in confectionery? I should say yes, decidedly, if properly handled. The grocer to-day considers himself amply repaid with a profit of 25 per cent. Suppose then if we tell him he can add an extra 10 per cent. or 15 per cent. to that, and in many instances in the confectionery trade easily double it, would he then say there is no money in confectionery? I think not.

Weighing Correctly.

Well then considering the question of profit settled the next thing I would call important, and by the way, the more one fails to practise it the more important it becomes, is the habit formed through handling this class of goods, of always giving the exact weight and no more. In handling confectionery sold by weight in nearly every instance we find the better class lines, even though commanding a higher price, are invariably the better sellers, and not only that but the more profitable.

My point then is this,—in handling confectionery, to get the maximum profit out of it one cannot be too careful about correct weight. This may seem rather hard at first but with the computing scale or other up-to-date weighing machines so universally used at the present time, this little knack is soon acquired. This in itself is an education and a valuable one for the simple reason that the clerk who learns to be careful in weighing high-priced goods will do it every time regardless of price, thus ensuring the grocer his full profit.

It Attracts New Customers.

Those of us already handling confectionery often find some of our best customers are "confectionery customers"—people who seldom buy anything else and who, chances are, wouldn't come near the store at all were it not for this. It is safe to say that before long these customers see on our shelves or counters some little thing they require, and often we find them buying more and more until soon we have them on our grocery list,—customers gained solely by coming to the store in the first place for their little luxuries.

The Young Man Buys.

Then there is the young man who drops in for a cigar or his particular brand of tobacco. Before he leaves the store we have the satisfaction of seeing tucked down in his pocket a package of something tempting for his "lady-love," and last but not least is our regular grocery customer who, once in a while takes a notion for a few candies and find that they can satisfy their cravings without going "across the street."

So much for that; now for the best methods of handling confectionery to produce the maximum turn-over, profit and good-will. The care or expense required in handling this important commodity is by no means great. In the first place we have a good show case or silent salesman which we reserve entirely for our confectionery. This should be fitted with pans and, where economy of space must be considered though the pans be small have a goodly number of them, so a little variety may be displayed. A pan holding from three to five pounds is quite satisfactory. Of course the more room you can spare for display the greater will be your sales as confectionery like everything else well displayed is half sold.

Showcase Near Entrance.

The show case should be placed near the entrance or in as prominent a place as possible so as to attract the attention of the customer upon entering the store. Needless to say it is imperative at all times to keep everything connected with the confectionery department (not excepting of course the rest of the store) as clean, bright and attractive as possible. Small scoops in either brass nickle or aluminum are quite satisfactory to use for this.

Hints on Buying.

In buying confectionery it is not necessary to buy heavily and by no means advisable especially of course in warm weather. Until the grocer knows just what class of goods appeals to his particular trade it is always best to buy in small quantities, but when he knows just what he can sell, he should always make sure that he has plenty of each line to carry him over until the next call of the confectionery traveler, because nothing hurts trade more than continually being "just out" of any staple line. I have already mentioned the absolute necessity of exercising care in weighing. Too much cannot be said about this and if we bear it in mind we will find it will help us in more ways than one.

Pays the Higher Price.

Another word about buying. Here is a practise I have seen "kill" more than one promising confectionery corner in the grocery store. In buying goods of any kind where quality counts I always find it good policy to pay a cent or two more a pound or a dozen for an article and know your customer will come back for more even though your profit may not be quite as large as it would be on a slightly inferior article; for after all the satisfied customer is the grocer's best advertisement.

If you find a certain line doesn't sell as quickly as it might, put it on the shelf for a week. Give it a rest and when you get it out again it will soon disappear. Don't let the customer have a chance to get tired of seeing the same thing every time he comes into the store.

The Christmas season, now fast approaching, offers a splendid opportunity in the confectionery line. Every grocer at this season lays in his little stock of oranges, nuts and other Christmas delicacies, and how could he better finish this off than with a tempting little display of candies any where from the cheap mixed candy for the "kiddies" to the more elaborate package that appeals to the most refined taste?

Keep Customer in Your Store.

The almost absolute necessity of the confectionery department should especially apply to the grocer who may not be situated in the centre of the town. Don't let the customer go elsewhere when you could as well as not supply that little want and remember these little wants soon grow to be irrestible habits so that the candy counter in the grocery store soon becomes an indispensable and above all highly profitable proposition.

Editorial Note.—The fourth article, that by Geo. S. McKenzie, Kelowna, B. C., has been held over until a future issue on account of lack of space.

Success of Western Pioneer Merchant

Ontario Man Who Went West in 1874, and Who From Small Store Has Built Up Large Business in Moose Jaw—Staff Has Increased From One Boy Assistant to Fifty Employes.

T. W. Robinson, founder of T. W. Robinson departmental store in Moose Jaw, Sask., is an old Ontario boy who has made good in the West.

The future of this portion of Canada was still an unknown quantity, when he decided to throw his energy and vim in that direction. The development of the West is indeed well known and it may truly be said that Mr. Robinson has kept well up with this advancement. From experience he knows much about the trials and tribulations of the Western pioneer merchant, which he has gleaned in the development of his business from shack size to that of a large, modern departmentized store.

Worked in Winnipeg.

Newmarket was the birth-place of Mr. Robinson and it was in 1874 that he first turned his steps westward. His first position was with Stobart Sons & Co., general merchants of Winnipeg, where he remained six years, and then served one year with the Robinson & Co. store.

The spring of 1883 found him on his way to success. With W. H. Rumsey also a Newmarket man, as partner, he opened a store in Moose Jaw. The building in which they commenced was one storey and a half high and 20 by 30 ft., the upper portion of the building serving as a residence.

A Small Construction Camp.

In those days, Moose Jaw was only what the C. P. R. construction camp made it. The railway passenger service only extended as far as Regina, but the railway force had moved forward to Moose Jaw. In the surrounding country there were only twenty or thirty settlers. The railway employes, numbering about 300, were good customers, and while they remained, there was a fair amount of business in dry goods and groceries for Robinson & Rumsey, and also for their opposition, a man named Wellington.

The railway camp remained until 1885, in which year also Robinson & Rumsey sold out and returned to Winnipeg. Mr. Robinson was there a week when he heard that Wellington had failed. He immediately turned around, took over the Wellington stock from the creditors and sold it. Settlers were then beginning to come into the country, and he determined to remain in Moose Jaw.

Enlarge The Store.

Following the Red River rebellion in 1885, times were very hard. "Settlers were steadily pouring in, however," states Mr. Robinson, "and conditions gradually improved. In 1889 we doubled the capacity of our store, making it 60 feet instead of 30 feet. In 1893, we bought the next lot south and built a store of solid brick, 27 x 80 ft. with two storeys and a basement."

It was in 1903 that the present firm was formed with T. W. Robinson as president; W. F. McBean, formerly of Forest, Ont., as secretary-treasurer and manager; and Arthur Lowe and D. H. Thompson as directors. Mr. Thompson has since retired. These three men had all been with Mr. Robinson from 6 to 9 years previous.

Since then there have been other enlargements. They have several departments and groceries is by no means the least important. The floor space of the original store was 600 square feet, while the present is more than 20,000 square feet, showing the big expansion.

Encourages Young Men.

Mr. Robinson believes in encouraging the young men whom he gathers about him. This is evident by the partnership opportunities which he extended to those who had given him faithful service, and of which they immediately took advantage. In the rapid development of the West, the ambitious young man is eager for business in which he has personal interest. Mr. Robinson immediately recognized this fact, and a loyal, enthusiastic, efficient organization is the result.

Not only does this firm use the Moose Jaw papers for advertising purposes, but a price list is thoroughly distributed over the field every six months. Thus the Robinson Co. are as constantly represented in the homes of the people as are the distant mail order houses and the plan has done much to educate and hold the local and district trade.



Grocery Department T. W. Robinson Co., Moose Jaw. A view that suggests business-like methods.

Enthusiasm will not keep itself alive either in employer or employed. See that your clerks have constantly before them an example and incentive.



Hardy & Buchanan's Fine Store in Winnipeg, Man.

Canadian Dealer Not a Slot Machine

Typical Case of Winnipeg Grocer, Illustrating the Power of The Retailer to Sell Goods in Which He Has Become Interested—Gets After Business—Doesn't Wait for Demand—Some of His Methods.

"What is our motto, did you say? Why, The Store of Plenty, Good Things to Eat—and hobby? Always Something New! and we endeavor to live up to them."

Such were the words of W. P. Buchanan, junior member and general manager of Hardy & Buchanan, one of the oldest established firms in Winnipeg.

And truly this firm appears to be living up to its motto, for the store is bright, clean and attractive and everything businesslike.

Went West From London and Ottawa.

The success of this firm has been in keeping with the development of Winnipeg and the West. Coming West from London, Ontario, where he had been engaged in the grocery business, Mr. Hardy established a business at the corner of Notre Dame and Isabella streets in 1883, where he gradually built up one of the largest family businesses in the city.

Twenty years ago W. P. Buchanan came west from Ottawa, Ont., a mere lad, and started his career as a clerk for Mr. Hardy. His capabilities soon became apparent to his employer, and in 1896 he was taken in as junior partner. With the development of Winnipeg, however, business increased and the store was being continually enlarged to accommodate the trade, until the fall of 1898 a branch was opened on Market street.

Business continued to develop and another branch in 1903 was started in Fort Rouge, which was at that time fast settling as a residential district. A few years later, however, Mr. Hardy's health broke down and he was forced to retire from active business. This disaster resulted in the sale of the downtown stores and the concentration of Mr. Buchanan's energies to the Fort Rouge store, which required all his time. To one who has not lived in a growing city such rapid development and settlement may seem amazing, and to some extent it certainly is.

In building the first section of his present store in Fort Rouge, 7 years ago, Mr. Buchanan was forced to cut down trees to lay the foundation, and to-day this section is looked on as an old settled district where the streets are paved and cars have been running for years.

Extensions Necessary.

Since building in 1903 the store has been enlarged three times, the latest addition being only last fall, when an adjacent store was taken in, until it now possesses capacity enough to handle one of the largest retail businesses in the city. Seventeen helpers are required, viz.: Five drivers, one bookkeeper, warehouseman and ten clerks, who are kept on the move, as well as a boy to carry out short orders in basket.

Follows Up Residential Trade.

Upon looking at the splendid fixtures and displays, one naturally thought the firm must own the premises, but such is not the case. "No," said Mr. Buchanan, when asked, "we do not own these premises; as I cater to a family trade you can readily understand that I have to follow the residential districts. If they move I move. I believe in a growing city like Winnipeg that the best policy is to rent store space."

"Well," said Mr. Buchanan, referring to the building up of his trade, "as I stated before, our motto is the store of plenty, and good things to eat, and hobby, 'Something new.' and I endeavor to live up to them.

Always Looking for New Lines.

"We are continually on the lookout for new and attractive lines, and are thereby always increasing our stock.

"Towards this end I take a trip south and east every winter to the principal cities such as Chicago, Boston, New York, Montreal and Toronto, to pick up new ideas as well as lines. If I see a line that I think would sell, I secure a sample and try it. If it goes I order more.

"But there is no use securing new lines if you don't advertise them. By this I do not mean newspaper advertising altogether, but make large window displays, changing the display regularly once a week. In fact, certain clerks look after the windows and are continually trying new designs. We never use price placards in our windows, as we can't find time to write them, but I believe the practice is a good one, and will sell the goods. I have found that it always pays to display yonr lines to the best advantage.

Four Phones Busy.

"Do I advertise my goods only by window displays, did you say? Why no, this would not be enough. I don't use the papers, but I make it a point to let our customers know what we have. We do a large telephone business. We have four 'phones which are kept busy most of the day, and night when a holiday comes along. All or any of the clerks take orders, and if a new line has just been introduced he mentions it to the customer. Many of our customers will ring up and ask for a certain clerk each day. This, I think, is a good plan, and we encourage it, as the clerk gets to know exactly what that particular customer likes, consequently, if something is introduced which might take this customer's fancy, he rings her up and notifies her about it. Customers like this interest taken in them, and they invariably order, and come back again. Each clerk puts up his own orders so that there can be no possible mistake, and if any it can be located immediately.

Interior Displays.

"I think interior displays are also advisable, such as silent showcases, silent refrigerators and delicatessen counters where cooked meat, ham and bacon are displayed. We always carry a large stock of all kinds of imported goods, especially United States, as we have a large American trade, and they seem to prefer these goods.

"A good example of this is seen in Jones' Dairy Farm Sausages. Three years ago I paid Mr. Jones a visit at Ft. Atkinson, Wis., and made him an agreement to handle his line exclusively in Manitoba. When I received the first shipment I telephoned some of my American customers and told them I had this line for sale. Orders immediately began to pour in. Our customers told their friends and I secured many new and good customers amongst Americans by this move. Then again, to further introduce this line, Mr. Jones had a model of his farm made for me in New York, for use in window displays. This model can be lit up with electricity, and when different colored bulbs are used a good effect can be obtained. This is used in the winter, as these sausages and bacon are only manufactured in the winter.

"But new lines are no good unless advertised or displayed so that they would sell. If a particular line seems hard to sell, keep moving it around the store, and sooner or later it will go. "Keep the lines moving in every way is a good system to always follow."

"How do you go about to increase your fall or Christmas trade? Mr. Buchanan was asked.

Keep Store Fixtures Clean.

"Well," was the answer, "I don't do anything special or out of the ordinary. At Christmas we decorate, and keep on displaying our lines, of course, showing those which are more appropriate to the season. Good display windows and show cases, always scrupulously clean, will do the trick. If a new customer comes in, give him satisfaction, and he will like your cleanliness and come again.

"Seventeen Ounce to Pound" Store Closes

Did Not Last Long in Montreal—Also Gave 13 to the Dozen and Cent With Each Purchase of Canned Goods, Etc.—A Jobber's Opinion.

The "17 oz. to the pound" grocery opened a short time ago in Montreal is no more. Like the oft-quoted Arab's tent it quietly disappeared, in striking contrast to its official opening, considerable newspaper advertising having been used to inform the consuming public that this new grocery enterprise offered a golden opportunity to save money practically with every purchase. Seventeen ounces, the people were told, was this firm's offer as against the other grocers' sixteen, and the word "dozen" was effaced, for the "baker's dozen"—thirteen. In addition, one cent was given with every article of canned or bottled goods.

The "17-oz. pound" grocers certainly invited the public to a pleasing store where modern ideas in the grocery business abounded. Their stock was new, and it was displayed to advantage. In this respect many of the stores of the city might have profitably taken a hint. The windows were always attractive and the store was well lighted throughout. But the people did not vie with each other in an endeavor to leave their money with the new firm and "the golden opportunity" was regarded rather lightly.

As one jobber remarked, "The people on this side of the line lack the United States sentiment towards stores of this kind." It may meet with approval among our neighbors to the south, but if this store's experience is to be taken as an example it is safe to say that Canadians prefer their own staid and regular method of doing business. It is not known just exactly why this store was unsuccessful, but the fact remains that a clothier is now in possession and one can hardly realize that the transformation was so precipitate and complete.

USING WHITE WRAPPING PAPER.

The use of light white paper in wrapping many groceries impresses customers when they observe its purpose. The writer has recently been in a number of good stores, and noticed the rather frequent use of this kind of paper. In the ordinary store, articles like lard are first covered with a thin paper, which is somewhat proof against grease.

The paper referred to is almost the same. It was used to wrap fresh sausages, new figs, dates, and some other articles that were inclined to be oily or moist. With the usual paper outside of this, the parcel reaches the customer in a neat, clean condition, the outer paper showing no marks of where the oil or moisture might have come through. After all, it is in these little points that the real class of a store is often noticed most.

Lethbridge, Alta., expects to secure a vinegar industry. Geo. Kellar, Spokane, has been there looking over the ground.

J. Wagstaffe, Wagstaffe, Limited, Hamilton, has gone to the Pacific Coast on a pleasure trip.

Operating Two Stores in One City

Kingston Dealer Caters to Residential District With One and Laboring Class District With the Other—Both Classes Would Not Deal at One Store, He Claims—Much of Buying for Both Is Jointly Done.

An old saying declares that it is not wise to put too many eggs into one basket. Some have disputed the statement, saying that the large deposit may safely be made if the basket is then carefully guarded. This seems to have little to do with the grocery trade, yet it has, since the two courses are being followed in business every day.

Is it wiser to have one large store, or to have two or more smaller ones? Is it better to sell all the eggs from the one large basket or from two smaller baskets? Which course is likely to result in the profitable disposal of the greater number of eggs?

As in all other questions there are many factors which would have to be considered before a correct answer could be given. The individual grocers will know of these factors, better possibly than the writer, it will be proper, therefore, to set forth in this article only one side of the question—the contention held by John Gilbert, of Kingston, Ont., that it is more profitable to operate two stores than one store which would be as large as the two combined. Mr. Gilbert does not lay this down as a rule which would apply everywhere. But he does say that it is so for him, in Kingston.

The Case of Expense.

The expense of operating two stores in different parts of the city are greater than those which would be incurred in running one store as large as the two. This, Mr. Gilbert states frankly. But that is only one side of the question. It is not so much what he spends but what he makes for the expenditure which interests every business man, and Mr. Gilbert has found that the returns from his two stores are enough greater than the greater expense to make his policy seem entirely wise.

In groceries, more than any other class of trade, business is done with a neighborhood. It is the woman living two or three streets over who sends her child in with an order a few minutes before six o'clock. It is the man who passes the store in the morning who brings in a daily order. And so, by increasing the number of stores, the number of neighborhoods from which business is naturally drawn is increased.

Location of the Two Stores.

In Mr. Gilbert's case, one store, a fine one, is situated in the heart of a residental district. There trade is secured from the best of Kingston's citizens. The other store—less fine but still a thoroughly up-to-date place of business—is located in an entirely different section. There live laboring men and their families. It is these from whom trade is secured.

Now, through advertising, people of the better class might be—and as a matter of fact are—brought to Mr. Gilbert's principal store from all parts of the city. But no amount of advertising would be likely to induce many of the laboring people to do their buying there. They would not go to that locality. The housewife in a working man's home has not much time to devote to shopping. She sends out, or goes herself, to the nearest shop.

So, this second store of Mr. Gilbert's catches a class of trade that he would in all likelihood, otherwise miss. In other places this might not prove to be the case, for it might not be possible to get two neighborhoods so different, but in Kingston the doubling of stores has proved a good move.

The buying for the two establishments is of course looked after from the larger place of business. Some lines are carried by both places, but there are others which suit one store and not the other. Mr. Gilbert knows of these, and in fixing every order has one or other store in view.

In both shops an effective and cheap form of advertising is adopted—not to the exclusion of newspaper advertising—but as a supplement to it.

Potato Nailed to Blackboard.

A good supply of potatoes is secured for instance. A black board is taken outside the door. One of the finest potatoes is impailed with a nail and fastened on this; and underneath is written the kind and price of the potatoes. It is surprising how such a device interests passers-by and regular customers. It puts the potato before people and they buy.

In the preserving season a sealing wax was being sold. This, Mr. Gilbert advertised in the papers. But he did not not stop there. Outside his window he showed some jars, sealed up with the wax. The object lesson brought exceedingly satisfactory results, as object lessons practically always do.

How an Ad. Sold Cider.

Another good advertising move made by Mr. Gilbert was during a recent typhoid scare. The water, rightly or wrongly, was blamed for the spread of the malady; and taking advantage of this, Mr. Gilbert advertised cider. "It is considered unsafe by many to drink water," he stated through the paper. "Drink some of the fine new cider we can supply."

That ad. brought the briskest business in the apple juice which Mr. Gilbert had experienced in years.

Possibilities in Pushing the Sale of Macaroni

Macaroni, vermicelli and spaghetti are seasonable groceries worthy of special attention now that the cold weather is practically here. Considering macaroni alone, for there is but little difference between the three articles, there are a number of reasons why the grocer should interest himself in it. In the first place it is wholesome and nutritious, and everybody likes it. It offers no trouble to the housewife in its preparation. It is cheap and should be easily sold to those who have not been using it. It can be safely recommended to customers of all classes, and lastly, but by no means least, consider the profit to be obtained by large sales of macaroni.

Demand is Growing.

The fact is that in the past the majority of people have eaten macaroni only when they dined at hotels and restaurants but for some reason they did not bring it into their own homes. Of late, macaroni is finding its way into more and more grocery stores and naturally the trade are putting their selling powers behind it with the result that it is becoming better known among consumers. This is the usual method by which a good strong business is built up. The writer recently passed an east end Montreal store in one of the windows of which was an attractive display of macaroni and vermicelli.

Much can be done with these articles if they are handled in the proper manner. It is hardly necessary to say that soups have a special appeal to people during the frosty and cold weather. Now, although macaroni has many uses it is best known from the fact that it is mostly used in soups and should therefore find a place for itself in the fall and winter campaign.

Sherbrooke Dealer's Xmas Preparations

Arrange Displays That Attract Trade — How They Gauge Their Buying—Fish Department Separate From Groceries — Handle Poultry Extensively.

Bray Bros., Sherbrooke, Que., grocers, will soon begin to give their store that appearance suggesting Christmas. When the new dried fruits, nuts, peel, etc., have arrived, their customers will receive more than one reminder. To a representative of The Grocer, one of the members of the firm stated that a window display with interior arrangements are the principle methods by which the seasonable goods are advertised. Of course with telephone customers, suggestion has to be depended upon for the most part. Women begin shortly to purchase these goods and it is not a difficult matter to get rid of them.

As various grocers have stated, they employ their ordinary but none the less effective methods with the majority of the season's goods. Those that are in most demand are brought forward and by many different methods are made conspicuous. But first position, especially in interior arrangements, is given to lines that need a little extra effort to sell.

About Buying.

Mr. Bray in buying his fall and Christmas supplies bases estimate principally on the business done in the previous year. If one line had sold particularly well there was a good reason for buying a little more of that for the coming year, while articles that proved slow are cut down in quantity. Experience seems to be the best guide in these matters. When one finds himself in the middle of January with a stock that may linger too long on his shelves his best opportunity for selling has gone. The average opinion is that it is best to have but a small carry-over after the rush. This means that the grocer has obtained a good price for his goods, he does not need to hold special sales, and he can generally buy for future requirements at favorable figures.

Of course, he must be guided by market conditions. If the tendency is upward, it is best to provide for a rise and vice versa. The grocer may make his usual purchases in the early summer but should watch the markets in the fall in order to obtain a fair idea of what way they are going to move and to protect himself for whatever contingency arises.

A Fish Department.

Bray Bros., have an extensive fish trade. They have regular customers for fresh fish the year round and with the beginning of the cooler weather add haddies, bloaters, kippers, cod and such lines Mr. Bray expressed the opinion that this is a legitimate and profitable line for the grocer. The principal demand for fresh fish is on Friday and arrangements are made for express delivery on Thursday. Bray Bros., have a refrigerator for fish alone. It is kept in the cellar where the fish receives whatever preparations are necessary for delivery as soon as they arrive. The firm has regular customers and the trade is therefore guaranteed. Mr. Bray stated that very seldom, indeed, was there trouble over the quality of the fish. The large dealers are eager to satisfy their customers, the retailers, realizing that their business is bound to be affected by delivering inferior stock. In the example mentioned above the fish is kept apart from the groceries with practically no extra trouble. The main thing is the refrigerator and cleanliness in the handling of goods and in the care of the articles used thereby.

There is always a good demand for the prepared fish, oysters, lobsters, etc., especialty during the fall and winter seasons.

Handle Poultry, Too.

With the first frost there is the beginning of the poultry trade, which reaches its height during the last two weeks of December and the first of January, and is more or less in evidence throughout the rest of the season. Bray Bros. used to import the most of their supplies from the west but as the price advanced they gradually secured their poultry from the Eastern Townships. Arrangements are made beforehand in order to be sure of at least a certain amount of stock.

On the whole, the fall and Christmas business receives considerable attention from Bray Bros., who are now well into the first round of the work.

GROCERY STORE THAT NEVER CLOSES

A Non-Closing Plan Being Tried Out by a Missouri Grocer— Can Buy Goods at Any Hour.

A non-closing grocery store has been opened by Ira L. Daley at St. Joseph, Mo., in direct opposition to the early closing movement which is gaining popularity throughout the world.

The "all-night" grocery store was opened in May of this year. There are no telephones in the store and no delivery wagons on the route. Sales made during the day are to transients and cut prices are the attraction.

After regular business hours, the "open all night" feature is the head line and brings a certain amount of trade that would go to other stores operating during daylight hours. Every sale is for cash.

Located Close to Theatre.

Considerable trade, the proprietor reports is transacted up to midnight. The store is located in a theatre district, and to theatre-goers it suggests food to be taken home for a post-theatre lunch. From midnight until three o'clock there is little demand for groceries. After that time the worker who begins his labors early, comes in for supplies for his breakfast and the lunch that he carries with him.

"Such a store as mine," admitted Mr. Daley, "might not succeed were it not in an unusually good location.

Gets Waiting Street Car Crowds.

"It is also at a street car transfer point and being open at all hours people make it a waiting room. We welcome them for I know by experience they seldom pass out, without making a purchase.

"Even if they do not buy anything while waiting for the cars, we have gained something; these people will have become familiar with the store, and will sooner or later become customers. That is one reason why a location is an important factor in an all night store."

Is there a demand for an all night grocery store in any large city? Will it become popular? Is it profitable?

FOR CARE OF FLOUR.

The lack of air and light is bad for men, says a writer, and equally so for flour. That is why the flour storehouse ought to be of good dimensions, preferably with a high ceiling and well lighted and ventilated.

It is best that the flour storehouse contain nothing but flour. It should be particularly free from odorous substances, because the flour readily absorbs the odors to the detriment of its quality.

It is preferable not to store offals or bran in the flour warehouse. Offals are frequently infested with "mites" which easily get into the flour. Cleanliness should be the inflexible rule in flour warehouses.

Handsome Interior of Quebec Store

Relation of an Attractive Interior to Business Done—The Particular Customer Prefers to Purchase From a Sanitary Looking Establishment—Some Features of Importance.

The attractive grocery establishment has come to stay.

Scores of successful grocers have built up big businesses merely on the first essential of neatness and cleanliness and after that, good service.

So much by way of general argument as to the importance of interior arrangement and display. What now of the detail and application?

Fine Quebec Store.

As an instance, take the splendid grocery establishment of Elzear Turcotte, of Quebec City. Views of the store are presented herewith. A study of them cannot but prove of interest and profit to all grocers.

First impressions, whether or not the best, are certainly lasting. On entering this store one is immediately struck with the splendid light from the wide windows by day and gas and electric by night. The windows, of course, are also utilized for attractive displays. The excellent light, combined with a light sanitary metal ceiling, which is also somewhat of a reflector, and the hardwood floors, make a most attractive outline within which the general detail of store furnishings, may be worked to advantage.

Display of Canned and Bottled Goods.

In the one illustration it will be noted that excellent use has been made of canned and bottled goods in the way of display. The bottled goods are on the spacious shelves extending the full length of the store, while the canned lines are arranged in the form of a pyramid in front of the counter.

Cases are utilized to good effect with extracts and small bottles. On top of each are soda boxes tastefully displayed, while along the shelves an occasional sign relieves the uniformity. The counter, spotlessly clean, and the stools in front, are also catchy features.

Not less attractive is the other illustration. The shelves, with bottled, package and tin goods, surmounted by the canned goods, present the same neat appearance. The light from the window shows the case goods admirably, both in front and in the rear of the counter. The bottled lines make a striking effect. The desk wicket with the cash register neatly centred, adds dignity and lends a truly business aspect to the entire scene. What is shown of the walls gives the appearance of artistic taste and simplicity in general treatment.

The Heating System.

And one more item, lest it might be overlooked or forgotten if not reserved till the conclusion. Note the heating system, as may be determined by a glance at the radiator. A hot water-heating system! How many grocery stores have one? There are no evidences of old stoves and coal scuttles or wood-boxes in this establishment. Modern methods prevail throughout. The hot water system of heating is, indeed, ideal for any grocery store.

Do these methods and fittings cost money? Of course they do. But the point is they make money, too.

In years past any sort of a corner store would do for the grocery business.

To-day, however, conditions have changed and the grocery must be num-



Above Illustrates Fine Arrangement of Bottled and Canned Goods in Elzear Turcotte's Establishment, Quebec.

bered among the most attractive of the modern stores.

Did you ever think that people—the ordinary run of people anywhere—are more particular in purchasing what they eat than in the selection of anything else?

Therein is the key-note of success for the modern grocer. By a fine store and a neat display he can readily impress people, impress them so forcibly that instinctively they will be drawn to his store and give him their custom.

Management of a Grocery Department

Views of a Manager in Western Canadian City—Peculiarities of Buying—A Gamble in Many Cases—Bottled Goods An Important Item in the West—Methods of Order Taking—Assigning Duties For Each Clerk.

By Leonard L. Stephens, Regina.
Mgr. Grocery Dept. Regina Trading Co.

The buying for a grocery department to-day is practically a gamble. Canned goods must be ordered before the 31st of May to get the 2½ per cent. discount on opening prices; but as far as this year's prices are concerned we find that we are on the winning side, not only in canned goods, but on cheese, salmon and a number of other articles.

Importance of Bottled Goods.

One of the chief items in a grocery stock in Western Canada is bottled goods. These are so many and varied that a manager must know the class of trade he is catering to, and also see that the clerks are familiar with that trade as well as the goods. It requires a good deal of tact to be a good grocery salesman.

When a customer asks for a certain line of goods she has been using perhaps five thousand miles away, it is up to the dealer if he is ever alive to the business to do his best to procure it. But if there is only likely to be a limited sale for that article he should buy a limited quanitity. There is no necessity in buying a gross of any line if a dozen of the same article will last for three months. They not only depreciate in value, but the interest on the money in nearly every case will more than cover the extra charge on small quantities.

The management of the grocery department needs a good deal of tact and forethought. To get each clerk adapted to his work is the most important matter to be dealt with. Nothing can be done without a system. Each clerk takes a share in the keeping of stock, in attending to the fixtures, bins, or whatever part is allotted to him; and any stock not in place can be located at any time, by the manager knowing what each clerk is expected to do.

Telephone orders are most important and it requires the best man in the store to attend to these.

Errors made in filling orders should be attended to personally by the manager.

How Orders are Taken.

The order counter system works well in our grocery department. All orders taken by the clerks are entered with the time and number of the clerk and then are checked and transferred to the order counter; from there they go to the delivery room, where we have regular hours for delivery.



An Interior View of the Elzear Turcotte Store in Quebec. Note the Attractive Metal Ceiling and Display Bins.

Post-Xmas Trade Changes from Years Ago

Not the Falling Off in Business After Festive Season There Used to Be, Say Eastern Ontario Men—Napanee and Brockville Dealers Express Their Opinions—Comparison of Business in December and January.

Have people's ideas of Christmas changed?

Ask the hardworking father of a family, struggling to get the money which will enable his wife to give all the presents she wants, and he will say that they should. Ask the grocer who supplies the Christmas board and he will say that they have.

Yes, Christmas customs like all other customs have altered with the years. The season is not now what it used to be, and grocers have to make different preparations from those which were necessary a decade or more ago.

Christmas is still a time of merry making. Still it is a time of feasting, but not of unaccustomed feastings. Once the Christmas season was like the seven years of plenty following the seven lean years. It was the time when everyone ate everything possible—varieties and quantities unknown during the rest of the year. But now that simple old custom has passed. People prepare for Christmas dinner, but only as they prepare for many special dinners. The meal has ceased to be a landmark.

A Season of Brisker Trade.

The grocers are the ones who notice the change. "Prepare for Christmas?" said one. "Why of course we prepare for Christmas. But you must remember that we only regard it now as a season when trade is a little brisker than ordinary. The delicacies sold at this time are in greater or less demand the year around. The day when business fell off alarmingly after the heavy Christmas buying has passed. Of course there is still a little slowness for a day or two, but it is short lived."

A. S. Kimmerly, of Napanee, Ont., is one of those who testifies to the change in the Christmas celebrations. "The season is not one for gorging now," he remarked. "It is a time when we can sell a few more delicacies than ordinarily; when we can sell goods for decorative purposes better than at other seasons; but it is a time when we can sell all the staples too. Our trade is heavy before the great holiday, but it is not followed by any great depression."

According to Mr. Kimmerly, the merchant may best guide his Christmas preparations by those which he made the year before. By the transactions he has carried on during the whole twelve months he can tell whether the demand is likely to be greater or less. If he has kept track properly he will know which articles he was short of the former season, and will thus be able to judge how much extra he had better buy.

Regarding new lines the grocery does not have to worry greatly. Through advertisements he is advised of these, and travelers call for his orders. "I have found that it is simply a case of deciding what I will need and then placing my orders," said Mr. Kimmerly.

January Compared to December.

As proof of the contention that it is not necessary for business to fall off after the Christmas season is over, might be quoted figures from an Eastern Ontario merchant's books. These show that in December, 1910, the business transacted amounted to $8,300, that in January, 1911, the business done was only $100 less, while in February the volume of business was over $10,000.

A part of this satisfactory condition must be attributed to the fact that the grocer carried on a grain business in connection with his store. The sales here were heavy after January, so that the total business transacted grew rather than diminished.

Such a line might not be good in cities, but in towns where there is a good farm trade, it might be profitably added if the conditions were favorable. The grocer, of course, would have to have considerable room at his disposal to take on such a branch. Also it would be only a source of loss and not of gain if so many others were in the field that competition would be strong.

As is the case when a merchant is considering the addition of any new line it is essential that great judgment should be exercised.

A Brockville Opinion.

Like Mr. Kimmerly, so William Rhodes of Brockville Ont., states that Christmas now does not make the difference in provision buying that it did in years gone by. Yet some lines, fruits, spices, candies, and similar goods, are still in great demand.

Special lines, Mr. Rhodes believes, are well worth carrying. They may not always bring a great profit but they do bring people to the store, and that means an ultimate profit. Special lines, moreover, may be used to make attractive window displays, and their use may be advocated in the advertisements.

Benefit From Advertising

Advertisements. That is a much argued point. There are grocers who contend that their lines cannot be advertised effectively. Mr. Rhodes is not one of these. "I believe in advertising," he said, "and do more about Christmas time than at any other season. In large cities, where a man gets all his trade from a certain section, advertising might not pay; but in a city like Brockville it is different. Men and women from all parts of the city deal with me. Farmers from the country round come in. I find the papers a good way to let them know of some specialties I am handling."

BREAD KEPT ON GLASS SHELVES.

A neat and clean method of handling bread is employed by N. Chartrand, a grocer on St. Antoine St., Montreal. On one side of his store there is what might be called a cupboard built into the wall. It is about six feet high, or a little more, two or two and half feet wide and about the same depth. It has a door with glass panels enabling the clerk or customer to examine the interior, without opening the door.

The best feature, however, are the glass shelves. They are of the same thickness as window glass and can be removed whenever desired. There are no cracks or crevices into which crumbs can drop and mildew. The walls of this cupboard are always kept clean and the glass shelves make the rest of the work a very easy matter indeed. Mr. Chartrand likes the idea, himself, and knows that it pleases his customers, too. He is also careful about bread remaining long in this display case. It is capacious and can accommodate quite a supply of the staff of life. He keeps it fresh and clean by always carrying only fresh bread, and in this respect he is simply carrying out the store principle that he has made his motto.

E. M. Trowern, of Toronto, secretary of the Retail Merchants' Association of Canada, was in Chicago recently, where he addressed a meeting of retail merchants, representing two hundred thousand dealers in thirty-five States of the Union. The convention lasted three days and an association was formed along similar lines to the Canadian Retail Merchants' Association. Our neighbors to the south have never had a national institution until this, the "Federation of Retail Merchants," was formed.

M. J. Maloney, President of the Detroit Retail Grocers, was elected president of this newly organized body.

Store Cleaning Starts Off Fall Trade

First Consideration in Montreal Dealer's Preparation for Coming Season—Why This "House-Cleaning" Is Necessary—Effect of Bad Odors on Public's Opinion of a Grocery Store—Pushes Sale of Flour.

Off with the old and on with the new. N. Chartrand, a St. Antoine St., Montreal grocer, puts cleanliness first in his considerations of store management. When the representative of The Canadian Grocer called at the store a short time ago he found the first part of the fall painting done and was told that in a few days the work would be entirely completed.

The ceiling had received a new coat of immaculate white and other exposed parts of the interior showed signs of recent attention. A wash-woman was expected to give the floors a thorough cleansing. This was to be followed by the dusting of the shelves, biscuit boxes and the other goods in tins and bottles, and a final touch was to be given the interior to make sure that none of the dust had simply settled again, but that it had been removed.

Getting Ready for Fall Trade.

This, by the way, was Mr. Chartrand's method of preparing for his fall, Christmas, and winter trade. To the representative of The Grocer he gave his explanation of this care and cleanliness.

"During the summer" he said, "dust is bound to make its way into the store. You may go over the shelves regularly but there is bound to be an accumulation. Also, flies may have crawled in behind the boxes and bottles to die and there is certainly a need for a renovation of the store. During the summer the doors have been open and there has been fresh air a plenty. But it will soon be time now to keep the doors closed and you must have an agreeable, inviting air in the store, otherwise customers will not like it. You will understand that if the dust and flies of the summer are not removed and the interior not brightened and made pleasing it is almost certain that when the heat is turned on it will not be long until the presence of dust is noticed."

This then are the reasons for the cleanliness in the Chartrand store. The proprietor is a believer in the value of this care and attention and each season is inaugurated with a general house-cleaning.

Banish Bad Odors.

While on this subject, Mr. Chartrand voiced a few other opinions which will be upheld by the best grocers. One of these might be termed the general effect of bad odors within a store. It all arises from carelessness, said this grocer. An over-ripe apple here, a banana there, a sweet potato somewhere else, grapes, potatoes and so on. Saturday is always a busy day and it is a poor store that has not been upset by a day's activity. The grocer knows the picture of Saturday night about the time the blinds are being pulled down.

The doors are shut tightly, and the store is left in this condition until Monday morning. Mr. Chartrand claims that this is not as it should be. The people have brought in the dust of the street, and there is the litter following a busy day. There may not be an odious smell in the store but it is not sweet and wholesome. Goods that are at all



This Dealer's Fall Campaign Begins With Brightening Up the Store.

likely to take up the store odors will certainly do so.

There is a certain fragrance about the air in a good clean grocery store that appeals to customers. It may be regarded as a guarantee of wholesomeness and cleanliness and it should be found in every establishment that makes any pretensions of quality and modernness.

Winter Goods are Shown.

Having renovated the store and made it brighter and more pleasing than ever, Mr. Chartrand brings out his fall and winter goods more prominently. In the centre he has had a purely summer display. It generally consisted of seasonable goods. These are removed now and the space devoted to dried fruits, such as currants, raisins, apricots, prunes, dried apples, dates and figs. The staff begin to put their selling efforts behind these new goods and business hums in the new season.

Flour Gets Attention.

Flour is another article that Mr. Chartrand gives special attention. He has always found new interest in flour as soon as the cooler weather sets in and naturally he leaves nothing undone to get his share of the trade. He makes a display in a conspicuous place and now and then puts in a window. To The Grocer he stated that the customer still bought a large quantity of flour especially during the time of the year now approaching. These several lines illustrate the general plan by which Mr. Chartrand begins his fall trade. "If you come back in about two weeks," he said, "you will find quite a change, I think. One must keep abreast of the times and it would never do not to anticipate the wants of our customers during the various seasons of the year."

WOULDN'T BE WITHOUT MEAT SLICER.

"If I did not have a meat slicer during the summer months," said J. Smith, a Montreal grocer, at the corner of Bernard and Clark streets, "I do not know what I should have done. Often there were four and five people at a time to be served, and I know that if I had to cut the meat in the old-fashioned way those customers would have grown weary of waiting, and might not have waited. Besides, when you are cutting boiled ham you can make clean cuts with the machine that would be almost impossible in the old way."

Mr. Smith is a modest grocer, doing a safe business, and he realizes that cleanly methods are always appreciated. "The meat cutter is sanitary and neat. You do not have to touch the meat with your hands, and the customer not only likes the manner in which the slices are made, but she can see for herself that everything about the cutting and handling is as she would have it."

Continuing Mr. Smith said: "Boiled ham is one of the features of the summer trade, and just about this time breakfast bacon becomes prominent. There is always a steady demand and considerable work to be done with a meat cutting machine throughout the whole year. Of course, you have to cut quite a bit of meat before you have paid for your machine. Mine cost $85, but in the long run it has paid for itself, and you are pleasing customers and making money for yourself, for the cutting machine prevents odds and ends of bacon and hams collecting."

Village and Catalogue Prices Compared

The Mail Order Question as It Stands in Havelock, Ont. — Prices of Local Grocers Below Those of the Toronto Mail Order Stores—Big Houses Using Few Low-Priced Lines as Baits—Ad. Used by One Dealer to Defend His Trade.

In Havelock, Ont., 100 miles east of Toronto, the merchants tell you they have had strong competition from the mail order houses. Investigation at the express and freight offices there shows that big Toronto houses are drawing considerable trade that rightly belongs to the merchants of Havelock.

However, there is one thing that the merchants there do claim, and that is, that the amount of mail order sales would be a great deal larger if they had not put forth some efforts to offset advances of these catalogue houses. They did not shout to the housetops that they were commencing a campaign against mail-order buying, but quietly, whenever opportunity presented itself, each merchant impressed upon a customer the fact that he could give just as good value, quality considered.

Thus, has much been done to overcome this drawback of the trade.

A Railway Centre.

Havelock is a railroad town; wages are received monthly, so that on pay day each month, the people have plenty of money with which to purchase from mail-order houses, if they are so inclined. It is well known that an extremely large volume of money flows into Havelock monthly, and the mail order houses, always alive to such facts, have seen that their catalogues are profusely distributed in the town. The prices in them look cheap, because they are able to pick out a few odd lines, which the mail order house have underpriced as baits.. The conclusion is that they are selling cheaply.

What Comparison of Prices Shows.

Merchants of Havelock, or of any other town have, however, an important lever, which if properly used, should put a complete stop to mail order buying. It is true, that taken straight through, quality considered, merchants of Havelock have the mail order houses beaten on prices. This is not mere hearsay, nor the idle boast of a dealer, but a statement founded on facts and figures secured by impartial investigation on the part of The Grocer.

The prices of a number of staple lines as listed in the catalogue of one of Toronto's big mail-order houses were secured. Dealers in Havelock were asked to give prices on the same goods of the same quality. The comparison is here given, and demonstrates beyond doubt that the good people of Havelock, although their intentions may be the best, are losing money by purchasing from the catalogue stores. Not alone are the home prices as a whole lower, but in comparisons, freight, draft exchange and postage, should be added to the mail order prices.

This is the strongest argument possible against mail-order buying. It is not necessary for the dealer to appeal only to the loyalty of citizens. Opportunity is open to appeal to their business instinct, and to show them in dollars and cents just why they should not send their money away from home.

Power of Good Advertisement.

One dealer in a small town discovered his prices were below that of catalogue houses. He drew up a comparison somewhat similar to the one here given. He used a full page in his local paper, heading it; "Some facts and figures concerning mail order competition." Then followed: "The practice of buying goods of mail-order houses is an expensive habit, and in the end is a money loser for those who practice it. Let us compare a few methods and prices. You are obliged to send them your money before you see what you are buying. You are obliged to buy from pictures and descriptions. You must pay the freight charges. In case goods do not suit, you have the goods and they have the money. It is a well recognized fact, that many people will accept goods of these catalogue houses without a murmur, which they would not accept of the local dealer at any price. For bait, they may sell you sugar and a few other articles for less money than they purchase them. But they must do more than make up on other articles. Their expenses are enormous. It costs them far more to sell a dollar's worth of goods than it does any average dealer. Few people realize that it costs one of these houses $350,000 a year to merely issue their catalogue, and this is surely added to the selling price of the goods."

Injuring Property Values.

"Not counting all these things—the fact that you are hurting the value of your own farm or property, when you hurt this town by diverting money; the fact that we take your produce and give you goods in exchange; the fact that you can get credit here when you haven't the ready cash, and can always bring goods back and exchange them when they are not satisfactory; in spite of all these facts, if you could get goods cheaper of the mail-order houses than of us, we would advise you to do it. But you can't do it. You have a catalogue that you can study in the evenings, and prices in it look cheap, because you have plenty of time to study them, and the description is written in fine language. But, if you take your catalogue and compare prices right through, and if we don't furnish you the same articles, quality considered, cheaper than the mail order house does, we will give them to you, and you won't be buying anything from a book description either. In support of our statement, we quote a few prices for comparison."

COMPARISON BETWEEN MAIL ORDER AND SMALL TOWN PRICES.

	Mail Order	Havelock
Extracts, assorted, 2 oz.	.10	3 for .25
Coarse salt, per barrel	1.75	1.50
—— corn syrup, 2-lb.	.12	.12½
Molasses, per tin	.10	.10
Sweet sugar corn	.10	.10
Carrots, 2-lb. tins	.15	.13
Pumpkin, 3-lb. tins	.10	.10
Jelly powder, per 3 pkg.	.25	.25
—— oats, per pkg.	.25	.25
2½-lb. pkg. fine sodas	.25	.25
Corn Flakes	.10	.10
Fancy macaroon biscuits, lb	.50	.45
Arrowroot biscuits	.16	.17
Bartlett pears, 2-lb. cans	.18	.18
Finest selected Valencia raisins, 28-lb. box	2.70	2.50
Peanut butter, jar	.10	.10
—— Salad dressing	.09	.10
—— meat sauce	.10	.10
—— sauce, bottle	.34	.35
Kippered herrings, tin	.15	.13
Domestic sardines, tin	.05	.05
—— starch, pkg.	.09	.10

SPECIAL CONFECTIONERY DEPARTMENT.

In order to make the most of his opportunity to sell confectionery, fruit and nuts during the Christmas and New Year's season, R. C. Braund, Peterborough, Ont., prepares a special department for these goods, and engages a clerk to attend to it.

The first advantage is that confectionery is thus brought more forcibly than ever before the attention of regular customers and others. This department is always given a prominent position in the store, and no one can fail to see it. A good assortment of candies and chocolates is shown, and the display is made more attractive by the addition of fruit and nuts.

Mr. Braund does not hesitate to let it be known that Santa Claus has made his store the headquarters for these goods, and the extent of the sales has always demonstrated the wisdom of this method. Every grocer knows that nuts, fruit and confectionery are features of the Christmas trade. By thus emphasizing this section of the Christmas stock there is the realization by customers that they must have nuts, fruit and candy for the holidays. And practically every household purchases not a little, but a large supply of these goods for their own pleasure and to add to the welcome they wish their friends to feel when Christmas goodwill is exchanged.

Stirring Up Fall and Christmas Demand

Montreal Dealer Uses Various Selling Methods to Make Sales —Maintains That People Must Know What You Have Before Being Brought to Purchasing Point—How Dried Fruits Are Handled—Present Season Means Extra Sales in Flour, Cocoa, Beef Extracts, Etc

"LAST year I did not handle a pound of currants or raisins that were not package goods," said T. J. Stevenson, of Kyle & Stevenson, 143 Fairmont Ave., Montreal. "I have gone over to the package idea in a great many lines," he continued. "I buy butter in pound prints, and on the same principle have I handled currants and raisins. When you buy 50 pounds of butter in prints, you sell them without any real possibility of a loss. That is under ordinary circumstances.

"I also buy bacon in pound packages, and I sell it as I buy it. There are no waste ends and one package is as good as another. It is not necessary to mention the many other articles that are sold in this way. The packages of currants and raisins have simplified handling them to a great extent. Every time a pound of either currants or raisins are weighed there is the possibility of a loss, but by the package system this contingency is avoided."

The Fall Campaign.

Mr. Stevenson remarked upon the importance of the fall campaign extending through the Christmas season. After the second week in October the fresh fruits begin to thin out, the weather is tinged with frost and people are beginning to think of foods that will put heat in their bodies, instead of the cooling foods of summer.

The first signs of the changing demand appear with larger sales of cocoa and coffee. Beef extracts are asked for and a display on a counter or in the window puts life into the new demand. Then there is felt a better enquiry for rolled oats and people who have been buying lightly of flour increase their orders to the regular winter size.

"The baker gets quite a lot of the summer bread business," Mr. Stevenson continued, "but in the fall and winter the home baking begins again and flour is a very important article. Prepared soups are becoming more popular every year. We have one particular line that sells well, and already our sales have been encouraging."

Depends on Salesmanship.

Mr. Stevenson's method might be called the regular method of selling. He places much dependence on his window and counter displays, upon the salesmanship abilities of himself and his clerks, and lastly upon the quality of the goods he carries. He has been running an advertisement in a district paper, but is of the opinion that better results can be obtained by putting this expenditure into his goods and his store.

Never Caught With Dried Fruits.

Mr. Stevenson has always prepared for one season by a glance at what he had done in the corresponding season of the previous year. In other words one must be guided by experience. "In handling dried fruits," he said, "I have never been caught with more than I could handle, nor would I want to be. A glance over your last



A Corner of Kyle & Stevenson's Store, Fairmont Ave., Montreal.

year's business will give you a good idea of what you are likely to do during the coming season, if conditions remain favorable. By a little extra effort and by a slightly increased demand you may expect a little more than you accomplished a year ago. But in handling these lines I am inclined to keep within safe bounds."

Selling Fruit.

"If you have the goods people buy them." This is a business axiom which Mr. Stevenson has found from actual experience to be worth following. During the past summer he tried it with fruit and it worked wonders. In the past he used to buy, for example, six baskets of peaches. He would sell them and then buy others. But there was generally a short period when he might be without them. He would replenish his stock and thus it went, buying in small lots and selling them. With grapes it was the same. When he purchased ten baskets he sold them. Then he bought ten more. But during the past summer he bought in large quantities. Instead of six baskets of peaches it was fifty or sixty and similarly did he handle grapes.

The encouraging feature of the change was the manner in which the heavy stocks of fruit were sold out. The mere fact of the having of the fruit impressed customers and people who passed. They apparently passed the news around "that Kyle & Stevenson had a fine lot of peaches, plums or grapes," whereas formerly the limited supplies failed to attract attention. Mr. Stevenson is of the opinion that this principle applies to a great many articles, but as in the case of the fruit they must be made prominent before the public. A good window display, newspaper advertising or some other method is required to attract attention.

Selling Flour.

For his flour demand Mr. Stevenson has two of the recognized leading brands. He sells them in 7, 14, 24½ lb. bags, in addition to the larger size which is asked for by home bakers. A flour window is easily and quickly arranged and it is an article that is readily suggested.

The fall season is welcomed by Mr. Stevenson, who is always prepared for the new business and helps to give it a start by bring out the seasonable goods the people want but which they have been slow to begin purchasing.

A Talk to Sales Managers

An address given before the Executive Club, Chicago.
By R. R. Shuman.

The problem of winning the individual and collective heart of a vast and unseen multitude is very different from the problem of persuading one man face to face, eye to eye.

A clever salesman may sell a customer.

Advertising must make a thousand customers want to buy.

When the salesman who, by force of his stronger personality, persuades a weaker man than he to buy what he does not want or more than he needs, or more than he can afford to buy, he is illustrating the difference between selling a man and making the man want to buy the goods for their value's sake —their worth's sake to him.

The victim in that case is buying not goods, but experience—and sometimes dearly.

A sale of that kind has no permanent value and is usually cancelled; or, if not cancelled, is consummated under protest.

It makes enemies, not friends.

Personality Versus Merit.

The other kind of selling—the selling that creates the desire to buy, has a deeper foundation than that of a temporary surrender of will. It goes to the very foundation of things and builds business from the ground up.

The word-of-mouth salesman depends on his own personality more than on the quality or merit of his goods.

The printed salesman depends more on the merit of the goods or proposition advertised than on personality.

Yet there may be and indeed must be personality in the printed or written selling talk—for the composite buyer has a human side—a heart—just as the individual has; and the man who can best play on the soul side of the vast audience who reads his ads., his form letters or his booklets, is the man who has come the nearest to the secret of success in the important matter of building business friendship by wholesale.

The old-fashioned way to advertise had for its keynote the thought "We want your orders." It was the plea of the beggar, supported sometimes with a beggar's threat.

The new way to advertise is to reach away down into the mainspring of self interest—the self interest, not of yourself, but of the other man.

In many lines of business it can go no farther than the second Sheldon step —creating a desire to buy—getting the inquiry; and the salesman must do the rest.

Attention, Interest, Desire, Resolve.

In other activities, as in mail order advertising, it runs the whole scale of the Sheldon formula.

But in either case the printed word, to be effective, must be so attractive that it first forces attention to itself; then overcomes the inertia of the reader sufficiently to make him do more than glance at the headlines; then so convincing that it overcomes all the powers of personal persuasion of the eye-to-eye salesman who is waiting his turn to be heard, or who has just made his personal appeal.

It is not an easy thing to do. Indeed, it is so difficult that few succeed at it. Yet it is so intensely important a business force that the advertising manager of most businesses should, at least, rank with the sales manager.

The sales manager who handles 10 salesmen perhaps makes through them 100 calls a day, let us say on retail grocers, at an expense to the house of $100 a day—a dollar a call.

The advertising manager at the same time may easily call on 200,000 men in the same day at a cost of one cent a call—measured by full-page ads in trade journals that reach the same men that the salesmen reach.

Yet you men—you who are sales managers and proprietors, hire "kids" to do this work and pay them kids' wages plus the high-sounding title of "Advertising Manager." You hire them, not to manage advertising, but to grind out copy—such as it is. You hire them, not to buy advertising, but **not** to buy advertising—convenient buffers between your august selves and the advertising solicitors,—and they have to run to you with every $10 item.

You trust them to handle the multitude of prospects while you busy yourselves with the few who happen to call or write.

Poor Prospective.

I was in a store the other day when I heard this conversation.

"Say Hanson, what are you doing?"

"Oh, I'm grinding away at that ad."

"Jerusalem! Man, can't you see there are a couple of customers up front? Go and wait on them instead of wasting your time on that fool ad. I'm sorry I ever listened to that solicitor."

I got acquainted with Hanson, under some pretext, and from him learned that he was trying to get up an ad. for the Sunday Tribune, and that the Boss would never let him alone 10 minutes at a time.

Think of it! Making a man neglect his talk to 350,000 in order that he might talk to one!

Think of trusting the speech to such an audience to a cub salesman who happened to be willing to undertake the job!

I am now talking to 80 men. Though I have nothing to sell you—no self interest whatever—I am trying to make my talk 80 times as worth while as if I were talking to one man.

And this is my thought whenever I write an ad.

Say I am writing a page soda fountain ad. to go into a drug journal that has 10,000 circulation; I see before me 10,000 druggists, seated in a vast auditorium, eyes turned toward the platform where I stand—men who paid for the privilege of hearing what I have to say and what others have to say—paid in the form of their annual subscription to the paper.

What an opportunity! Ten thousand men, with an aggregate buying power of 30, 40, 50,000,000 of dollars. The value of all advertising is measured by the buying power of the audience that reads it and that's why I am a champion of trade journals. Of those 10,000 certainly 1,000 must need soda fountains—and that thousand will buy from somebody—a thousand fountains at an average cost of $1,000 apiece—$1,000,000 in real prospective business in my line seated before me!

Ye gods! for the power of a Pitt or a Webster! It is a supreme moment! What shall I say to win them?

First I must get their undivided attention. They are tired. They are listless. Some are talking. That is the problem of the headline and the picture, and in both I shout so that they must hear.

Metaphorically, I single out a little old fellow far back under the gallery, and make him lean back comfortably instead of straining forward with his hand to his ear.

Metaphorically, I also single out as I proceed with the text of the ad. one after another of the audience who shows interest, and talk to him as man to man.

Do I say "We want your order?" Not on your life. He knows that. I tell him—and in doing so tell all the great audience—how earnestly we strive to make our fountains better than the rest; point out mechanical features in which they are better, and in every word and thought try to put myself in his place and show him what he has to gain in dollars and cents, in increased business, in the friendship of his own satisfied customers.

A Vital Calling.

Nobody can talk slightingly about advertising in my presence. Nobody can call me "Only an advertising man" in my presence. My calling is vital. Its possibilities are boundless. Its power cannot be measured by the yard stick with which you measure the individual salesman. It is the new force in business that lays foundations of future greatness. Its work is permanent. Its responsibilities, too, are multiplied by the magnitude of its opportunities.

Every advertisement talks to an audience, and every audience has its own personality—its composite heart and soul, hopes and fears, likes and dislikes. It is different from any other audience, and it must be appealed to as a composite personality, rather than an impersonal thing.

That audience is a harp of myriad strings and every clear true note I utter sets corresponding harp strings and heart strings to vibrating in harmony with me.

I must be discreet, for the printed word, with no trick of eye or voice to interpret it, is so easily misunderstood.

I must be truthful: for there is no unsaying or explaining away a thing once said.

I must be earnest, for indifference on my part is absolutely fatal.

And above all I must speak in simple language.

Let me say that again; Advertising to succeed must be expressed in simple language. In short, it must be easy reading, and it must be worth reading.

Lincoln said that the Lord must have loved common people or he wouldn't have made so many of them.

Plain Talk, to Common People.

When you advertise you are talking to common people: or even if you are talking to a special audience of the cultured few, your best success lies in sounding the homely notes that are common to all.

No advertisement was ever great just as no oration was ever great that did not ring true.

No advertising man ever achieved permanent greatness who did not speak from the heart and honestly.

A clever salesman may deceive and delude one man, but no man is shrewd enough to deceive a multitude not for any length of time. Let him try it and a thousand eyes will bore deep into his insincerity and a thousand tongues will expose his rascality.

Necessary Qualities.

For this reason personal honesty, nobility of character, sincere personal belief in the thing advertised are necessary first steps in the making of a man who will make a talk that will win a host of other men.

And a second step is the quality of being in tune—in tune with his fellow man, and particularly in tune with the particular audience which he is addressing.

To be in tune with any audience, he must know his audience—his composite man just as a salesman should know his individual man.

And the best investment a firm can make in its advertising department is to give the advertising man such capable assistants that he himself has the time and the strength to go out and get acquainted with men and conditions on the outside, so that when he writes his printed message to those men, he can see them clearly before him, in the composite, and understand their problems, their methods of thought, their attitude toward the printed word.

Advertising has ceased to consist merely of writing and printing something and sending it out.

Treating Advertising Slightingly.

Yet, how do you approach this opportunity?

By treating advertising solicitors like book agents.

By getting rid of them as long as you can; then finally silencing them by signing their contract for as small a space as you think will pacify them, and tossing them a "card" for copy.

You don't believe me?

Go back to your office and look through the "junk" in your advertising contract envelope—bought, not because you wanted it or even knew what you were buying; bought from a mixed sense of fear and duty, just as I buy tickets to the switchman's ball when a couple of ugly mugs shove them under my nose.

And what do you get?—CARDS.

CARDS—public acknowledgement of your own weakness—vertebrate and financial; CARDS that automatically put you—no matter how rich you are—down in the "Piker" class at the bottom of an obscure back page.

CARDS that show little faith in your own goods and actual contempt for the audience that asks for bread and receives a stone.

What the "Card" Says.

Here's what a CARD in a trade paper says to me.

Continued on Page 145.

Latest Review of the Grocery Markets

Shipments of New Crop Dried Fruits Being Received—Delivery of Canned Goods Reported Slow—Salmon Coming From the Coast and Delivery Will be Small—Valencia Raisins Firmer in Primary Market—Coffee High and in Strong Hands—Beans Firmly Held—Corn Syrup Higher in Winnipeg.

QUEBEC MARKETS.

POINTERS—

Shelled Almonds—Down; now 33-35.

Coffee—Up several cents.

Dried Fruits—New stocks. Prices high.

Montreal, Nov. 2.—Business is running along smoothly and is beginning to settle down to the demands of the Christmas trade. Dried fruits are arriving and are coming on a bare market. They seem to be, as a whole, later than usual. Canned goods are coming in steadily, salmon being included in the more recent arrivals.

Thanksgiving trade was quite up to expectations, and while jobbers are already delivering Christmas goods to retail trade, the latter will likely rest easy on their oars for a few weeks yet before they are deep into the year-end business. There are quite a few features to the present business but they have all been referred to more or less before.

Collections are quite satisfactory. Fall weather has helped the sales of fish, flour, dried fruits, soups and similar lines that receive particular attention at this season.

Sugar.—The demand for sugar is steady and the tendency seems to be to carry light stock. The continued unchanged prices seem to have created the impression that next movement will be downward rather than a further ascent. Of course, no one can tell just what will happen, but it is rather significant that the upward price tendency has stopped short, and that jobbers and others are keeping close to the line where there is little or no danger of being caught. Primary conditions are still firm, but it is the general opinion that they are not quite as strong as a few weeks ago.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Molasses and Syrups.—There is a good demand for syrups, and molasses are fairly firm with considerable enquiry. Syrups are particularly seasonable just now and retailers are taking advantage of the improved opportunities for business.

Fancy Barbados molasses, puncheons	0 35	0 37
" " " barrels	0 36	0 38
" " " half-barrels	0 38	0 40
Choice Barbados molasses, puncheons	0 30	0 32
" " " barrels	0 32	0 35
" " " half-barrels	0 34	0 37
New Orleans	0 25	[illegible]
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03¾
" ½-bbls		0 03¾
" ¼-bbls		0 03¾
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz "		2 65
" 20-lb. " ¼ doz "		2 60

Dried Fruits.—New stocks are arriving but they have been slow. Jobbers report the receipt of new prunes, raisins, etc., but in many cases actual delivery from the docks and stations will not be made until the end of the week. In practically every instance, new goods are coming on bare markets, and the firmness of the market is best illustrated by the appended prices. Prunes are undoubtedly dear, particularly in larger sizes. Spot currants are scarce and so are prunes and raisins just at present although the removal of this state of affairs is not far distant. Evaporated apples should be plentiful following a large crop, but there is not much to report in this regard as yet. Figs are moving freely from the retailers and with the arrival of new goods there should be a better trade. Present demand has been supplied from express shipments. Evaporated peaches, pears and apricots are quoted at a high figure. One certainty is that new stocks will be welcomed by both jobbers and retailers.

Evaporated apricots			0 2[illegible]	0 24
Evaporated apples			0 10½	0 11½
Evaporated peaches			0 18	0 19
Evaporated pears			0 18	0 19
Currants, fine filiatras, per lb., not cleaned			0 07	08
" " " cleaned			0 07½	0 08
" 1lb. packages, fine filiatras, cleaned			0 08	0 09
" Patras, per lb.			0 08½	0 09
" Vostizzas, per lb.			0 09	0 10
Dates, 1-lb. packages			0 07½	0 08
Dates, Hallowee, loose			0 08½	0 07½
Fards				0 11
Figs, 3 crown	0 07½	0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08	0 12½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½	0 13	Comadre figs, about 33-lb mats	1 30 1 40
Figs, 6 crown	0 09	0 14		
Glove boxes, 16-oz., per box			0 10½	0 11½
Glove boxes, 10-oz., per box			0 07	0 07½
Prunes—				
30-40			0 15	0 16
40-50			0 13	0 14
50-60				0 12
60-70			0 11	0 11½
70-80			0 10½	0 11
80-90			0 10	0 10½
90-100			0 09	0 09½
Raisins—				
Choice seeded raisins			0 10½	0 11
" fancy seeded, 1-lb. pkgs			0 09½	0 10
" loose muscatels, 3-crown, per lb			0 08	0 08
" 4-crown, per lb				0 09
Select raisins, 7-lb. box, per box				0 63½
Sultana raisins loose, per lb				0 12
Sultana raisins, 1-lb. cartons			0 13	0 13½
Malaga cluster raisins, clusters, per box			2 50	5 75
Malaga table raisins, clusters, per ½ box			0 80	1 90
Valencia, fine off stalk, per lb			0 06½	0 07½
" select, per lb			0 7½	0 08½
" 4-crown layers, per lb.			0 08	0 08½

Nuts.—There has been a noticeable improvement in the demand for nuts during the past two weeks. This is explained by the holiday trade, but from now on there should be a good enquiry until the first of the year is passed. The arrival of new stocks has relieved the market in some cases and explains lower prices as spot stocks were becoming scarce.

In shell—		
Brazils	0 17½	0 18½
Filberts, Sicily, per lb	0 11½	0 12½
" Barcelona, per lb		0 10
Tarragona Almonds, per lb	0 13	0 16
Walnuts, Grenobles, per lb	0 18	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 33
" 2-crown " "	0 31	0 32
" (In bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Valencia shelled almonds	0 33	0 35
Peanuts—		
American—		
Coon, roasted	0 09	0 09½
Coon green	0 08	0 08½
Diamond G, roasted	0 10	0 10½
Diamond G, green	0 08	0 09
Bon Ton, roasted	0 12½	0 13½
Bon Ton, green	0 11	0 11½
Sun, roasted		0 11
Sun, green		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, 3 crown, per lb	0 17	0 18
Pecans, jumbo	0 22	0 23
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 36	0 37½
Brokens	0 30	0 32

Coffee.—The coffee question remains a vexing problem. Prices are higher, following recent advances in the primary market and manufacturers who desire to uphold the quality of particular brands without advancing prices until it is absolutely necessary have to "stand pat" before what in many cases must be a loss to them. Should the present stringency remain for some time it will surprise none of those who have followed the market closely to see prices advanced. In the meantime the retailer is probably meeting with a somewhat similar problem, only in his case he generally has to follow the market except, of course, with particular brands. There has been some irregular movements in the market of late, but they are not regarded as of any account. Firmness and high prices seem to have the spot light and will not be soon displaced if existing reports are really authentic and they are, apparently.

Mocha	0 25	0 28	Santos	0 22	0 24½
Rio	0 21½	0 23½	Maracaibo	0 23	0 26
Mexican	0 25	0 28			

Spices.—High prices prevail, but business is reported good. Manufacturers have been pressed to put out their orders, and the present trade should hold at the high level for some time yet.

	Per lb			Per lb	
Allspice	0 13	0 18	Cream of tartar	0 25	0 32
Cinnamon, whole	0 16	0 18	Ginger, whole	0 17	0 30
" ground	0 15	0 19	" Cochin	0 17	0 20
Batavia cinnamon	0 25	0 30	Mace		0 85
Cloves, whole	0 25	0 35	Nutmegs	0 25	0 60
" ground	0 23	0 35	Peppers, black	0 16	0 18
			Peppers, white	0 22	0 27

Teas.—Firmness is a feature of the tea market. Prices are rather high, there is a good demand and other markets are in sympathy, although it may be said that this fact is not very material. There is practically no change in the Japan tea situation. Stocks are small with good demand for all grades, and no prospects of further shipments even for late crop teas. Prices consequently are firm with upward tendency.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Peel.—There is a good enquiry for candied peel now and it will only be a short time until retailers are selling this article extensively. The price quoted is:

Lemon	0 10	0 11	Citron	0 13	0 14
Orange	0 10½	0 11½			

Rice.—There is nothing new to report in rice. The market is firm at former figures and has lost none of its strength. Demand is good even with the high prices and it looks as if these are going to be maintained.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ¼ pockets, 12½ lbs	3 80	3 90
" " C.C., bags, 250 lbs	3 45	3 55
" " " 100 lbs	3 45	3 55
" " " 50 lbs	3 45	3 55
" " pockets, 25 lbs	3 55	3 65
" " ¼ pockets, 12½ lbs	3 60	3 70
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	30	5 40
Carolina Head	6 55	6 65
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07
Seed, lb	0 06½	0 08½

Beans and Peas.—The quality of both beans and peas is higher than usual and prices obtain accordingly. Hand-picked beans are quoted at $2.50 a bushel. Whatever the reasons may be both peas and beans show a higher standard than is ordinarily the case and of course this fact lends strength to their quotations.

Canned Goods.

Montreal.—The same old situation. At least it is beginning to be regarded as old. Salmon is beginning to be delivered, but the total is reported only 35 p.c. of orders. Some jobbers are not exactly "tickled to death" with the speed (?) with which their canned goods have been delivered. And prices! There is nothing of special importance to report in this regard. The trade may be assured that there has been no ground lost in this respect, and canned goods are, generally speaking, firm.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 02½	8 55
Gal.—Cherries, red, not pitted		
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
8's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup		2 25
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's Plums, Damson, light syrup		1 [illegible]
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal Plums green gage, standard		4 05
2's Plums, Lombard light syrup		90
3's Plums, Lombard, light syrup		1 30
2's Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90 $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

Toronto.—If there is any line with which wholesalers are oversupplied it, indeed, is not canned goods. The situation is decidedly the other way. Those wholesalers who are attempting to supply 100 per cent. of their customers' orders are in some cases, at least, having considerable difficulty. For instance, the jobber who received only 40 per cent. of orders for tomatoes, must purchase elsewhere to give his customers 100 per cent. Some United States stocks are being used for this purpose.

Complaints are being made regarding slowness with which canned goods are being delivered. Both wholesaler and retailer are finding fault. For instance, the retailer who has cleaned up his stock of tomatoes, says he does not feel like paying $1.60 or $1.70 when he has goods bought at $1.15 which have not yet been shipped.

Salmon is now coming forward from the coast. With the high price of sockeyes, a greater demand will be thrown on cohoes, and as only a 50 per cent. delivery of this line is being made, there is a consequent strength. This is reflected to a greater or less extent all down the list of salmon.

There is a good brisk demand in evidence for canned goods even now, when fresh vegetables and the housewife has a good shelf of preserved fruit.

FRUITS	Group A
3's—Apples standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
2's—Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	5 30
2's Gooseberries preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, peeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal Peaches, pie, peeled	5 55
2's Pears, heavy syrup	1 80
3's Pears, heavy syrup	2 40
2's Pears, light syrup, globe	1 35
3's Pears, light syrup, globe	1 75
3's Pears, pie, not peeled	1 40
3's Pears, pie, peeled	1 55
Gal Pears pie peeled	4 55
Gal Pears, pie, not peeled	4 10
2's Plums, light syrup	0 90
3's Plums, light syrup	1 30
2's Plums heavy syrup	1 05
3's Plums, heavy syrup	1 45
Gal Plums, standard	3 55
2's Plums, egg, heavy syrup	1 45
2½'s Plums, egg, heavy syrup	1 70
3's Plums, egg, heavy syrup	2 20
2's Plums, greengage, light syrup	1 00
2's Plums, greengage, heavy syrup	1 30
3's Plums, greengage, standard	1 90
Gal Plums, greengage, standard	4 05
Group B is 2½c less than above.	
2's—Cherries, black pitted, heavy syrup	1 92½ 1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½ 1 55
2's Cherries, red, pitted, heavy syrup	1 92 1 95
2's Cherries, red, not pitted, heavy syrup	1 52½ 1 55
Gal Cherries, red, pitted	8 52½ 8 55
2's—Cherries, white, pitted, heavy syrup	2 02½ 2 05
2's Cherries, white, not pitted, heavy syrup	1 62½ 1 65
2's Currants, black heavy syrup	1 97½ 2 00
2's Currants black preserved	2 27½ 2 30
Gal.—Currants, black standard	5 27½ 5 30
Gal.—Currants, black, solid pack	8 27½ 8 30
2's—Currants, red, heavy syrup	1 97½ 2 00
2's Currants, red, preserved	2 27½ 2 30
Gal.—Currants, red, standard	5 27½ 5 30
Gal.—Currants, red, solid pack	8 27½ 8 30
2's—Gooseberries, heavy syrup	2 25 2 27½

THE FALL CAM
FRUITS IS NO

The markets, as usual every year, have made some wide and
advance right from the opening of the season, and now the crop is
unfilled. In Currants the market has also made a steady advance
season. About the only line in all the list that has not followed the
slumped. Perhaps it was because they were started high, but from
We have made good provision for a large trade in all lines and we
the year, and that you can with every confidence buy your holiday
the money until that time.

Valencias

Merle's Selects, - -	8
Rowley's " - -	7¾
Trenor's " - -	7¾
Rowley's Seedless - -	9½

Malaga

Seedless, Boxes 28lb. -	7¼
Connoisseur Clusters -	2.35
Extra Dessert " -	3.30
Royal Buck " -	3.90

Dates

Choice Hallowees, Crop 1910 in excellent condition	5¼

Eleme Figs

Camel Brand, 3 Crown,	9¾
" " 4 "	10¼
" " 5 "	11
" " 6 "	12¼
" " 7 "	13¼
" " Umbrella Boxes	14⅜
Comadre Figs in Serons,	3⅞

California Seeded

Monarch Brand, Fancy -	9¼
Griffin " " -	9¼
Raven " Choice -	8¾
Red & Gold " " -	8½

H. P. ECKARDT & CO.,

Cor. Front and Sco

PAIGN IN DRIED
W FULL ON

unexpected fluctuations. In Valencias there has been a continual said to be about exhausted with many orders out that are still rom the start and is now at least a cent above the low point of the procession is California Seeded Raisins and they have certainly California it is usually hard to get an explanation for a drop. eel satisfied that the markets are now settled for the balance of requirements with a feeling of safety that the goods will be worth

Peels

Morton's Candied Lemon	8 7/8
" " Orange	9 5/8
" " Citron	14 1/2
" Turned-down Lemon	9 1/2
" " " Orange	9 7/8
" " " Citron	15 1/2

Currants

Our well known and popular brands.

Half-cases Pantry -	7 3/8
" Monogram -	7 5/8
" Victor -	8
" Monarch -	8 3/4

Nuts

Tarragona Almonds -	15 1/2
Brazils, large, washed -	18 1/2
Filberts, Sicily - -	10 3/4
Pecans, large - -	17
Walnuts, Grenobles -	14 1/2
Walnuts, Marbots - -	12 1/2
Walnuts, Cornes - -	11 1/2

Prices for nuts are for original size bags—for less quantities we make an extra charge of ½c. per pound.

Wholesale Grocers

tt Streets, TORONTO

Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	....	2 25
2's—Pineapple, grated, heavy syrup	....	2 25
2's—Pineapple, whole, heavy syrup		2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup	....	2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	....	2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberri s red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 00	2 25
2's—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

2's—Beans, red kidney		1 15
2's—Beets, bl od red Simcoe		1 00
2's—Beets, whole, blood red Rosebud		1 30
3's—Beets, sliced, blood red Simcoe		1 35
3's Beets, whols, blood red Simcoe		1 40
3's—Beets, whole, blood red Rosebud		1 55
3's—Cabbage		1 00
2's—Carrots		1 00
3's—Carrots		1 30
2's—Cauliflower		1 67½
3's—Cauliflower		2 10
2's—Corn		1 05
2's—Corn, fancy	1 07½	1 10
Gal—Corn on cob		4 80
3's—Corn on cob, golden dwarf		1 80
2's Parsnips		1 15
3's—Parsnips		1 30
3's—Pumpkins		1 00
Gal—Pumpkins		3 12½
3's—Squash		1 15
Gal—Squash		3 35
2's—Succotash		1 15
2's—Tomatoes		1 07½
3's Tomatoes	1 60	1 75
Gal—Tomatoes		4 80
3's—Turnips		1 15

Group B is 2½ p.c less than Group A.

2's—Asparagus Tips	2 52½	2 55
2's Beans, crystal wax	1 10	1 25
2's—Beans, golden wax, midget, Auto brand	....	1 30
2's—Beans, golden wax	1 10	1 25
3's Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax	....	4 25
2's—Beans, r fugee or valentine (green)	1 10	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's Beans, refugee midget, Auto brand	....	1 30
2's—Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	1 27½	1 30
3's Spinach, table	1 77½	1 80
Gal Spinach, table	5 30	5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb. flats, dozen	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Northern River Sockeye	2 45
Other salmon prices are:—		Lobsters, halves per dozen	2 75 2 85
Humpbacks, dz.	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Evaps.—Weaker.

Beans—Holding steady.

Valencia Raisins—Firm.

Coffee—Prices maintained.

Canned Goods—Slow delivery.

Toronto, Nov. 2.—A good volume of new business is being done by local wholesalers, while they are also busily engaged in sending out goods for which orders were placed earlier in the season. Among other lines are new crop dried fruits, new peels, canned goods, etc.

Considerable trade is also being done with those dealers who get in supplies before the close of navigation, thus saving on freight rate. Requirements for goods which frost will affect are also being looked to.

Thanksgiving trade on the whole was good and prospects are bright for the remainder of the year. The weather is now more favorable for the sale of numerous lines and with Christmas only two months off, dealers expect to be kept busy.

Sugar.—Sugar market in Canada is stationary and of waiting nature. A great deal in regard to the future depends on whether Russia will be allowed to export her surplus supply of sugar this year. Those who are party to the contract are favorable to the proposition but each country has to first pass the necessary legislation before this will be possible. The Brussels Convention will convene again Dec. 8, when if contracting countries have passed this legislation, surplus in Russia will be allowed to be exported. Probabilities are therefore somewhat uncertain.

In New York, refined has begun to adjust itself to new crop conditions but prices were forced so high there during the flurry that they will have to decrease considerably before they are on a level with Canadian quotations. The estimates of the new cane and beet crops combined show a loss of 1,636,594 tons over last year, although compared with two years ago when the yield was short, a net increase of 400,000 tons is shown in this estimate. The Cuban estimates show an increase of 400,000 tons over last year.

European beets are quoted at 5.59 centrifugals in New York. New crop Cubas for January shipment are held at 4.86 landed, so it seems as if there should be some adjustment yet.

Demand is not brisk but normal for the season.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls.	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—Trade in syrups is active. Not alone is this confined to one line, but corn syrups as well as maple, both pure and compound, are finding good sale. General markets on Barbados molasses have been gradually firming up in sympathy with high sugar market and general conditions but no changes have been noted in local quotations as yet. It does not seem that the same attention is given to sale of molasses in Ontario as in some of the other provinces. While conditions connected with its sale are not so good here, greater efforts would no doubt work for a better trade.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03¾
Pails, 30½ lbs ea	1 75
Pails, 25 lbs. ea	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 60
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—General steadiness prevails in dried fruits, both locally and at primary points. The fact that Valencia raisins have stiffened materially in Spain leads wholesalers to be a little firmer in their ideas, as any further purchases can only be made at an advanced figure.

New crop dates will probably arrive about Nov. 15. First shipment has already been well sold ahead. The crop in Persia has been lighter on the whole than last year. Hallowees will be higher in price, while Fards will be about the same as last year.

Prunes on coast are holding firmer and are on a considerably higher basis than was quoted earlier in the season. Raisins in California also are apparently holding steady.

Wholesalers are now busily engaged in shipping new crop dried fruits to retailers. The trade are said to have generally ordered fairly well for requirements.

Prunes—			
30 to 40, in 25-lb. boxes			0 17
40 to 50 " "			0 16½
70 to 80, in 25-lb. boxes			0 10½
80 to 90, in 25-lb. boxes			0 09½
90 to 100, in 25-lb boxes			0 09
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 25 0 26
Fancy, " "			0 27 0 28
Candied Peels—			
Lemon	0 09	0 11	Citron 0 13 0 15
Orange	0 10	0 12½	
Figs, 2 to 2½ inches, per lb			0 12½ 0 13½
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 17 0 18
Dried apples			0 09 0 09½
Evaporated apples			0 11½ 0 12
Currants—			
Fine Filiatras	0 07½	0 08	Vostizzas 0 10 0 13
Patras	0 08	0 08½	
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 13
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 07½ 0 08
Seeded, 1 lb packets, fancy			0 10
" 16 oz. packets, choice			0 09½ 0 09½
			Sairs 0 05
Dates—			Package dates, per 1 lb 0 06½ 0 06½
Hallowees—			
Full boxes	0 05½	0 06	Fards choicest 0 10 0 10½

Tea.—A general steadiness is in evidence in all varieties of tea. There have of late been no special features bearing on the market. A fair amount is now being taken by the retail trade.

Coffee.—Prices locally, following conditions at the larger coffee centres of the world, are well maintained. The world's supply of coffee is in strong hands and local coffee men can see nothing ahead, at least for some little time, but a continuance of the present steadiness.

Prices which retailer has had to pay for coffee have been going upward. In order to still continue to sell coffee at a profit he must either sell a lower grade or raise the price. The latter is the most preferable and will be found best in the end for the dealer who wishes to maintain his coffee business.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 2
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Spices.—Already, according to local dealers, retailers are ordering spices in anticipation of Xmas trade. Although this is a "between" season, retailers report a considerable demand.

It is officially estimated by the Zanzibar Government experts that the clove crop for the 1911-12 season will exceed that for the season of 1908-9. The clove season runs from July to June, and is now in full activity. With new crop coming forward, prices will before long show a declining tendency. Allspice is holding firm while nutmegs are on a upward trend

	Tins	¼-lb. pkgs. doz	½-lb. tins doz
Allspice	15–18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	
Curry powder	25—00		
Ginger	22—29	65— 85	75— 95
Mace	50—80		0 —2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 9
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Nuts.—Thanksgiving and Hallowe'en created a heavy demand for nuts. Many retailers featured them with good results. General steadiness prevails in spot goods which are being fairly well cleaned up. New crop quotations are holding firm. Large arrivals will not be in evidence until just previous to the Xmas season.

Almonds, Formigetta		0 16
" Tarragona	0 16	0 17
" shelled	0 35	0 38
Walnuts, Grenoble	0 17	0 19
" Bordeaux		0 15
" Marbots	0 15	0 15½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils		0 14
Peanuts, roasted	0 11	0 18

Rice.—Rice can easily be said to be holding its own. Apparently world's conditions fully warrant advances. Fancy grades are pointed upward.

Tapioca is steady with nothing apparently in sight to shape it otherwise.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 55
Rice, standard B	3 65

	Per lb.		Tapioca—	
Rangoon	0 03½	0 03¾	Bullet, double goat	0 08
Patna	0 05½	0 06	Medium pearl	0 06½ 0 07
Japan	0 05	0 06½	Flake	0 08
Java	0 06	0 07	Seed	0 06½ 0 07
Carolina	0 08	0 10		
Sago, medimm brown	0 05½	0 06		

Beans.—White beans continue steady. While farmers are sending forth considerable new crop, there is a strong demand. There is a general expectation that prices will hold. Quality is good and on whole better than last year.

Prime beans, per bushel	2 30 2 35
Hand picked beans, per bushel	2 40 2 45

Evaporated Apples.—Market with increased offerings is weaker, ranging around 9½ cents. Demand has been good and large quantities are moving to the West. The quality is good and the amount evaporated this year is considerable.

MANITOBA MARKETS.

POINTERS—

Sugar.—Firm.

Syrup.—Advancing.

Coffee.—Strong.

Beans.—Advancing.

Winnipeg, Nov. 2.—No greater indication of the growth of the West during the past six months can be obtained than by general review of the wholesale grocery trade. At this season, when as a rule harvesting is generally completed and retail merchants are able to meet their debts, prospects have always looked more encouraging than the year before. This year, however, optimism has been the prevailing spirit in the trade. Starting with an early spring, prospects for a bumper crop were very encouraging, after the severe drought which prevailed last year, as moisture was abundant. Until the grain was almost ready for harvest, this feeling continued to prevail, and prospects for a phenomenal crop were bright.

Just as the harvest, however, appeared secured, the weather conditions became worse, and continuous rain prevailed for a period of a month or six weeks. Harvesting was, therefore, considerably delayed, and farmers were forced to sit around and watch their yield as well as grade gradually decrease day after day. Many fields were cut and in the stook, when the wet weather arrived, and consequently the grade of these was considerably affected. At last, however, some two weeks ago, the harvesting was generally completed and threshing operations begun. Wet weather again delayed these, and at present there is still a large quantity of grain to be harvested in the West. In spite of these continuous delays, however, faith of inhabitants of the West has remained steadfast in the country, and trade has maintained the standard set some three months ago. Sharp frosts have been prevailing during the last few days, and it is expected that fair weather will continue after this change. If such does prevail, conditions will be found to be in a favorable state, but if the winter sets in at once, many serious problems will be encountered.

Sugar.—As stated above, trade has been steady, and as a general rule the tendency has been upwards on all lines of food material. Sugar, the principal commodity, advanced steadily from June till September; the total increase approximately being 1 cent per pound. For the last five weeks, this line has been remaining stationary, and an advance or decline would not be at all surprising.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Both these lines have been extremely active. Former has advanced 25 cents per case in the last six weeks, dde to conditions prevailing on the corn market to the south. Speculation as to the future prospects of the market has been indulged in, but as no reliable information can be secured, it is deemed advisable to refrain from any predictions. Molasses of all grades have advanced from 2 to 10 cents per gallon, in sympathy with sugar market during this period, and is remaining steady. The demand for these two lines is not exceptionally strong, and consequently stocks have not been enlarged to any great extent.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per cate	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Evaporated Apples.—Coming in on a bare market as this line did some six weeks ago, the evaporators were quite independent, and consequently high prices ruled around 10 to 10½ cents, which consequently meant an 11 to 12 cent basis for the retailer. After the first demand was supplied, however, the price gradually receded, and it is the prevailing opinion at present time that no great deal of business will be placed till lower basis is reached.

California Dried Fruits.—Since the opening price of prunes was named, viz., 4½ cents bulk basis, prices have steadily advanced, until to-day's ruling figure at 6 cents bulk basis finds ready purchasers. Raisins have held fairly firm since opening prices, with the exception of a possible reduction of ½ cent per pound. Peaches and apricots are still soaring, and the prices asked for are practically prohibitive, and the demand is therefore very much curtailed.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25, s.p	0 08½	Fine on stocks, 28s, s.p., per box	1 75
90-100s, 10s, s.p	0 09½	Fine selected, 28s, s.p., per box	1 85
80-90s, 25s, s.p	0 09	4 crown layers, 28s, s.p., per box	1 95
80-90s, 10s, s.p	0 10	4 crown layers, 14s, s.p., per box	1 00
70-80s, 25s, s.p	0 09½	4 crown layers, 7s, s.p., per box	0 55
70-80s, 10s, s.p	0 11	Ne plus ultra, 28s, s.p., per box	2 30
60-70s, 25s, s.p	0 10		
50-60s, 25s, s.p	0 10½		
40-50s, 25s, s.p	0 11½		

Canned Goods.—The exciting situation which has been prevailing in these lines has been from time to time pointed out during the year. The demand in all lines has been good, notwithstanding the large production of local garden truck and fruit, as well as the large quantities imported from California and Ontario. The short pack in Ontario this fall renders the situation at the present time serious, particularly in tomatoes and peas; the former having advanced 50 cents per case since first prices were quoted, while the latter is up 30 cents per case. The United States market on these lines is also short, and when next spring comes along, short stocks and high prices are bound to prevail.

Brooms.—During the last two months brooms have advanced $1.25 per doz., which is almost 33⅓ per cent. This increase is reported to be due to the conditions of the broom corn market in the States.

Tea.—All lines of tea have been in strong demand during the summer and large quantities of bulk tea are being used. No phenomenal increase or changes in the trade is noticed, but conditions represent more a period of steady growth and development of trade.

Coffee.—Next to sugar, coffee showed the most active market during the summer, advancing steadily practically every month of the year. Although there is a temporary break at the moment, it is the unanimous feeling that prices will not stop until a 20 cent per pound basis is reached. In spite of the high prices prevailing at the present time, the demand has remained strong, and large orders are still being filled.

Coffee, standard Rio.	0 16	Coffee, choice	0 16
		Coffee, extra choice	0 18

Beans.—About a month ago the market on this line, which had been advancing steadily for several months, weakened somewhat, but has since strengthened up again. The feeling prevailing is that there will not be any further reduction in this line. The demand is only normal, and as far as can be learnt the size of stocks at basis of supply is the principal cause of the re-strengthening of the market.

Beans, 3-lb. picker, per bushel	2 45	2 55
Hand picked, per bushel	2 55	2 65
Peas, split, 100 lbs.		2 60

Butter.—Condition prevailing in butter has been improved. Prices held firm during the summer only to fall with the approach of fall. This weak spell, however, did not last long. The small supplies of milk and cream coming in from the country resulted in forcing prices up again, and at the present time Manitoba fresh made creamery bricks are selling at 30 cents per pound, and boxes at 29 cents. Dairy butter is also very scarce and the supplies coming in are limited. Indications at present would seem to point towards a greater scarcity existing. Strictly No. 1, delivered Winnipeg, is now quoted at 21 cents per pound; No. 2, at 18 cents; No. 2, at 15½ cents; and No. 4, at 13½.

Cheese.—The past season was perhaps one of the smallest outputs for Manitoba cheese factories since they have been established. At present there is little or no cheese of local manufacture offered for sale on this market. Ontario cheese appears to be in fairly large quantity, but high prices are prevailing and it is likely to advance. Dealers are quoting Ontarios at 15½ to 15¾ cents per pound, delivered Winnipeg.

Provisions.—There is little new that can be stated with regard to the provision trade, which has been holding firm during the summer. The movement of live stock this fall is somewhat different from what it was last year. The scarcity of feed, owing to the drought last summer, caused the western farmers to sell all their young stock in the fall at considerable loss. This year the reaction is being noticed, and as a result wholesalers claim they cannot secure enough for the fall trade.

Receipts of both live cattle and hogs have been decidedly small, when compared with last year.

Hams, large	0 16½	Tomato sausage per lb	0 10
Hams, medium	0 18½	Pork sausage	0 09
Breakfast bacon backs	0 19½ 0 20	Beef sausage	0 08
Breakfast bacon bellies	0 17½ 0 18½	Lard, in tierces per lb	0 12½
Shoulders	0 14½	50-lb. tubs	6 40
Short rolls	0 16½	20-lb. pails	2 65
Long, clear sides per lb	0 12½	10-lb. pails, cases	7 95
Boneless backs, per lb	0 16	5-lb. pails, cases	8 00
Mess pork, bbl.	24 00	3-lb. pails, cases	8 10
Mess pork, ½-bbl	12 50	Compound, 20-lb pails	2 10
		Steers, heifers, abattoir killed	0 08

Poultry.—The movement in poultry from the country to the city has been considerably delayed this year, and is just commencing. The quality of the stock appears to be in advance of last year, although the quantities as stated above being received are smaller. Turkeys appear in the best shape, and one wholesaler stated that he thought them 25 per cent. better than last year. It is expected, however, that the quantity will increase as the Christmas season approaches. The price prevailing is very good, and ranges about the same as last year.

Boiling fowl, delivered Winnipeg	0 09	Spring chickens	0 12
Turkey, del. Winnipeg	0 14	Ducks	0 12
		Geese	0 10

NOVA SCOTIA.

Halifax, Nov. 1.—Wholesale grocery dealers report business brisk. Trade with the shore ports is heavy. In past years merchants along the coast have left their orders until late in the season, and as a result there was a rush during late autumn months that it was hard for wholesalers to keep up with. All the coastal steamers have been so crowded with freight that it was impossible to ship the goods within any reasonable time.

This year wholesalers have overcome this to large extent, and now the goods are being sent forward, that heretofore would not go until a couple of weeks later.

Markets generally show advancing tendency. Rolled oats have been marked up to $6 per barrel, and some dealers say that they would not be surprised to see them go still higher. Beans are also higher, hand-picked being quoted at $2.50, and prime at $2.25. Spanish raisins have been marked up a fraction and may go still higher. Sugars are unchanged.

Flour markets are firm, Manitoba patents being quoted at $6.35 to $6.50, and Ontario blends from $5.10 to $5.20. Cornmeal is $1.80 to $1.85, and feed flour from $1.70 to $1.75. Middlings are quoted at $28 to $29 per ton, and bran at $26.50 to $27 per ton.

NEW BRUNSWICK.

St. John, Nov. 2.—Few changes were recorded in local markets during past week. Dealers report owing to fact that in the West of late there have been heavy rains, beans have shown a tendency to soar during the last few days. Prices have gone up from 10 to 15 cents a bushel, and first shipments of new crop are looked for next week. It is thought possible that since Yellow Eye Beans are almost as cheap as hand-picked, the consumption of them will be greatly increased. The effect of long continued drought this summer is expected to make a material difference in prices of many kinds of foodstuffs. Pork and pork products are expected to be about the only articles which may be cheaper. In pot barley the jobbing price is now $7 a barrel, while this time last year it could be had for from $4.25 to $4.50. Rice is now selling for from 50 cents to 75 cents higher than last year.

Local grocers report a shortage in crop of peaches and apricots, and as consequence evaporated goods in these lines will be higher.

Raisins and currants will be higher, but why the former should be advanced is not definitely known. Fall shipments in dried fruits are now beginning to be received. Speculation among the exporters of figs is thought to be responsible for a rise in that commodity. Several lines of nuts are higher.

Already the expected has happened in regard to tomatoes. Local grocers have had to send to the States to keep up with the demand, as the scarcity in Canada has prevented their orders being filled more than 40 per cent. Higher prices are expected to prevail.

The wheat market during the past

ten days has continued quite strong, and two advances have followed in Manitoba patents amounting to 20 cents per barrel. Ontario patents are also higher. It is thought probable that the higher prices will prevail for the greater part of the season, as there is reported to be considerable damaged wheat in the west.

Bacon		0 15	Eggs, hennery	0 28	0 30
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 23	0 24
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 25	6 50
Butter, creamery, lb	0 24	0 27	Flour, Manitoba	6 45	6 50
Buckwheat, west. grey, bag	2 65	2 70	" Ontario	5 60	5 65
Cheese, new, lb.	0 15½	0 16	Ham		0 15
Currants, 1's, lb.	0 08½	0 09	Lard, compound lb	0 11	0 11½
Canned goods—			Lard, pure, lb.	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		4 50
Beans, string	1 02½	1 05	Molasses, fcy. Barbados, gl	0 35	0 36
Corn, doz.	1 00	1 05	Oatmeal, rolled		5 75
Peas, No. 4		1 20½	Oatmeal, std.		6 35
" No. 3		1 25	Pork, domestic mess	22 00	23 50
" No. 2		1 30	Pork, American clear	21 25	23 00
" No. 1		1 80	Potatoes, bbl.	1 50	1 75
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03¾	0 04
Raspberries, dozen	2 05	2 10	Salmon, case— Red spring	7 75	8 00
Strawberries	1 85	1 90	Cohoes	7 25	7 50
Tomatoes	1 75	1 80	Sugar— Standard gran.	6 00	6 10
Clams	4 00	4 25	Austrian "	5 90	6 00
Cornmeal, gran.		5 25	Bright yellow	5 80	5 90
Cornmeal, bags		1 80	No. 1 yellow	5 50	5 60
" bbls.		3 75	Paris lumps	7 00	7 25

GOOD XMAS LINES.

Macfarlane, Lang & Co., Glasgow, Scotland, biscuit manufacturers, have a most appropriate article for the Christmas season in their "Yule Log" tin. This is an out-of-the-ordinary decorated biscuit tin, made to resemble a log, the handle of the lid being in the shape of an axe. It is filled with assorted, small, dainty biscuits and should now be



a splendid seller. They have also on the market a "Highland Shortbread" round decorated tin which is also quite appropriate for this season. These tins can be had filled either with thin sugared shortbread or with one thick cake Scotch shortbread. Their "Forfar" biscuit is put up in oblong tins with gold embossed wrapper and contains delicious finger-shaped cakes of thick shortbread. This firm specializes on shortbread and only the best materials are used.—Advt.

New and Full Grown Fish Departments

Methods of Barrie and Orillia Dealers for Developing Trade in Fish—Former Starts by Stocking Thursdays and Fridays—Latter Purchases Certain Quantity for Each Day's Trade—His Facilities for Handling This Article.

To have a fresh water lake right at one's door would lead a person to the natural conclusion that plenty of fish abound in the vicinity.

But this does not always follow, even when fish dealers offer pretty fair prices for supplies. Because of this fact the grocers of Barrie and Orillia, Ont., are getting the fish sales in their respective towns in their own hands. Both places are located on Lake Simcoe, but old fishermen say the fish caught there are few and far between.

Getting All the Fish Trade.

Grocers all along have of course been scooping the trade in tinned, boxed and dried fish, and with the fish peddlers out of the way (because no local supply is available) they are also getting the trade in fresh fish.

During summer there is a steady, though small, demand from the tourists for fresh fish daily, and in the fall and winter and at Christmas there is a growing call from local trade for fresh and frozen fish that is well worth cultivating.

Prepares for Friday Trade.

To meet this local demand S. G. Caldwell, Barrie, stocks up with fish on Thursdays and Fridays. He has not bought largely as yet, nor does he purchase fish the rest of the week, though he believes that if the trade is cultivated it would grow. His weekly orders keep up and every little while he adds a new customer which enables him to take on more stock.

Purchases Stock Daily.

Perhaps J. J. Hatley, of Orillia, does the biggest fresh fish business around the Lake Simcoe region. He orders about 175 pounds of fresh fish daily, with an extra 300 pounds on Fridays. One recent Friday evening he opened his fish box and found but seven pounds remaining, and his manager told him he had sold 650 pounds in the two days (Thursday and Friday). This gives an idea of the business that might be developed if the trade is cultivated and encouraged.

In Hatley's store there is a regular fish department at the back of the grocery section. A large fish case filled with ice occupies the centre of this room, and attached is a table with draining-board on which the salesman places the fish for inspection.

Fish Cleaning Outfit.

In connection with the department is a complete fish-cleaning outfit, with running water keeping the room at all times clean and wholesome. Should it be necessary to carry a large stock there is a refrigerating and cooling plant with a fish compartment capable of handling several weeks' supply.

In winter, of course, there is greater scope for handling dried and frozen fish by the trade, because then ice is not so necessary, but the two grocers named above carry fresh water and sea fish the year round on ice in addition to the dried and frozen fish.

Mr. Caldwell is an example of the beginner adding a fish department, and Mr. Hatley's business shows how the trade can be developed. That a fish department pays can be vouched for by both grocers.

A TALK TO SALES MANAGERS.

Continued From Page 137.

I am Blind. Blind to the opportunities of the business world about me. Blind to the power of true advertising. Blind to the fact that the countless eyes of the composite customer are scanning the printed page for something worth reading about my goods. Blind to everything but the dollar I own—and the fear lest I lose it is wrenching even that dollar from my very grasp.

Not blind only, but DEAF.

Deaf to the clang and roar of the business world about me. Deaf to the questions the world is asking about my goods. Deaf to the clear call of duty to my business, myself and my family. Deaf to every sound save the clink of the dollar I own, and I squeeze that dollar so tightly that its ring is turned to lead.

Not deaf only, but DUMB.

Standing here on the platform of a great auditorium—a multi-million-dollar audience of purchasers of my own kind of goods before me, and, though invited to tell that vast company of buyers my business story, I stand mute with only power to hold up my shrinking little business "card" and run to cover.

Gentlemen, you can't win the great composite buyer with any such miserable makeshift as a "card." Cheap as it is, it is money thrown away. No cheap advertising is worth its cost—it only cheapens and discredits you in the eyes of the men you wish to reach.

The composite buyer is great and broad and must be approached greatly and broadly.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,

"NARCISSUS," fine FILIATRA currants

"ELEKTRA," fine FILIATRA cleaned currants,

and importers and distributors of

Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:

JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
W. H. ESCOTT CO., Winnipeg, Man
McKELVIE & CARDELL, LTD., Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.

124 WARREN STREET NEW YORK

THE LARGEST CURRANT HOUSE IN GREECE

MINCE MEAT

Purity is the first consideration in the Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest Dried Fruits only are used in making it.

The most scrupulous cleanliness is required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co. LIMITED

HAMILTON

Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evaporation to the consistency of Cream, perfectly sterilized, yet retaining the natural fresh Cream flavor. No smoky taste on REINDEER-JERSEY BRAND. Ask your customers to try it in the next oyster stew they make and when they reorder, as they always do, be sure your reserve stock of REINDEER-JERSEY BRAND is complete, as present demand exceeds supply.

REINDEER LIMITED

Truro, - Nova Scotia

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Thanksgiving Poultry Was in Poor Shape

Poultry That Came Forward for Festive Season Showed Lack of Proper Feeding—Check on Downward Trend of Live Hogs—English Bacon Market is Lower—Butter and Eggs Maintain Strong Position.

Thanksgiving, as usual, brought out a flood of poultry. This year the quality for this festive season was not good, that is, the birds were in poor shape. Chickens were generally plentiful but thin. Turkeys were quite scarce with arrivals poorly finished, showing lack of proper feeding. This seems to be the most reasonable explanation of the abundance of poor poultry coming out.

The downward trend of live hog prices which has been so marked during the past month or so, has received a check for the time, at least. Values show no further depreciation over last week's prices, and at the moment market appears fairly steady. Movement of hogs to market centres has been quite free, but there has been a general good demand from packers.

The English bacon market, however, continues on an easy scale, last week witnessing a further decline. Quotations are at 52 to 54 shillings as compared with 58 to 63 shillings at the beginning of October. There is at least no firmness in provision prices here, although a moderate demand is generally reported.

Butter still maintains its steady position, with nothing apparently at hand to shape it otherwise. The butter market in England is quiet and lower, and demand from that quarter has been dropping off, although Western Canada is taking any surplus in the east.

Eggs also continue strong. Although production is falling off, some centres report larger receipts than for the same period last year. There were several hundred cases of eggs exported last week to English markets, the largest proportion going to Liverpool.

MONTREAL.

Provisions.—One feature of provisions this week is an advance of one-half cent in the price of pure lard. This article is scarce but only temporarily. There is a good demand for it and with a scarcity reported the situation is made firmer. Live hogs are down to from $6.25 to $6 35.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 09½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 10
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 09½
Tubs, 50 lbs. net, per lb	0 09½
Tierces, 375 lbs., per lb	0 09½
One pound bricks	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 11½
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 25 6 35
" dressed, per cwt	9 25 9 50

Butter.—The market holds firmly with supplies still coming forward rather freely. Prices are unchanged. The demand is good and general conditions are reported satisfactory.

Creamery	0 28 0 28½
Dairy, tubs, lb	0 23 0 24

Cheese.—The price of cheese remains unchanged for the week. There is a good enquiry but no particular feature. The season is now drawing to a close after what should prove to be a good year.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 13 0 17

Eggs.—New laid eggs are in good demand and prices are expected to soar before the week is passed. Supplies are said to be a little more liberal than at this time last year, but there is an increased home consumption and a better demand from England. The market is firm just now and it is believed will go higher before long.

New laids	0 36 0 38
Selects	0 28
No. 1	0 24

Poultry.—The new poultry season has opened with good business reported. Thanksgiving Day was responsible for quite a demand and henceforth there should be a steady enquiry. Prices ruling are :—

Fowl	0 14	Turkeys	0 20
Chickens	0 15 0 17	Ducks	0 20
Geese	0 14		

Honey.—A fair demand is felt for honey, but it is quite an ordinary trade. Prices are unchanged, as follows :—

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

Provisions.—Trade in pork products is at a good volume. Smoked meats are naturally with the cooler weather in lighter demand. The heavy lines of pork are receiving more attention. There is considerable trade produced by mining and lumbering camps now putting in their fall and winter supplies. Lard is also moving freely.

Live hogs, after a long continued drop, have steadied up for the moment at least. Indeed, some firms are quoting a slightly higher figure this week. Arrivals have been fairly large but more stinted than for the previous few weeks. Pork products are generally unchanged. Long clear is quoted at 12 to 12½c.

Smoked meats—	
Light hams, per lb	0 15½ 0 16
Medium hams, per lb	0 15 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 18 0 19
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 75
Live hogs, local	6 00 6 10
Dressed hogs	9 00 9 25

Butter.—Steadiness still prevails in the local butter market, with indications of a continuance of the same conditions. Indeed, one firm is quoting creamery 1 cent per pound higher. Production is on a small scale and storage butter is already being used.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 26 0 27
Farmers' separator butter	0 25 0 26
Dairy prints, choice	0 24 0 25
No. 1 tubs or boxes	0 22
No. 2 tubs or boxes	0 17 0 18

Eggs.—The same strength caused by the same conditions continues in eggs. Production has been and still continues to lower, while a good demand is in evidence. A considerable volume of storage stocks is now being used. The market is firm.

Storage eggs	0 23 0 25
New laid eggs	0 27 0 30

Cheese.—Quotations remain unchanged from a week ago. The market has not moved in either direction to any extent. Easiness, although slight, prevails in some quarters. A moderate volume of trade is being done.

New cheese—		New twins	0 15½ 0 16½
Large	0 15 0 16½	Old Stiltons	0 16½
Old cheese	0 17		

Poultry. — A plenitude of supplies with quality below the average was the feature of Thanksgiving flood of poultry to this market. There was an over supply of poorly finished fowl and chickens. Prices for the former went as low as six cents per pound, while chickens went down to 8 to 10 cents.

The Thanksgiving turkey was scarce, and to make matters worse, they were very poorly filled out. Geese and ducks were not very plentiful. This week finds considerable poultry on the market, mostly chickens and turkeys.



Who loses, Mr. Merchant, when your clerk is interrupted and forgets to enter a charge sale?

Or when your clerk offends a customer by over-charging---or charges goods against the wrong customer?

Putting a National Cash Register receipt in every parcel prevents such mistakes, and saves you many a penny.

That's why customers prefer to deal in stores that have a National Cash Register. Also it is the reason a million merchants have adopted this system.

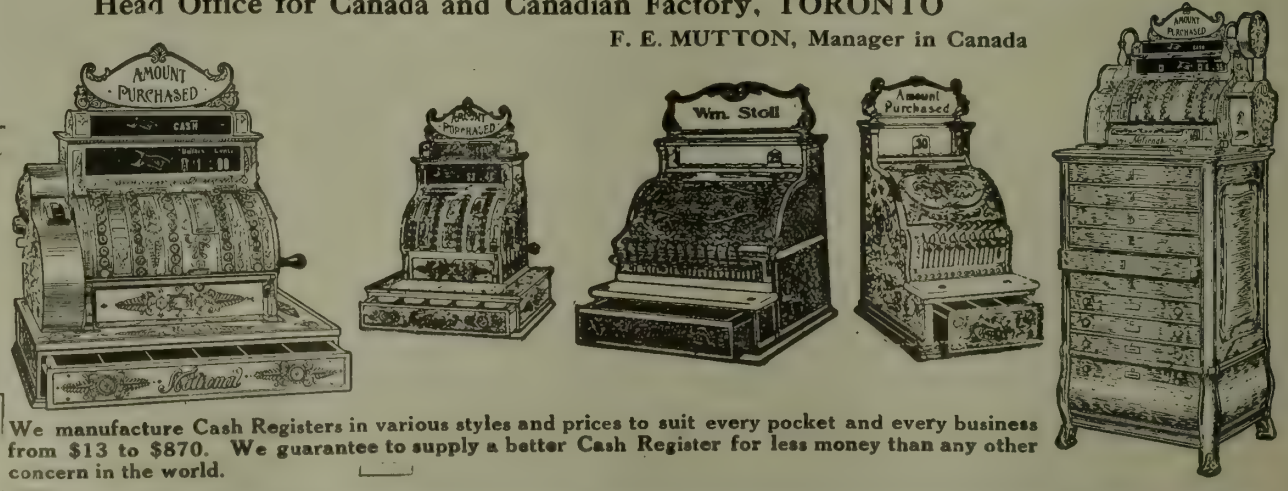
Successful Merchants put a Receipt in Every Parcel

For Free Book and Price List write

NATIONAL CASH REGISTER CO.

Head Office for Canada and Canadian Factory, TORONTO

F. E. MUTTON, Manager in Canada



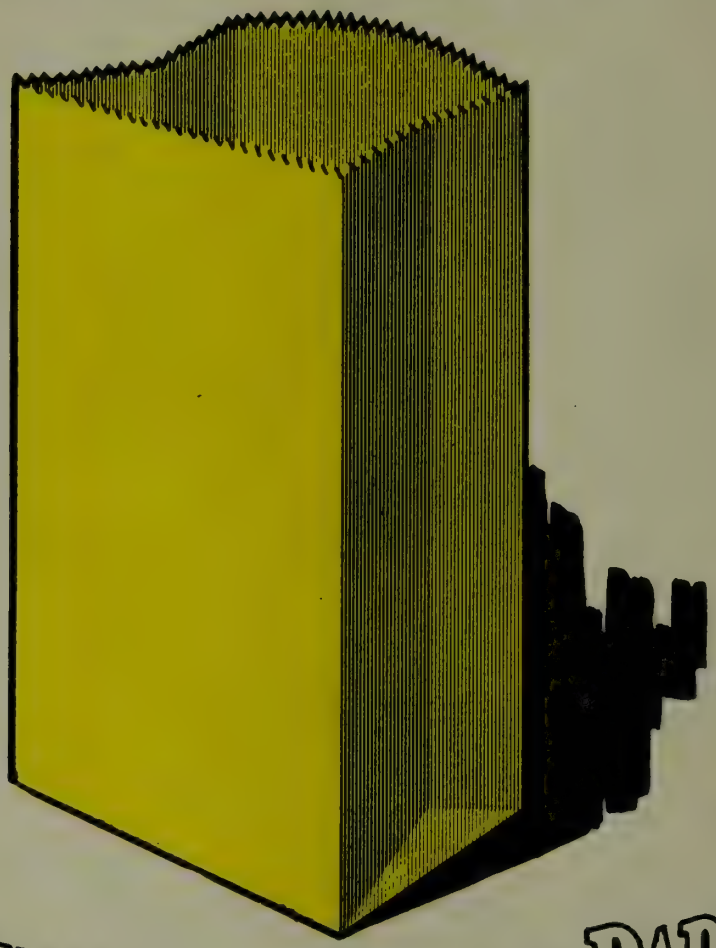
We manufacture Cash Registers in various styles and prices to suit every pocket and every business from $13 to $870. We guarantee to supply a better Cash Register for less money than any other concern in the world.



The Beautiful Red Rose.

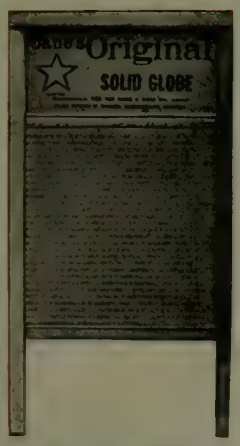
The emblem of the Tea that is as good as the flower is beautiful.

CONTINENTAL
GERM-PROOF
PAPER BAGS

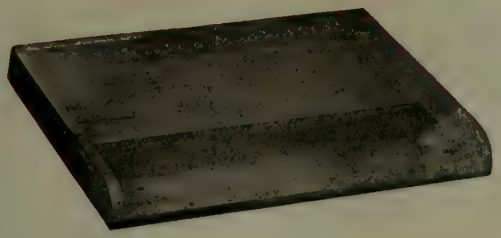


THE CONTINENTAL BAG & PAPER CO. LIMITED

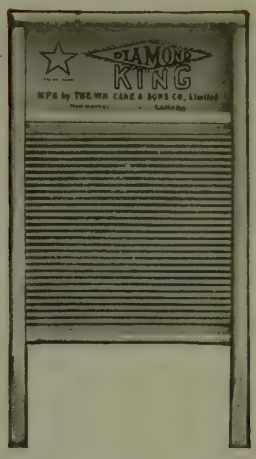
OTTAWA SOLE MANUFACTURERS CANADA



ZINC WASH BOARDS



BAKE BOARDS



GLASS WASH BOARDS

CANE'S
WOODENWARE
SPECIALTIES

These cuts illustrate a few of our high quality, quick selling specialties.

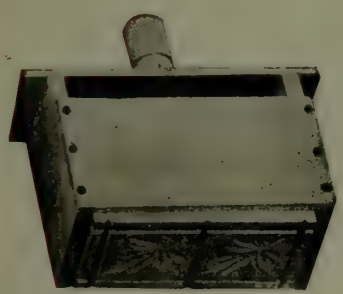
The past service that our lines have given proves that they are the most reliable and most efficient articles of this kind now on the market—articles that are the best value that money can buy.

"CANE" quality is guaranteed

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, - - ONTARIO

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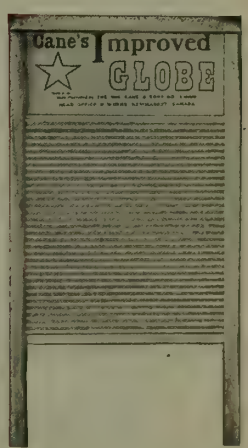
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MOP WRINGERS



ACME BUTTER MOULDS





GEM BUTTER MOULDS



WASH TUBS



PAILS

A Sauce with a Record



A-1 SAUCE

For 100 years and more, Brand's famous A-1 Sauce has had an international reputation as a relisher for fish, flesh and fowl.

Sold at prices which bring it within the reach of poor as well as rich, its users are universal.

At this season, by an effectual display, Brand's A-1 Sauce will find a ready sale, with profit to grocers and satisfaction to customers.

It will maintain its record. We also make a full line of Meat Extracts, Essences, Soups and Potted Meats.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

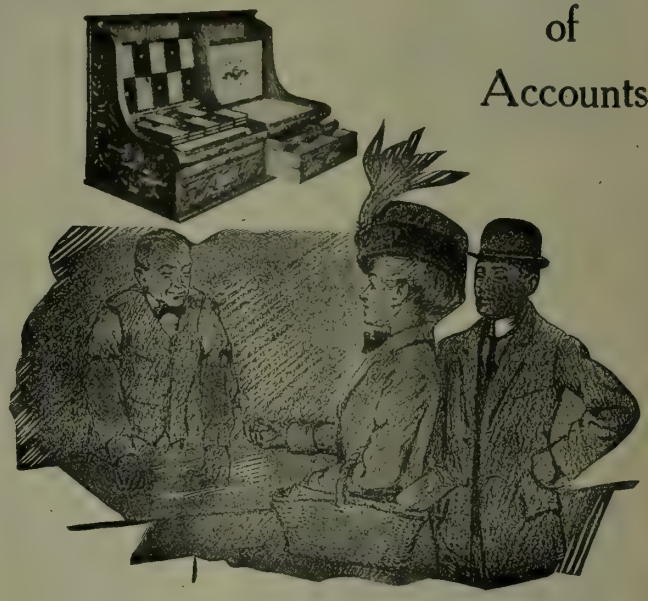
H. HUBBARD, 27 Common St., MONTREAL,
NEWTON A HILL, 25 Front St. E., TORONTO,
McLEOD & CLARKSON, VANCOUVER, B.C.

With Only One Writing

The McCASKEY SYSTEM

The End of Drudgery

Simplifies the Handling of Accounts



¶ You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

¶ More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies Bookkeeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

¶ The McCaskey system keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

¶ We'd like to send you some letters from people you know about The McCaskey System. There is also an entertaining book "Bookkeeping Without Books," that will be sent for the asking.

Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:- Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

A FINE LINE



A FINE SELLER

"MEADOW-SWEET"

CHEESE

Let us talk about this high class cheese and see what business you can do with it. You have at least fifty good customers who are consumers of some brand of cheese. Don't you think that you can sell twenty of them two packages a week ?

Retails at 10c. per package

This means that you can put in your cash box at least four dollars a week without any bother, but of course we are putting things in their mildest form.

"MEADOW-SWEET"
in a Dainty Package

Will make your shelves look good.

Has a flavor all its own.

Peculiarly nippy and appetizing.

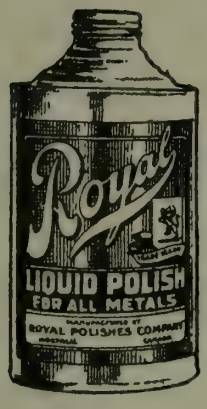
Write

Meadow-Sweet Cheese Co., Montreal

AGENTS: Laing Bros., 307-309 Elgin Ave., Winnipeg, Man.; Fred. Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; Denault Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Two Great Selling Points

in



ROYAL METAL POLISH

Our brands of polishes and pastes give the greatest satisfaction to the user and yield the most profit to the dealer.

Satisfy the User

There is satisfaction in it to the user. The quality is particularly adapted to all requirements and is such as to commend itself to all who use it. The range of purposes to which our brands may be applied is wide, covering all practical needs.

And the Dealer Too

There is profit to the dealer because our lines, being made in Canada, are not subjected to duty, as are foreign goods entering this country. Thus what we save in duties and distribution we are enabled to share with the dealers, without interfering in the least with the high standard of the quality of our brands.

Royal Polishes Co., Montreal

CANADA: No better Country



MOTT'S No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Another Advance in Coffee

—says a press dispatch under date of October 19th

A stirring circular recently issued to the coffee trade, shows a decrease of consumption of coffee in two years of, in round figures, 200,000,000 pounds.

The above news items are interesting.

Do you realize, Mr. Grocer, that your profits on

POSTUM

are equal, if not more than on coffee, and they are sure! There's no fluctuation.

Some Americans seem to prefer a healthful, home-made breakfast drink in place of coffee which chemists class among the drugs and not among the foods.

"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

Canadian Postum Cereal Company, Limited, Windsor, Ont.

Good Time to Feature Flour and Cereals

Retailers Who Put Greater Efforts Behind These Lines at the Present Time Will Be Well Pleased With Result—Housewife More Inclined to Make Her Own Bread — Weather Favorable for Sale of Cereals—Advance in Manitoba Flour Generally Recognized—Markets Losing Ground

The present is an excellent season for the retailer to put greater efforts behind his flour and cereal departments. Grocers who attempt to liven up these lines will find results gratifying. The season has come when fires are essential and the housewife is more inclined to make her own bread. The dealer who gives prominence to flour will thus suggest this to the housewife. Then again the cooler weather stimulates the demand for cereals, but it is necessary for the grocer to feature them if he wishes to reap the best results.

There is not the same firmness in either flour or cereals in evidence a week ago. While the advance of 10 cents per barrel in Manitoba flour became general before the end of last week, the quotations on the raw material have been easing off since, so that flour is less firm. Cereals have been also losing ground due to the reductions in the raw material. This easing reflects the bearish sentiment of the trade in the speculative centres both at home and abroad.

The grading of wheat that comes forward from the Canadian West from now on will have a big influence on the market. So far it has been poor. There are hopes, although not strong, that it will improve. At present there is little real good milling wheat obtainable. The big yield in Canada this year is pointed to by some dealers who expect the market to ease off. They say the amount coming forward would be larger if cars for shipment were available.

Argentine is expected to have an important bearing on the world's situation. At present there is weakness in the principal Argentine markets.

MONTREAL.

Flour.—The market has remained firm since the recent advance. Demand from the country and locally is good, but export trade is rather quiet. Retailers are showing a new interest in flour since the near future.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Cereals.—Rolled oats are steady with a brisk enquiry. The primary market was a little weaker at the beginning of the week. Corn meal is also in good demand. The market does not give evidence of any particular movement for the near future.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—The advance of 10 cents per barrel in Manitoba flour announced by some mills last week became general towards the end of the week, so that the present prevailing price is $5.50 per barrel for 1st patents, with 10 cents more per barrel being asked by some firms for cotton sacks.

The market has been losing ground, however, since Friday last. Although flour prices have not been affected, wheat quotations have been easing off. Trade just at the present is not overly brisk. Ontario wheat has, however, under small offerings and a good demand been holding firm.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

Cereals.—Those dealers who are pushing cereals are finding a good demand. The season is now favorable for their sale. The rolled oats market does not possess the same firmness as a week ago but is nevertheless steady. The same is true of other lines.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 85
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

Flour.—Trade in flour is brisk at the present time and from all quarters a strong demand is prevailing. Export bids have been active, and millers have been busy rushing all export and eastern orders off before the close of navigation, which is expected to take place within a month. A change has been made by Winnipeg millers in quoting flour, owing to the cost of cotton sacks. At the present time, flour will be quoted in cotton and jute sacks; the difference being 5 cents in favor of the latter. There has been a slight all-round advance in flour prices for the week Prices quoted below are Manitoba car lot prices in cotton sacks. In jute sacks prices will be 5 cents less.

1st Patents	2 90	3rd Patents	2 55
2nd Patents	2 65	1st Clears	2 30

Mill Feed.—During the past month



Is Your Gun Loaded ?

Have you a well assorted stock of Mooney's Biscuits to take care of the popular demand resultant from the unparalleled excellence of every biscuit.

The other fellow's gun is loaded and it is poor policy on your part to send custom to his store when you can easily retain it by stocking the goods asked for.

The matter of buying biscuits must be gone into carefully. The quality of our goods and the service we give will stand prominently among all others.

Have a Trial Order Sent TO-DAY

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY,
VANCOUVER, B.C. ST. JOHN'S, NFLD.



MAPLEINE
(THE FLAVOR DE LUXE)

Sells
Satisfies
and
Sells Again

Order a supply from your jobber or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, WN.

prices on rolled oats have been active, and have advanced from 20 to 25 cents per bag. To-day's prices range from $2.10 to $2.20 per sack, as asked by millers. Bran has also been strong, and a large quantity has been exported during the last few weeks to Germany. Trade with this country is not always possible on account of prices prevailing, but this year large orders have been received, and while the exact tonnage was not procurable, it is learnt on good authority that a large quantity has been shipped to this country. Price asked at the present time is $21.00 per ton, which is $1 a ton over that prevailing last week. Shorts are quoted at $22 to $23 a ton. Chopped barley per ton in sacks $29 to $30; oats $28 to $29; barley and oats $29 per ton.

THE CLERK WITH INITIATIVE.

He is The One Worth More to Employer Some Don'ts to Turn Over.

There are clerks trying to discover methods of getting out of work, instead of finding work to do. It is only by looking for work, and constantly working for your employer's interests that a clerk can expect advance in salary or responsibility.

Endeavor to sell just as much goods as if you were working for yourself.

Study every customer and cultivate his acquaintance.

Learn the names of as many of your customers as possible. Show your willingness to serve customers when they come in. It's just as easy, you'll feel better and so will they.

Remember its not how much you say that makes sales, but what you say and how you say it.

A FEW DON'TS.

Don't argue with customers.

Don't try to force goods on them, they don't want.

Don't make claims for your goods that you are not positive are true.

Don't hide the "stickers" under the counter. Get them out and sell them.

Don't talk to friends when customers are waiting.

Don't always wait to be told.

Lastly, be a salesman, not a machine. Learn to do things; possess some initiative. Look around and see what there is to do, then do it.

TO TALK ON PROFITS.

Invitations are out for a smoker, under the auspices of the Retail Grocers' Association, of London, Ont. The affair is to be held in Duffield Hall, on Tuesday evening, Nov. 7. Wm. Turnbull, of Edward Adams & Co., will talk to the retailers on profits. It is expected that other wholesale grocers will be present to talk on other matters of interest to the trade. Cyril Hayes, former secretary of the Retail Grocers' Association, who has been studying elocution in England for the past year, will be present and favor the grocers with some recitations. Thos. Selby, vocalist, will also entertain the guests.

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England



"How's That for a Minute's Work?"

What woman could fail to get a great deal of satisfaction from her ability to make a delicious dessert in a minute?

It is done with

JELL-O

There are other preparations of the jelly powder order, but they are not Jell-O, and no woman will ever tolerate the other kind after once using Jell-O.

Nothing else is quite so easy to make up or so delicious when made up.

Seven Jell-O flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

A Hint To You, Mr. Dealer!

You will both satisfy your customers and add prestige to your store by carrying McCormick's Maple Leaf and Lemon Cream Biscuits—two extremely popular lines.

Wholesome and Delicious, unrivalled for daintiness and flavor.

Our extensive advertising campaign will aid you in making sales easily.









Order from nearest shipping point

McCORMICK'S MAPLE LEAF AND LEMON CREAM BISCUITS

FACTORY AT LONDON

WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

EVERY PACKAGE

OF SPICE YOU SELL

Advertises Your Standing as a Grocer

DO YOU KNOW

THAT EVERY TIN, PACKAGE, PAIL, BOX AND BARREL OF

WHITE SWAN BRAND OF SPICES

BEARS THE GOVERNMENT APPROVED FORM

OF WARRANTY AS TO PURITY?

IF YOU HANDLE THIS BRAND

Your Customers will Appreciate the Fact that You Serve Certified Goods

SEND US A TRIAL ORDER AND
WATCH THE RESULTS

White Swan Spices and Cereals, Limited
TORONTO

High Cheese Market Likely to Last

Drought in Great Britain This Summer Chief Cause—Production There Falls Off 35 Per Cent.—Heavier Demand for Butter—Not Much Cheese Held in Montreal.

The season of 1911 will go on record as one of the highest priced seasons for cheese the trade has ever known. Owing to the drouth which affected the proing to the drought which affected the proestimated to have fallen off about thirty-five per cent., and as Great Britain produces about twice the quantity of cheese as is exported from Canada, it meant a total shortage of over one million boxes.

Of course, in the light of conditions of this kind, it goes without saying that prices were advanced sufficiently to curtail the consumption within the limits of the quantity available, and the result has been the establishment of new records, both in cheese and butter. The current prices being paid in the country this week run from 13½c to 14⅛c, and Septembers were delivered on a basis of about 14½c to 15c at shipping points, and as it is the September and first half of October make that is generally carried for winter use, it is easy to come to the conclusion that we shall have high prices during this coming winter.

More Butter Wanted.

Another factor in the situation has been the increased demand for butter, both for home consumption and for export. Prices for this article have also established a new record; last week at Cowansville, Que., the leading board of the Eastern Townships Dairymen's Association, butter sold at 27¼c, equal to 27½ laid down in Montreal.

Owing to the increased and improved demand for cheese and butter at the high prices, the exports have been very much larger than usual, the total shipments of cheese from May first to the present date are 1,571,685 and the receipts 1,617,844 packages, so it is easy to judge from this that the quantity held in Montreal warehouses is small compared with previous years. The exports of butter show considerable increase this year over last, the total being 134,013 against 27,753 packages last year. This leaves the stock available for use in the winter very light, and consequently high prices must prevail.

It is likely that this year many dealers have refrained from buying, anticipating that they might be able to secure the later made October cheese at less money, but owing to the conditions aforesaid, these expectations are hardly likely to be realized.

BAR DOGS FROM THE STORE.

A chronic complaint from grocers and a righteous one, too, is that relative to the bringing of dogs into stores where so many and so much food-stuffs are displayed within easy reach of an animal's snout. A grocery traveler now in business for himself, speaking about this to a representative of this paper said, that one of the Berlin grocers had pretty well squelched the annoyance by having prominently displayed in his store a sign worded "Dogs and tobacco smoke not allowed here,"—and his customers applauded, too, even those who, because of want of thought, had brought dogs into the store.

W. T. Grose, the Montreal manager of the Ontario Lantern & Lamp Co., has resigned his position as eastern representative on account of ill health. W. H. Ginder, the president, presented Mr. Grose, on behalf of the company with a handsome piece of silverware suitably engraved, as a slight token of the company's appreciation of his work during the past three years.

On the Way From the Sunny South

Loaded with Choicest Cotton Seed Oil for GUNNS "EASIFIRST" Shortening, Cooking and Salad Oils.



We operate the only Cotton Seed Oil Refinery in Canada, and can outdistance all competition in price and quality. Cooking and Salad Oil is put up in fancy 2-lb. tins.

GUNNS, - Packers, Toronto

GETTING VINEGAR FROM THE BARREL.

Barrel Placed on Side—Vinegar Pump Is Used.

A good deal of time is saved and a lot of heavy lifting done away with in handling vinegar, in a simple manner by a Perth, Ont. store.

A vinegar pump is used but instead of standing the barrel on end and boring a hole in it as is usual, the barrel is left on its side, the bung knocked out and the pump placed in the opening. A small transferable platform which can be made by the grocer himself in five minutes is placed on the top of the barrel, forming a flat surface for measures and jars.

A change from one barrel to another can be made in this way in a couple of minutes, so that there is no loss of sales because a new barrel has not been tapped.

Unusual interest was manifested in Philadelphia recently in the arrival of a British steamship with sugar from Java by reason of the fact that the vessel's cargo increased in value in transit more than $107,000. The vessel sailed from Java on August 1, bound for the McCahan Refinery there. When the six thousand tons of sugar were put on board the value per 112 pounds was 14s. 6d. Quotations for Java sugar were 18s. 6d. on the arrival of the steamer. The advance of four shillings in the price will net the owners $107,000 over the original purchase price. The duty paid on the Kwarra's cargo totalled $180,000 or on a basis of $30 per ton.

Andrew Watson, Montreal, Canadian representative of the Molassine Company, Limited, Great Britain, intimates that his firm has been awarded the Grand Prix at the Festival of Empire at the Crystal Palace, for Molassine Dog and Poultry Foods, and Molassine Meal. This award is the highest obtainable, and the Festival of Empire being one of the Confederation of International Exhibitions, the Grand Prix is much sought after, as manufacturers recognize that it hall marks their goods as of value and repute.—Advt.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

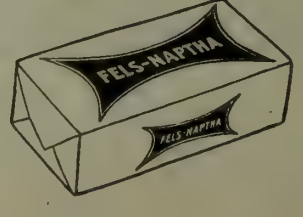
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

The Friend of Women

that takes wash-day work off her shoulders, is Fels-Naptha soap!

Plentifully stocked in your store, it will likewise ease your work in selling soap. For Fels-Naptha's sale is always steady and growing---an excellent feature in merchandise.



We Have Proven Our Worth

as

BUSINESS GETTERS

We want the manufacturers of

Europe **United States** **Eastern Canada**

to let us handle their account in Western Canada.

We have the

Experience

Staff

Money

Aggressiveness

to do it right.

Office and warehouse at

WINNIPEG Man. **REGINA** Sask. **SASKATOON** Sask. **EDMONTON** Alta. **CALGARY** Alta.

Our salesmen are always
ON THE JOB

Nicholson & Bain

Wholesale Commission Agents and Brokers

Head Office, - - - - WINNIPEG

Preventing Blunders in Delivery

The Order Slip System in Vogue by Fraser, Viger & Co., Montreal—Orders Classified According to Nature of the Goods—Reproductions of Method Used.

SUPPOSING a clerk receives the following order: Fifty cents' worth of gran. sugar, ½ lb. of coffee, one bottle of vanilla, 1 basket of grapes, 2 pecks of potatoes, 1 bag of charcoal, 1 package of corn starch, 1 small keg of herring, 1 package of ammonia powder.

It will be noticed there are two kinds of articles in the list—those that are kept on the shelves, and those that are too bulky for that position.

The Order Divided.

He puts up the order for the sugar, ammonia, vanilla, corn starch and coffee and places them together on the order counter. But there may not be room for the grapes, charcoal, herring and potatoes. In the majority of groceries the orders would be divided in this manner, but it is done by Fraser, Viger & Co. of Montreal. The order is taken down on the duplicate counter check book found in every store, then there is a slip like that of Figure I. shown herewith.

To Prevent Blunders.

It gives the name of the purchaser and in a little square there is given the number of articles that are put up by the clerk. They are the ordinary groceries. There is then the place for extras. Now the extras have been put together in a group where there is more room for them and the delivery man on looking over the order counter learns

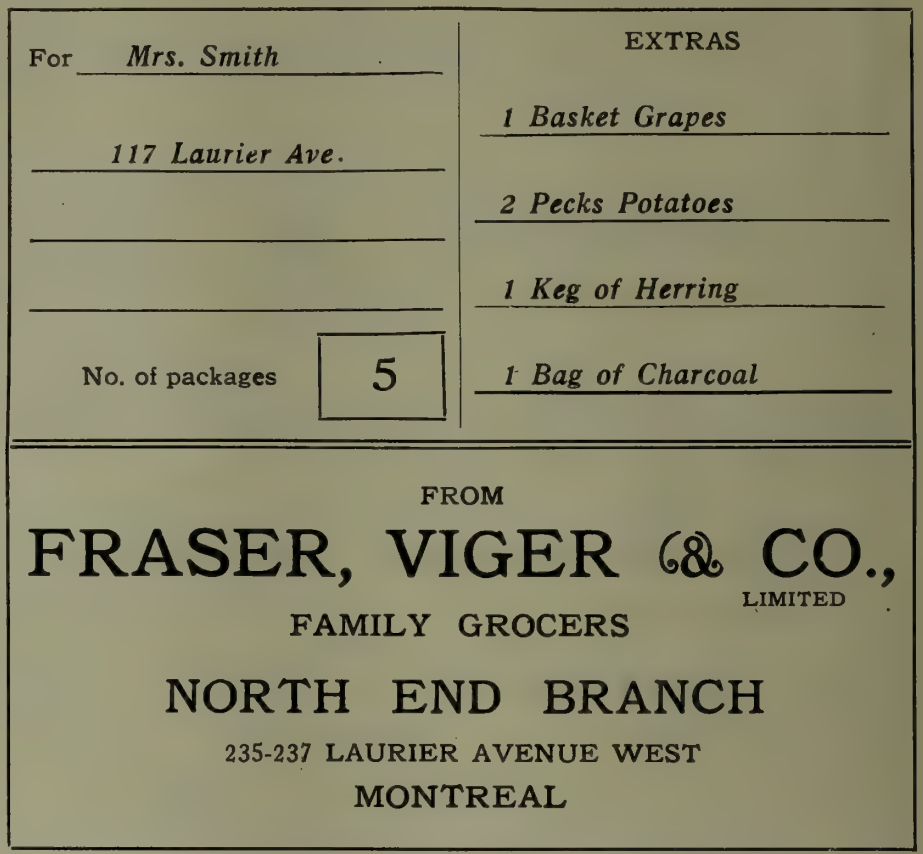


Fig. 1 — Slip showing delivery man that articles other than shelf goods are to go out.

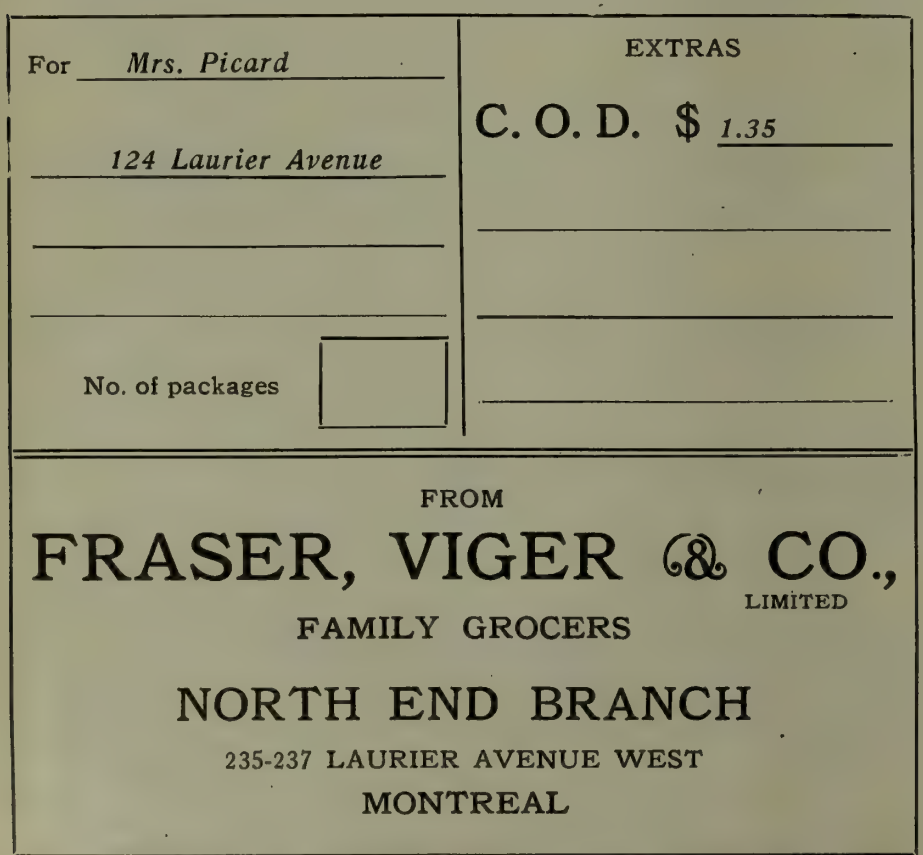


Fig. 2 — When goods go out C.O.D. this slip is sent. The original is on yellow paper always.

that there are a number of extras to go with this order. The clerk who puts the order up generally looks after them going out, when it is necessary, to aid the delivery man. The idea is to diminish the chance of any blunders being made in the delivering of the goods.

Yellow Sheet for C.O.D. Order.

This extra sheet is of white paper, except if it is a C.O.D. order. Then a yellow sheet is sent with the amount to be collected marked in a place for that purpose, as shown in Figure II. This plan simplifies matters for the man on the rig and the sending of goods to the customer is by no means the least important part of the grocery business, and therefore worthy of consideration.

The grocer who sold only the goods his customers called for at the price they expected to pay, would soon sink. Success in the retail business is impossible without salesmanship.

When you treat each customer as if he is the best customer the store has, you are a business builder.

MARKETS INTEREST HIM.

J. Smith, Montreal, is a reader of The Grocer, and says he likes it very well indeed. "You certainly get the right side of the markets. They interest me most and I always read them carefully."

WATCH for these on the Bill Boards!



WATCH and see that you have them in Stock!



WATCH your profits accumulate!

Cape Cod Cranberries
N.S. Cranberries
Florida Grape Fruit
Almeria Grapes
New Figs,
Finest pack imported.
Jersey Sweet Potatoes
Late Valencia Oranges
Lemons, Nuts
of all kinds.
Spanish and Domestic Onions.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

THE

Lemon that gives satisfaction is the Lemon that makes you money. It isn't hard guessing that the Best Lemons are the satisfaction givers.

THE

B. L. O. E.

(Best Lemons on Earth)

"St. Nicholas"

and

"Home Guard"

FILL THE BILL

J. J. McCABE

AGENT

TORONTO, : : ONT.

First Shipment of New Crop Lemons

Received This Week From Italy via New York—Valencia Orange Shipments Practically Done for the Season—Florida Oranges Coming Forward—Good Trade in Fruits Around Thanksgiving.

Perhaps there is no other line which the grocer handles that is benefited so much by the Thanksgiving holiday as fruits and vegetables. Those dealers who featured them around the festive occasion found results gratifying. A general increased briskness in trade preceding the holiday is reported from all sections of the Dominion.

This week marks the arrival of new crop lemons upon the Canadian markets. These are only the advance shipments via New York, and it will probably be middle of the month before big supplies are received. Old crop lemons seem on the whole to be pretty well cleaned up.

Late Valencia oranges are now held at fancy prices. Decreased shipments marking the wind-up of the crop in California with the better demand under smaller supplies of other fruits is responsible. New crop Florida oranges are now coming forward and will be more reasonable in price.

Quality of fruit as well as crop is said to be quite good this year. Grapefruit from this same state is coming along freely. However, the crop this year is considerably shorter than last year.

Cranberries found a good demand around thanksgiving and hallowe'en.

MONTREAL.

Fruits. — Thanksgiving Day and Hallowe'en brought considerable extra business and a good trade was reported. There is a fair general enquiry with some lines moving particularly well. Oranges are beginning to move better and grapes are selling well. Apples are, of course, quite a feature.

Apples, bbl	3 50	5 00	Lemons	4 00	4 25
Apples, Famense	5 00	6 00	Limes, a box	1 25	1 50
Bananas, bunch	1 50	1 75	Oranges—		
Bananas, crated	1 75	2 00	Valencia	5 50	5 75
Cocoanuts, bags	4 00	4 50	Jamaicas, bbl	2 75	3 75
Grape fruit, Florida, case	4 50	5 00	Sorrento	3 25	3 50
Grapes, Almeria, per keg	4 00	5 50	Mexican	2 75	3 00
Grapes, Canadian, basket	0 20	0 25	Pears, California	2 00	3 50
Grapes, Cal., box	2 50	2 75	Pineapples—		
			Floridas, case	3 25	4 50
			Blums, California box	1 50	2 00

Vegetables.—Cranberries had a good Thanksgiving Day demand. Celery, onions, sweet potatoes, and a few other lines are receiving particular attention. Potatoes are firm.

Beans, green, hamper	3 00		Leeks, doz	1 50	1 75
Carrots, doz	0 25		Canadian lettuce per doz	0 45	0 50
Cabbage doz	0 75		Onions—		
Celery, doz	0 60	0 75	Spanish, crate	3 75	4 25
Cranberries, Cape Cod, bbl	9 00	9 50	Canadian reds, 100 lbs		3 00
Cranberries, N.S.	7 75	8 50	Sweet potatoes	2 00	4 50
Cucumbers, doz		0 60	Montreal potatoes, new, bag	1 15	1 25
Garlic, 2 bunches		0 25	Tomatoes, Canadian, box	0 60	0 75
Green Peppers, bushel basket	1 75	2 25			

TORONTO.

Green Fruits.—The trade in fruits for Thanksgiving was good, and those dealers, both retailers and commission men, who took advantage of the festive season to feature different lines more extensively were well pleased with results.

Belated shipments of late pears and grapes are still coming forward, but the quantity is not large. Imported goods are now holding the centre of the stage. The advance shipments of new crop lemons arrived this week, but arrivals will not be on a large scale for a couple of weeks. The first of the Florida oranges will arrive before the week is out. There is considerable Florida grapefruit of good quality coming forward and meeting with a good demand. Pineapples are now being given more prominence. They are quoted at $3.25 to $3.50.

Bananas	1 25	1 75	Canadian pears, 11-qt. basket	0 75	0 50
Lemons—			Grapes, small	0 25	0 30
Verdelli	4 00	4 50	Grapes, California box	2 00	2 25
Limes box		1 50	Cranberries, Cape Cod, brl.	8 50	9 00
Oranges—			Apples, brl.	2 25	4 00
Late valencias	5 00	5 50	Snowapp'e	4 00	4 50
Can. tomatoes, 11-qt. baskets	0 15	0 25	Pineapple	3 25	3 50
Grapefruit, case	5 50	5 75			
Grapes, Almeria per keg	5 50	6 50			

Vegetables.—Potatoes remain at the same figure as a week ago. Wholesale dealers report they are finding a good demand. The short crop in various parts of the province has necessitated the securing of supplies from New Brunswick and shipments from that province have been large. The car of Manitoba potatoes which came to this market last week was taken up quickly.

Celery, cabbage and cauliflowers are slightly easier in price this week as are also Spanish onions. Green peppers under similar supplies are higher at 50 cents per basket. Parsnips are quoted at 75c per bag.

Canadian beet, per bag		0 75	Onions—		
Cabbage Canadian, dozen	0 50	0 60	Spanish, case	3 50	3 75
Carrots, bag		0 65	Canadian, 75-lb. bags	1 65	1 85
Celery, per doz. heads		0 40	Potatoes, N. B. stock, bag		1 25
Cauliflowers, dz.	0 60	0 75	Potatoes, Ontario, bag		1 15
Green peppers, basket		0 50	Sweet potatoes, barrel	4 00	4 50
			hamper		1 50

WINNIPEG.

Fresh Fruit.—This line has been exceedingly strong during the summer, and wholesalers report that a large increase has taken place over last year in the volume of trade transacted. Prices have remained fairly firm during the entire year, and all lines have been eagerly sought after. Present quotations are :—

Bananas, bunch	2 75	3 50
Valencia oranges		5 25
California lemons, crate		7 00
Wash. peaches, box	1 15	1 25
American Wealthies, bbl		5 00
Kings, per brl		5 00
Nova Scotia Gravensteins	3 50	4 00
B. Hardy pears		3 50
Red Rogers grapes		0 35
Cal. Tokay grapes, case		2 50
Mont. crab apples, per box	2 00	2 25
Cape Cod cranberries, brl		10 0
Can. McIntosh reds	5 00	6 00

Fresh Vegetables.—That the western people are able to enjoy luxuries is well noticed in the enormous business conducted in this department of the grocery trade during the summer. As is well known, the earlier part of the season is generally supplied by southern grown vegetables, which in spite of the duty and long freight, bring remunerative prices to the importer and retailer. About three months ago, however, the arrival of home grown goods on the market gradually decreased the amount brought in from the south, and for the last two months only local grown stuff has been offered on the trade. Prices vary considerably from week to week all during the season.

FANCY APPLES

We are in a position to load straight cars of Barrels or Boxes or assorted cars of each.

Our Fruit is mostly Association pack, of splendid quality and very moderate in price.

ENQUIRIES SOLICITED

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

FOR—
"Green Mountains,"
"Delewares"
or other varieties of
POTATOES
for SEED or TABLE USE.
Bags or bulk in Cars.
Wire or Write
Clements Company,
LIMITED
ST. JOHN, - - N.B.

FLORIDA
Oranges AND **Grape-fruit**
Good Color Fine Flavor Full of Juice
New Crop Nuts
GRENOBLE WALNUTS, TARRAGONA ALMONDS,
SICILY FILBERTS, BRAZIL NUTS, PECANS.
New Dates AND **New Figs**
THE HOUSE OF QUALITY
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



COL. HOWE says: "On Circus Day a boy likes to hear that one of the eight-horse wagons became stalled, and that an elephant pushed it out with his head." This character trait evidences itself in later life. Some people never grow up, and like to hear about the unusual, the freakish and the peculiar. In business life the steady success of the discriminating business man does not attract the attention of the unthinking, but men of higher ideals, ambitions and attainments, always have a preference toward the conservative, honest and sincere successes. My brand of Lemon is pleasing this type of men. The ever-increasing demand for my "Standard of Quality" is evidence that my efforts are "scoring goals." **Order my "New Crop" Lemons—The Brand**



BUSTER BROWN
FOLLINA BROS., Packers W. B. STRINGER, Agent

Native mint, per doz		0 20
Native green onions, doz		0 25
Native parsley, per doz		0 25
Native lettuce, per doz		0 25
Native watercress, doz		0 35
Ontario tomatoes, large basket		0 90
Imported head lettuce, doz		1 50
New cabbage, per cwt		1 00
American peppers, doz		0 20
Native carrots, per cwt		1 00
Native beets, per cwt		1 00
Native radishes, per doz		0 25
Native turnips, per cwt		0 75
Native celery, doz	0 40	0 75
Imported cucumbers, doz		3 00
Vegetable marrow, doz		0 60
Pumpkins, per lb		0 01½
Citron, lb		0 02
Hubbard squash, lb		0 02
Brussels sprouts, lb		0 17½
Leeks, per doz		0 25
Spanish onions, 50-lb. crate		1 25
Val. onions, crate		4 50
Cauliflowers, per doz	1 25	1 50
Red cabbage, per doz		1 00

Potatoes.—The situation in potatoes has been a fairly representative one of conditions that prevail every year. Between one month and six months ago, before the arrival of new potatoes became general, prices made some sharp advances, as local stocks were low. As high as $1.50 per bushel for Manitobas was reached, only to fall back the next week to $1.25 and still lower as the supply increased. Receipts coming in at the present time are heavy, especially from Manitoba points. Reports from wholesalers indicate that there is a scarcity in the East and in the far West, and it is likely that prices will stiffen within the next month. At the present time it would appear as if the fear of the arrival of cold weather was causing every man with potatoes for sale to offer them on the local market.

Manitobas, 5 to 10 bus		0 70
Manitobas, 10 to 20 bus		0 65
Buying price, carlots, f.o.b. Winnipeg		0 50
Virg. sweet potatoes, bbl		3 75
Jersey sweet potatoes, bbl		6 00

James W. Moncur, who for the past five years has been connected with the E. T. Wright Co., has severed his connection with that firm, and has accepted the management of the Montreal branch of the Ontario Lantern & Lamp Co. Mr. Moncur takes over the office and warehouse at 30 St. Dizier St., Montreal, where he will carry a large and varied stock of all lines manufactured, and, retains his old territory where he has become so familiar a landmark, his ground being from Kingston east to Halifax.—Advt.

The retailer to-day does not seem to realize that it is quite possible to work up a strong trade in macaroni and vermicelli. Both are becoming more and more popular with the Canadian housewife. The C. H. Catelli Co., Montreal (the Swallow Brand people), announce in this issue that the quality of their goods is just as high as it was years ago, and further beg to state that they have an interesting proposition in their new brand "Marguerite." Inquires will be carefully attended to.—(Advt.).

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario



SMALL SIZE SEALSHIPTEN

This is the new individual ice-cold container—holding 1|12 Im. gal., 14 ounces, enough for a small family.



LARGE SIZE SEALSHIPTEN

This is the new individual ice-cold container—size holding 1|6 Im. gal., 28 ounces, enough for a large family.

Sealshipt Oysters
—Now Sold a New Way

In sealed, ice-cold, individual packages called Sealshiptens.

Just as the Sealshiptor and the Sealshipticase were the inevitable successors of the open tub, in shipping and displaying oysters, just so this new Sealshipten must supersede paper pails and all other methods of selling.

It saves slop.

It saves time.

It necessitates less investment on the dealer's part.

No shrinkage—at least 7% more net profit assured.

It puts an end to substitution and all unfair competition.

It affords you a known profit, no guesswork as with bulk oysters.

It reaches the user under air-right seal—no possible contamination.

It makes an attractive package of what formerly was a leaky, bunglesome paper pail. It requires no careful handling—it cannot spill.

Unscrupulous dealers cannot always be stopped from selling bulk oysters as Sealshipt, but they can and will be stopped from counterfeiting this trade-marked package.

Your Sealshipticase has the same advantage as before—the same advertising advantage—the same advantage as a refrigerator for keeping the Sealshiptens properly.

It enables you to offer Northerns and Blue Points in either Standards or Selects, in two different sizes of package, without extra investment on your part.

Sealshipt Oysters come right in and go right out. They do not linger. You have practically no capital invested in them.

The Sealshipticase enables you to meet a ten-gallon-an-hour demand—or to keep your oysters in perfect condition against a call of only three pints a day.

The new Sealshipten makes the oyster business the cleanest, most profitable business a store can have.

We have made it easy for you to get and keep oysters at their best.

We have, by our advertising, created a demand which will send a stream of customers to your store.

Will you be content to deal in "just oysters" when Sealshipt Oysters offer you so certain a profit?



This is the Dealer's Blue and White Porcelain Sales Refrigerator—Equally valuable for keeping stock of the new Sealshiptens as for keeping stock of Sealshipt Bulk Oysters.

WHOLESALE DISTRIBUTORS:

Eastern Canada: Producers' Sales Co., 159 King St. E., Toronto.

Western Canada: Swift Canadian Limited, Winnipeg.

NO ALUM



MADE IN CANADA.

MAGIC

is a moderate priced Baking Powder, and the only well known one made in Canada that does

NOT CONTAIN ALUM.

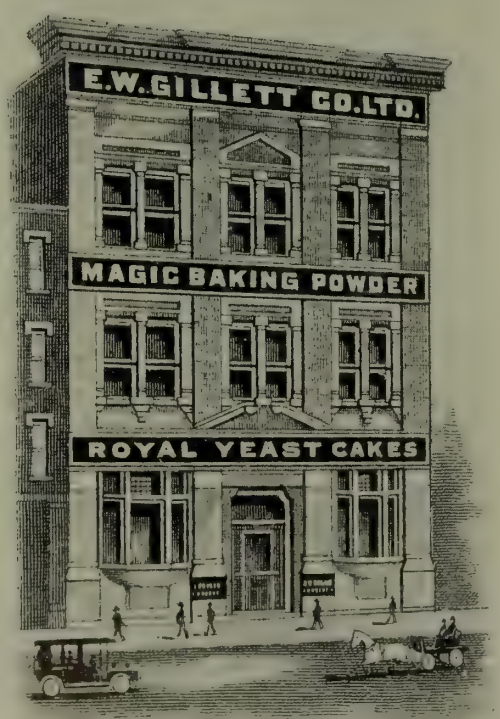
E·W·GILLETT CO·LTD.

TORONTO - ONT.

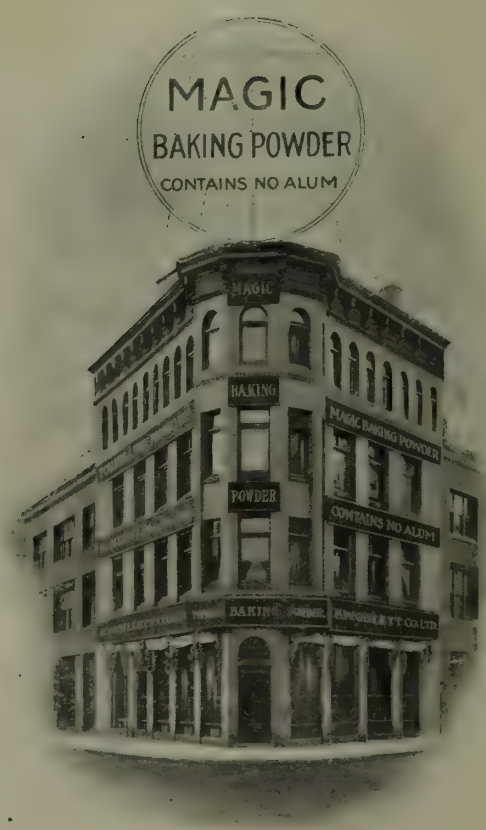
WINNIPEG MONTREAL



GILLETT BUILDING
KING, DUNCAN AND PEARL STS.
TORONTO, ONT.



GILLETT BUILDING
Mc. DERMOTT AVE.
WINNIPEG, MAN.



GILLETT BUILDING
CRAIG AND ST ANTOINE STS.
MONTREAL

How to sell more Oysters





Building up a big, profitable business in oysters depends mainly on three factors :—1. Right Buying; 2. Pushful Selling; 3. Quality of the Oysters.

And the existence of these essential factors is also the strongest reason why you should sell

"Coast-Sealed" Oysters

Consider them one by one:

1. RIGHT BUYING.—"Coast-Sealed Oysters cost less than most lines because your order is measured up in **solid oysters.** A gallon of "Coast-Sealed" Oysters is composed of nothing **but** absolute meats.
2. PUSHFUL SELLING.—The "Coast-Sealed" Oyster Display Cabinet is a great aid to pushful selling because it displays your oyster stock most attractively, and enables you to keep that stock absolutely fresh until the last pint is sold. And—this is **very** important—"Coast-Sealed" Cabinets are sold outright. No strings, no conditions; the "Coast-Sealed" Cabinet is **your own property** after you have bought it. Quality, not coercion, is what sells "Coast-Sealed" Oysters.
3. QUALITY.—Without consistent good quality your oyster business cannot be truly successful. By handling "Coast-Sealed" Oysters you are absolutely certain of consistent good quality. "Coast-Sealed" Oysters are all northern grown on our own grounds in Rhode Island, Connecticut, and New York, and are all over four years old before being opened. They are fat, meaty, full-flavored oysters. They are packed—right at the sea-coast, mind you—in "Coast-Sealed" containers which are then sealed. The container reaches you with the seal unbroken and with nothing inside of it but pure, absolutely fresh oysters with the delicious salt sea flavor unimpaired.

Selling "Coast-Sealed" Oysters is the surest way to do a bumper Oyster trade.

As the season is advancing rapidly we would solicit an early enquiry.

Connecticut Oyster Co.

50 Jarvis Street,
Toronto



Fish - Oysters



Good Fish Trade Already in Evidence

Business Shows Marked Rapidity Although Continued Cool Weather Would Work for Better Trade—Oysters Have Done Well so Far—Some Lines Not In Any Too Abundant Supply—Tuesday Was a Fish Day—Advent Only a Few Weeks Off.

The first week in November finds trade in fish at an appreciable volume. Since the set in of fall this line has seen a gradual increase, so that present business compares favorably with that of past seasons. Continued cool weather would now be welcomed by the fish men as it would induce a larger number of retailers to put their fish departments in operation. Although oysters have met with fair reception, cooler weather would be much more beneficial.

Tuesday of this week being a fish day, found an increased demand for fish. It should be remembered that Advent, a season when demand becomes much heavier, is only a few weeks away and the dealer should be planning for it.

Receipts of fresh and cured fish at the points of supply on the eastern coast have been light and the scarcity has put some slight strength into the market. Fishermen are said to be keeping back their catch. Herring catches have been small, only limited quantities of mackerel have been taken, while haddock is reported scarce, particularly in better grades.

QUEBEC.

Halifax.—Local fish markets have been frozen, prepared and cured fish. There is a big demand for smoked haddies, bloaters and kippers from practically all over the country. Fresh fish is also moving well and the present aspect of trade is encouraging. Western fish will soon be arriving in frozen form. Tuesday of this week was a fish day and created an extra demand. Fresh halibut was rather scarce this week, but there is some frozen fish offered. Pike, pickerel and whitefish are in fair supply. Haddock and cod are more plentiful but prices remain rather firm.

The weather in the fishing ground during the past five weeks has been decidedly unfavorable and in addition dogfish have been creating trouble. In spite of this, however, supplies are coming in rather freely and trade is good.

Now is the season when fish of all kinds sell well. Haddies are particularly prominent and fresh fish receive more attention with the first sign of cold weather. Haddies and fillets are arriving freely and are of fine quality. Kippers, however, are rather scarce. Oysters are going out steadily with demand increasing. It should be remembered that Advent is only a few weeks distant. This, like Lent, is a season when demand becomes much heavier than usual.

FRESH

Bluefish, per lb.	0 12	Herring, each	0 03
Dressed perch, per lb	0 10	Steak cod headless, per lb	0 06 0 07
Dressed bullheads, per lb.	0 10	Salmon, B.C., lb	0 15
Eels, fresh, each	0 25	Salmon, Gaspe	0 18
Flounders, per lb	0 08	Sea trout	0 10
Mackerel	0 12	Sea bass, per lb.	0 12
Haddock, per lb	0 05 0 06	Smelts, fancy	0 10
Halibut, per lb	0 12	Lake trout, lb.	0 10 0 12

FROZEN

Haddock	0 04	Round red salmon	0 10
Halibut, per lb.	0 09	Gaspe salmon, per lb	0 18
Pike, round lb	0 06	Qualla salmon	0 09
Pike, dressed & headless, cases 150 lbs., per lb.	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Steak cod	0 05	Whitefish, large, lb	0 09
Mackerel	0 10	Whitefish, small	0 06
Pickerel	0 08		

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Strip cod, boneless, 30-lb. boxes, per lb	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb	0 04	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl.	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl.	3 00	Salmon, Labrador, bbl.	15 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, tres, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 07
No. 1 mackerel, ½ bbls.	3 00	Salt sardines, bbls.	6 00
Scotia herring, No. 2, bbl.		Salt sardines, ½ bbls.	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
Choice mackerel, half pail	2 60	Sea trout, bbls.	12 00
		Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Haddies	0 07½ 0 08
Haddies, fancy, 15-lb. boxes, per lb	0 09
Fillets, fancy, 15-lb. boxes, per lb	0 10
Herring, new smoked, per box	0 18
Kippers, (fancy, large) per box	5
Kippers (small)	

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 00
Oysters, fancy cape, large bbls.	9 00
Malpeque Oysters, per bbl	6 00 12 00

Solid meats—Standards, gal., $1.70 selects, gal., $2.

NEW BRUNSWICK.

St. John.—Arrivals in dried salt fish have been quite slack of late. Several vessels have come in from the Bay of Fundy fishing centres, and out of a fleet of eight, the total cargoes have not exceeded 600 quintals. These vessels under ordinary circumstances would average 700 quintals each, so that the difference is at once apparent. As a consequence, figures are rather high and the market is not promising. This scarcity in this commodity is partly accounted for by the fact that the catch has thus far averaged only about half the usual run. It is also said that schooners from the United States have visited certain fishing ports along the Nova Scotian coast, and taken away fairly large shiploads.

ONTARIO.

Toronto.—Trade in fish is on an appreciable scale and the volume compares favorably with the same season of other years. The weather has not been exactly all that could be desired, and a continued lower temperature would be welcomed. Oysters are meeting with a fair demand for the season.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught whitefish	0 12
Fresh halibut	0 09 0 10	Fresh caught herring	0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 10 0 11	Pickerel	0 10

FROZEN FISH

Gold eyes	0 05	Sea herring, lb.	0 04½
Pike	0 05	Sea herring, 55-lb. brl	2 25
New Pink sea salmon	0 09	Mackerel, lb.	0 12
Whitefish	0 10 0 11	Mullets	0 04
		Bluefish	0 12

SMOKED

Kippers, per box	1 25	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb.	08 0 09	Fillets of haddie	0 12
		Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gal.	1 15	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

Halifax.—Local fish marlets have been rather quiet during the past week. The receipts of fresh and cured fish have been light. Scarcity of arrivals has had tendency to strengthen market slightly. Price of herring has been advanced fifty cents per barrel. The fishermen are keeping back their catch and this is the reason assigned for jump in price. Some October herring catches have been reported, but they are so small as to have no influence on the market. At some points there was abundant run of small herring, but these have slackened off of late. Herring have been in good supply at Bonne Bay and Bay of Islands, Newfoundland, and at the latter place $1.50 per barrel was paid, which is 25 cents above the government price.

Salt codfish continues in good demand. There are several large cargoes now on way to this port, one steamer from Newfoundland having on board 4,500 quintals. During the week a Magdalen Island cargo was placed at $6 per quintal. Haddock continue scarce, particularly the better grades, and show an ad-

(Continued on page 182.)



BOUTILIER'S Smoked Fillets

Here, Mr. Grocer, is a line you can do a good trade in ALL THE TIME, and we would advise you to consider it. You can easily start a good fish department and work it successfully. Make a selection from our lines. Instruct the driver or delivery clerk to tell your customers that you are open to handle their fish orders; or get out a neat circular (a few dollars will cover the expense) and send it round. The results will be good, because the housewife likes to give her order for everything to one store and dislikes having to go here for her groceries and there for her fish.

BOUTILIER'S SMOKED FILLETS

1. LARGE
2. PLUMP
3. FLESHY

OCEAN BRAND

HADDIES KIPPERS BLOATERS

←Three more good lines with three strong points in their favor.

"Canada" Brand Pure Boneless Cod Fish

ASK US ABOUT THESE GOODS.
WE HAVE AN INTERESTING PROPOSITION FOR YOU.

The Halifax Cold Storage Co., 47 William Street, Selling Branch, MONTREAL



It will pay you to stock Skipper Sardines

because people who have once tried them call for them again and again. "Skippers" are so **very** different from the old sorts. Even those who usually do not like sardines often change their mind after tasting "Skippers," for these dainty, silvery, scaleless little fish have a delicacy and delicious flavor all their own.

They are good sellers and they pay to sell. You may specially recommend them for their nutritious properties.

SKIPPER SARDINES

Sole Proprietors: ANGUS WATSON & CO., Newcastle-on-Tyne, England

CANADIAN REPRESENTATIVES { KENNETH H. MUNRO, 333 Coristine Building, MONTREAL and VANCOUVER — HAMBLIN & BRERETON, Ltd., WINNIPEG — JAS. B. SCLATER, ST. JOHN'S, NEWFOUNDLAND



These Better Bring Trade

The Connors Brands

The high grade of our goods has given us a large trade, which, by the exercise of concientious business methods, is constantly increasing. When you handle Connors Bros.' Brands you sell goods that



Are Winners.



Located close by the fishing grounds, modern and sanitary, our plant is operated under ideal conditions and our goods come perfect to the consumer.

Our Chief Sellers:

1/4 OIL SARDINES	KIPPERED HERRING
3/4 MUSTARD SARDINES	HERRING IN TOMATO SAUCE
FINNAN HADDIES (Both Oval and Round Tins)	CLAMS
	SCALLOPS

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

CONNORS BROS., Limited

Black's Harbor, N.B.

EVERY GROCER SHOULD SELL



FISH

The demand for fish is growing right along, as the satisfying and nutritious properties of fish food become more generally recognized. If housekeepers were sufficiently reminded to make fish a more frequent item on their bills of fare, the demand would be still greater, and we can assist any grocer to develop a profitable trade in both Fish and Oysters. The 'Beacon' Brand gives absolute assurance as to quality, and we invariably set the pace when it comes to values.

The F. T. James Co.
LIMITED
TORONTO

ALL KINDS FISH ALL TIMES

OYSTERS in Bulk

The cold weather is now on and you have splendid opportunities for supplying the household with fish. Remember that you have practically the first call on the consumer and you will find it just as easy to sell fish as vegetables, etc.

Montreal
Grand River

Leonard Bros.

St. John, N.B.
Gaspe, Que.

can supply you, no matter how varied your order may be. You may rest assured that you will have the goods at the right time and of the right kind—the "quality" kind.

Fresh Fish Every Day

and every hour of the day the whole year round.

HADDIES, KIPPERS, BLOATERS, FILLETS

Boneless and Prepared Fish of all Kinds

We have the best equipped "up-to-the-minute" Fish Warehouse in Canada. Our modern cold storage plant on the premises insures stock being handled with care, thereby avoiding danger of loss. All goods are examined before shipment and satisfaction guaranteed.

PRICE LISTS MAILED ON REQUEST. PROMPT ATTENTION GIVEN ALL ENQUIRIES.

OYSTERS in Shell

WRITE

LEONARD BROS.

20, 22, 24, 26 Youville Square, Montreal — 5 Long Distance Telephones

"WE ARE FISHING FOR YOUR BUSINESS"

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

COLES MILLS

Ask yourself what you want in and of a coffee mill. Write out your own specifications. Then compare what you want with what COLES MILLS offer.

The more particular you are the more COLES MILLS will appeal to you. They meet your every desire. They qualify on every requisite.



COLES MFG. CO., PHILA., PA.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



"KING OSCAR" SARDINES

are known and enjoyed by the most fastidious people. They are a staple with the masses as well. Hence sell rapidly to a large variety of customers.

Highest quality, uniform size sardines, packed in finest pure Olive Oil in a solderless can, make them to be unrivalled and tend to make them good sellers.

A Trio of Trade Winners

BJELLAND'S SMOKED HERRING In Bouillón



These herrings are all selected small, summer-caught fish, and are canned, under the most perfect sanitary conditions, a few hours after being taken from the water.

Smoked Herring in Bouillon is a delicious and wholesome combination, which is very tasty and appetizing.

They sell at **ten cents** a tin, and leave a splendid profit for the retailer.

PILOT BRAND HERRING In Tomato Sauce



They are of uniform pack Norwegian Herrings, packed in heavy Italian Tomato Sauce. Each case contains 72 wrapped cans.

Pilot Brand Herring possess an alluring daintiness; and the deliciousness of the fish is enhanced by the fine flavor of the Italian Tomato Sauce, making them a temptation and a delight.

A very popular line among every class of trade, and allowing you a good profit on every sale.

Chr. Bjelland & Co.
The largest packers in Scandinavia

J. W. Bickle & Greening
(J. A. HENDERSON)
Canadian Agents
Hamilton, - - Ontario

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.



The SAPHO Genuine Specialties

An Introduction

We want to get acquainted with you, Mr. Grocer. We have many high grade lines which will interest you and your customers, and you will do well to get in touch with us.



Sapho "Liquid Bluing" "Anti-Dust" Sweeping Powder

are two lines which claim your earnest attention. They are both put up in such a manner as to attract attention in the store and finally give complete satisfaction to the user. There are many using them. Your patrons will be delighted with the effective way they do their work. Isn't it worth while trying to please? We find it so.





Samples and Price List gladly sent on application.

The Sapho Mfg. Co., Limited
MONTREAL

Flour Sense

is a sense very much like common sense, which comes to a grocer after a while, and tells him his best interests are served by handling only flour of whose quality and purity are known and proved.

"Laurentia," "Daily Bread,"
"Regal," "National."

Four brands of unequalled purity; flour which will establish confidence and build you a steady flour sale.

The best dealers all over Canada are handling the St. Lawrence line of flour. Get in touch with us for a trial order.

The St. Lawrence Milling Co. Limited
MONTREAL



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.
Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND
Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

GLOBE

"GLOBE" MACARONI

has come to be a recognized food because of its purity and high quality.

The great increase in the consumption which has taken place in recent years has been due largely to the fact that we put merit into the article before putting it on the market. Globe Macaroni is a

Scientifically Manufactured Food

which has developed a "habit" among the housewives to demand it for the best grade of dainty dishes.

It is easily cooked, of just the right consistency, and moderate in price.

A Splendid Staple Article

D. SPINELLI & CO.
REGISTERED
MONTREAL - - QUEBEC

WHEN YOU THINK OF IMPROVING YOUR STORE AND HOUSE CEILINGS, THINK OF GALT



Specify Design 6120 Cat. A 3.

Mr. Grocer,

¶ This is the kind of Metal Ceiling that will lend an air of Dignity, Good Taste, Prosperity and Cleanliness to your store.

¶ The kind that your customers will notice and admire for its refined simplicity.

¶ You can afford to put it on your pay roll, as it will be one of your best salesmen.

¶ It is an investment for more business and not an expenditure.

¶ Send us the size of your Ceilings for a free plan and estimate.

THE GALT ART METAL CO., Limited, GALT, ONT.

ROYAL SALAD DRESSING

There is a reason for everything. The large number of people in CANADA --- from the Atlantic to the Pacific, who love **ROYAL SALAD DRESSING,** is the reason for the new modern, well equipped factory to make it in, just built in Windsor, Ontario.

MADE ONLY BY

THE HORTON-CATO MFG. CO.
WINDSOR, - ANAD

EVAPO-MILK RATED





ST. CHARLES MILK
IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

Montreal
Quebec

American Can Company

Hamilton
Ontario

Tin Cans of all kinds for all purposes

Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails,
Etc., Etc.

Plain Tin or Decorated Tin

Our two factories (formerly Acme Can Works of Montreal and Norton Manufacturing Co. of Hamilton) have been re-equipped with the latest and most modern machinery and are now prepared to turn out in large volume any and all kinds of tin containers for food products, as well as for other lines of trade.

Correspond with factory nearest you.

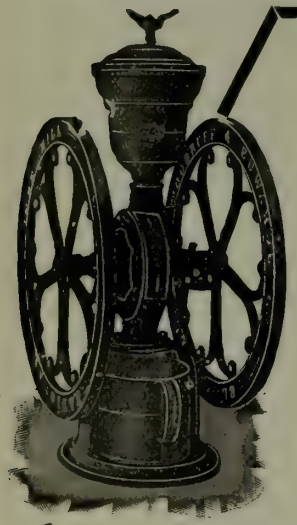
BEST INCORRODIBLE
TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Ltd.

City Lead Works, - - Southwark Bridge, London, England

WRITE FOR PRICES



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co,
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

It's Good Business
To Buy the Finest Fruit

We Specialize
—High grade—

California Oranges
Messina Lemons
Malaga Grapes
Florida and
Jamaica Grapefruit

Prices are lowest consistent with quality

and For Our Weekly Price List

H. J. ASH
44 Church St. Toronto



Distributors Limited

GROCERY BROKERS
MANUFACTURERS' AGENTS
COMMISSION MERCHANTS
WAREHOUSEMEN

We sell either by samples or carry full stocks.

755 FOURTH STREET

EDMONTON, Alberta

Track Connections with all Railroads.

CENTURY SALT

TRADE MARK

REPUTABLE SALT

Century Salt possesses a reputation for unvarying excellence which has been won only after years of experimenting in the attainment of perfection in quality.

Century Salt costs no more than unknown brands, then why not benefit by selling salt that will hold your particular trade---and incidentally increase your confidence among your customers?



THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

DWIGHT'S



BAKING SODA

We can add little to all that has been said about the absolute purity and superiority of

"Cow" Brand Baking Soda

When the consumer's confidence in its work is so generally expressed it needs no long argument to point to the advantage of your stocking it.

It is the BEST, and as such should always be found on your shelves.

Church & Dwight, Limited
MANUFACTURERS
MONTREAL

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $ 3,000,000.00

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

FISH MARKETS

(Continued from page 170.)

vancing tendency. Jobbers report there is very little haddock in the Bank catch this season.

WINNIPEG.

Winnipeg.—Trade in fish has been extremely good and a full catch, that is, the full amount that the government permits, was got on the interior lakes. This amount is just about enough to supply the trade, and at the present time there is no surplus, and there will be no carried over stocks. The season for all kinds of fresh fish is almost over and frozen stock is being used. At the present time fresh salmon and halibut are still being offered, but the supply is getting limited. Wholesalers state that there will be no fresh trout offering after the first of the month.

Whitefish, per lb	0 08½	Goldeyes, per lb.	0 03½
Halibut, per lb.	0 0½	Pickerel, per lb.	0 07½
Jackfish, per lb.	0 04½	Salmon, per lb.	0 15

SMOKED AND SALTED FISH.

Finnan haddie, in 15 and 30 lbs., per lb.	0 08
Smoked fillets, in 15 lb. boxes, per lb.	0 12½
Smoked goldeyes, per doz.	0 50
Bloaters, fresh in, per box	1 50
Smoked halibut, in 25 lb. boxes, per lb.	0 15
Smokies, per doz.	0 50

SALT CODFISH.

Quail on toast, 24 lbs. to box, per lb.	0 08
Strip codfish, 30 lbs. to box, per lb.	0 12½
Salt herring, fat July, No. 1 fish, per half barrel.	4 75

Fish a Profitable Department

So Maintain Sherbrooke Que., Dealers—Extra Efforts Made in the Fall But Have an All-the-Year-Round Trade — Lines That Are Featured—Easy Matter to Begin This Line.

A fish department does not present serious difficulties if it is undertaken in the proper manner. This is the testimony of various members of the trade, and only recently a representative of The Grocer learned from a firm in Eastern Canada the simple methods by which they went ahead with their fish department.

May & Houlahan, grocers, in Sherbrooke, Que., have a good all-the-year-round fish business, and with the first signs of the colder weather in the fall, they open out on a little larger scale, adding haddies, kippers, cod, and other lines of smoked and prepared fish, in addition to an extensive trade in oysters.

A Friday Trade.

Friday is, of course, responsible for the bulk of the fresh fish trade, but during Advent and Lent, there is an extended heavy demand. The principal point to be remembered in handling fresh fish, is that it arrives as soon as possible from the time it comes from the water. This applies particularly in the warm weather. Fresh fish is generally shipped by express, and on its arrival should be kept in a cool place, and, of course, in a clean container. Mr. May explained to The Grocer that his supplies for Friday usually arrive on Thursday afternoon. A special refrigerator is given over to fish, and they have a small room apart from the grocery store, where the stock is cleaned and made ready for delivery the next day.

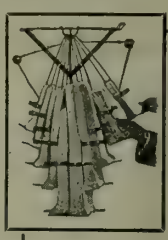
Other Demand.

There is often during the week some demand here and there, but the Friday business is of all importance, except during the periods mentioned above. Then, of course, some people cannot afford to buy fresh fish continually, or they may desire a change. They turn to canned salmon, or to the smoked and prepared fish, which is receiving more and more attention from consumers. Even people who are not regular fish eaters welcome a change of food, and this fact should be quite an inducement to grocers to push prepared and smoked fish. Haddies have always been a favorite, fillets are popular, bloaters too, and prepared cod have an assured demand. These lines of fish will bear recommendation to all classes of customers. They constitute a tasty food, especially when a change is desired, and during the winter when there is a natural demand for them, a greater effort should be made to sell them. They do not require the same care in handling, as every grocer knows, but they should not be kept too long.

Profitable and Easy.

Mr. May stated that this was a good line for grocers. This firm has its regular customers, who require supplies of fish every Friday, and frequently more often. In beginning the department, it was only necessary to announce to the regular customers that fish would be carried in future, and as soon as they become accustomed to it, nothing further was necessary. Some advertising in local paper was of assistance. The principal point, however, is that there is a demand for fish, it can be easily made very profitable, the fall and winter season is a particularly good time to carry it, and the handling of fish does not entail any difficulties.

Oysters are a part of this trade, and to the grocer who has a fish department they are of vastly more importance, for when a customer wants to change from fish, she mentions the fact to her grocer, who of course, has oysters always in store. They form a part of the grocer's fall and winter business, and the more progressive members of the trade are not satisfied with one line or two, but do not stop until they have a dependable department.



The **BROWN** is the **Perfect** Bag Holder

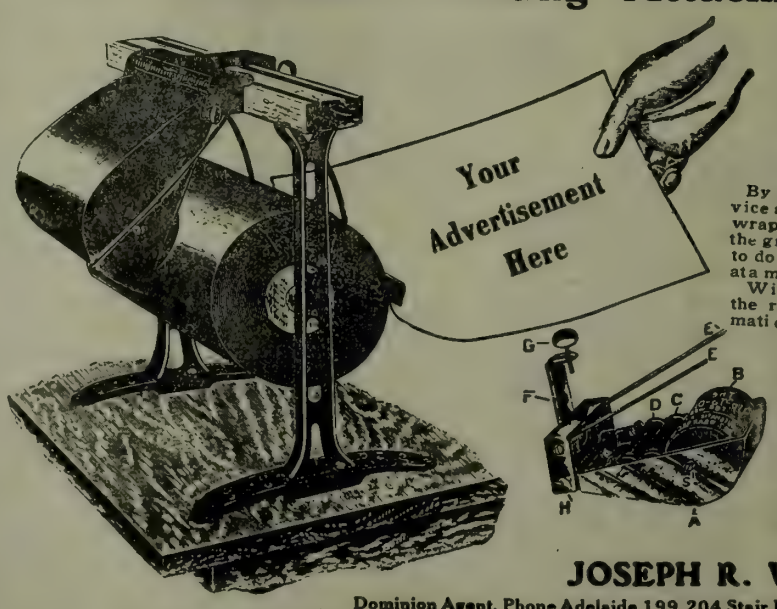
Size required can be seen at a glance.

Handy, saves time snd therefore money.

Write us at once.

The Brown Manufacturing Co.
CRESTON - IOWA

The Automatic Printing Attachment



Set up Complete on your Paper Roller, for $7.50.

By this modern device attached to your wrapping paper roll the grocer is enabled to do his advertising at a minimum cost. With just a pull of the roller the Automatic Printing Attachment neatly prints the grocer's message to his customers such as special prices, special sales, new arrivals, etc. Its worth cannot be measured in dollars and cents.

Agents Wanted,

JOSEPH R. WILSON

Dominion Agent, Phone Adelaide 199, 204 Stair Bldg., Toronto

The Ingersoll Packing Co., Ltd.

Curers of the well-known

"BEAVER BRAND" Hams and Bacon

Every description of PORK PRODUCTS.

BUTTER, CHEESE, and EGG DEALERS.

MANUFACTURERS OF

INGERSOLL CREAM CHEESE

(Sold only in blocks)

REPRESENTATIVES IN ALL LEADING CENTRES.

INGERSOLL, ONTARIO, CANADA

BRASS STENCILS

OF EVERY DESCRIPTION

THE HEROD MACHINE & STAMPING CO LIMITED BRANTFORD CAN.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



SATISFACTION COMES TO THE USERS OF

"KIT" COFFEE

While users of other bottled coffees complain because the flavor of the original coffee is lost.

There are any number ot bottled coffees on the market, but "KIT" is the only one which retains the flavor of the finest coffee and chicory, and at the same time it is so easy to use as to be a real boon to the busy housewife.

Stock it and do a bigger trade.

Canadian Agents:

KIRKLAND & ROSE, 312 Water Street, VANCOUVER, B.C.
A. TYTLER, Temple Building, LONDON, Ont.
J. A. CROOKS, Bedford, HALIFAX, N.S.
G. C. WARREN, REGINA, Sask.

KIT COFFEE CO., - - GOVAN, GLASGOW, SCOTLAND

Tobaccos and Cigars a Profitable Side Line

Many Dealers Finding it Profitable to Use Their Selling Power on This Department—Show Case a Valuable Assistant in Making Sales—The Need of Moistu

By O. S. Johnston.

A tobacco department presents no difficulties to the grocer according to experiences as related by several members of the trade in Montreal.

One of the first considerations is locality. There is but little chance of much success if your next door neighbor is a tobacconist. But even this has not proved a handicap to some of the more adventurous spirits who felt that with so many lines they could afford to take a little less profit than the men who were selling tobacco only. These have been, however, the exceptions.

Handled in Various Ways.

In the course of many visits to grocery stores the writer has seen tobacco "handled" in various ways.

One grocer carried only plug tobacco. He would buy about twenty-five pounds of chewing tobacco and the same quantity of smoking. The two tins would be placed together on a shelf and a plug would be loosened with a skewer. This was one grocer's "method" and he admitted that there were not many lines returning him as god a profit as this.

Use of Show Case.

Those grocers who have more pretentious stores and who take a greater pride in their business usually purchase a show case and devote it to the display of the tobacco they carry. They include cigars, cigarettes, package tobacco and some usually keep the plug variety, although it doesn't find its way to the show case. By this means the display becomes prominent, persons entering the store are able to see it for it is not hidden under a counter or on a shelf, it can be kept neatly and in a show case it can be fresh and moist.

Albert Bouthier, manager of the Park Provision Co., St. Viateur St., Montreal, stated to the writer that he found tobacco a satisfactory line to handle. There is no tobacconist near and therefore no real opposition. He has given over to his tobacco goods a large show case in which are displayed a number of brands of cigars ranging from the time-honored five-cent straight to the four for a quarter and "ten-center."

Package tobacco is represented by some of the best known lines and of course cigarettes are not overlooked. By always keeping a glass or two of water in the show case there is no danger of the tobacco becoming dry.

Good Lines to Sell.

Other grocers could be mentioned who have given tobacco a fair chance and found it satisfactory in every sense of the word. But this one instance will serve for the bulk of the trade, for the method here mentioned is that followed by the majority of the grocers who have taken up tobacco.

Considerable demand is for package goods and, as before stated, no trouble is presented in dealing with these lines.

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

Tuckett's
Orinoco
Tobacco
NO BETTER
JUST
A LITTLE MILDER
THAN

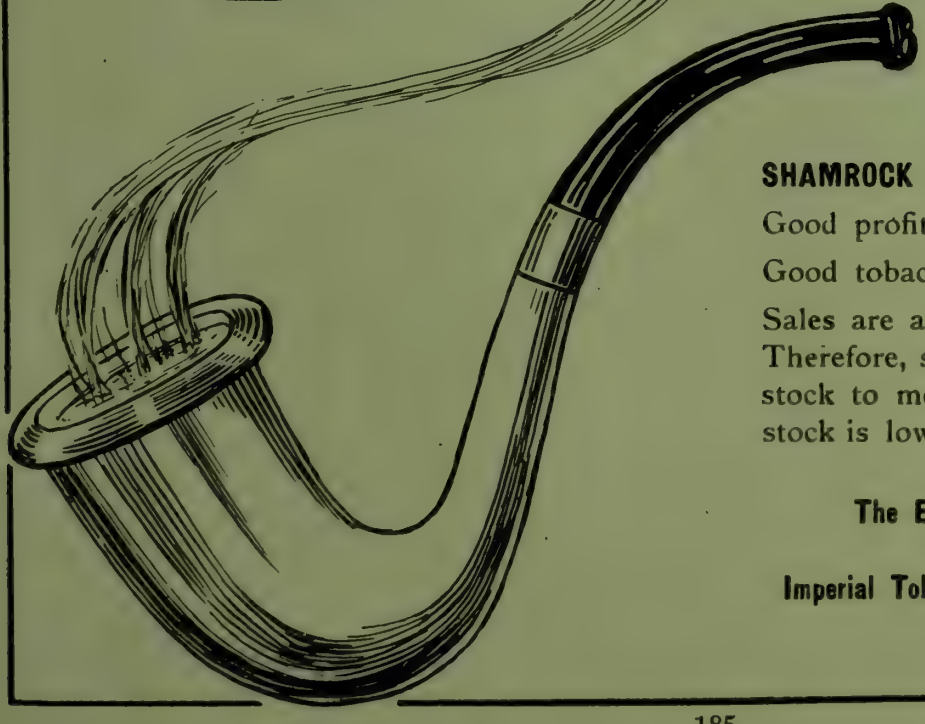


Tuckett's Myrtle Cut Tobacco
WHICH HAS THE LARGEST SALE IN CANADA.
TUCKETT LIMITED
Hamilton, - - - - Ont.

SHAMROCK

BIG PLUG

Smoking Tobacco



SHAMROCK is the good luck tobacco.

Good profits to the dealer.

Good tobacco to the consumer.

Sales are always increasing.
Therefore, see that you carry sufficient stock to meet the demand. If your stock is low, order **SHAMROCK** to-day.

The Empire Tobacco Company
BRANCH OF
Imperial Tobacco Co. of Canada, Limited

Quality Counts

We readily understand why our business has increased so much during the past year. We know that many grocers have realized that quality is the best basis on which to found any department of their business, and that they have given preference to

Maple Sugar
Chewing Tobacco

in their tobacco department. This is a really high-class and agreeable article, and never fails to please those who give it a trial.

Write for Quotations

Rock City Tobacco Co.

Quebec Winnipeg

The Grocer Who Can Supply and Who Pushes

SNAP

is sure to bring custom to his store and satisfy his patrons. You know what satisfied customers mean to a healthy business—***"Success,"*** and success means money. See that Snap is prominently displayed and introduced, and you will then appreciate our enthusiasm over this wonderful hand cleaner —cleans the hands of all kinds of soil, paint, grease, tar, etc.



Snap Co.
Limited
Montreal, - Que.

Keep Your Tobacco Department to the Front!

You will find that a Tobacco Department runs itself, providing you sell good cigars, which give the smoker value for his money. Profits which accrue are larger than you make in any straight grocery line. Feature

7-20-4 CIGARS

They are a known brand with a high reputation. It has been our aim to manufacture cigars that for quality cannot be surpassed. Using the very best tobacco and employing only skilled help, make possible the fulfillment of our ambition.

If you are not handling **7-20-4** in your Cigar Department,
WRITE US TO-DAY—DON'T WAIT.

THE SHERBROOKE CIGAR COMPANY
Sherbrooke, Que.

Hints on Increasing Mince Meat Sales

Care That Should be Taken With Bulk Article—What to Offer The Particular Customer—Reputable Brands Should be Known and Handled—Season Now On.

Mincemeat is usually sold in glasses, tins or in bulk. In the latter form the grocer should exercise special care in keeping his stock in the very best condition. That is what he paid for and received, but it is now his duty to watch it diligently. He must see that the container always has a neat and clean appearance; he should keep it cool and thus provide against its losing flavor or becoming fermented. Even the suggestion of carelessness in the handling of an article like mincemeat will turn people away rather than attract.

Acts of Carelessness.

The representative of a leading manufacture of this article in Montreal, expressed the opinion that if he were retailing mincemeat in bulk he would keep it in a refrigerator or some place almost as cool. The greatest carelessness is shown by the grocer who opens a pail of mincemeat, puts it on a counter and heeds not the dust that is settling in it just as on the tops of show cases. The ladle used is often given scant attention. Some of the goods become dry and caked on it. It is an easy matter to handle even this bulk mincemeat, and if the same care is shown as in the handling of oysters, the grocer will find his stock moving out rapidly, especially during this season of the year.

Dealing With High-Class Trade.

To the more particular trade it is best to offer mincemeat in pails or glass. They are thus receiving the best article on the market and naturally will be willing to pay a little extra. In this form window displays can be arranged easily and the goods are more attractively placed before the public.

The oft repeated caution of handling goods of unquestionable quality applies particularly to mince meat. In its prepared form, it won and held a big trade when women who tried were convinced that it was as good if not (in many cases) better than the home-made article. The grocer has, therefore, the reputation of the manufacturer partly in his keeping. For instance, it has been found at times that some unscrupulous retailers made their own mincemeat and put it in a manufacture's pail. The quality was inferior, and the result may be surmised.

Mincemeat cuts quite a figure in the fall trade and with a fair share of attention its sales can be greatly increased. But in the language of the street—it is up to the grocer.

THE STORE FRONT.

"A good store front including the windows, door and general appearance is a valuable asset to the grocer or any other merchant," maintains a Prince Edward Island dealer. "From it a customer judges the store before he ever sets foot in it. If it impresses one favorably he will likely enter.

"For this reason every merchant should give special attention to his windows that they may be attractive and give the customer a good opinion of the store. The passage to the store should be clear of all obstructions in my estimation, so that a customer may pass in and out without difficulty.

Then in regard to the store front, a little paint will often brighten it wonderfully, and improve the general appearance."



Handle McCormick's Jersey Cream Sodas!

There is both satisfaction and profit in offering McCormick's Jersey Cream Sodas to your trade. For the name "McCormick's" stamped on a biscuit stands for the utmost that can be produced in soda biscuits.

CRISP — TASTY — WHOLESOME
Just the goods your trade needs

Get in a full stock of McCormick's Jersey Cream Sodas and be ready to meet the big demand our advertising is creating.

Order from your nearest shipping point.

McCORMICK'S
FANCY JERSEY CREAM SODA BISCUITS

FACTORY AT LONDON. WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY.

CLARK'S

Mince Meat

1's "Inglass" Brand (one size only)

Something that will interest your customers right away, the new size CAN OF MINCE MEAT, CONTAINING 1 lb. NET.

Put up in a style that will attract and maintain attention.

Get your order in without delay.

CLARK'S

English Mince Meat

cannot be equalled for purity and flavor

We advertise what we have to sell and we SELL WHAT WE ADVERTISE.

MINCE MEAT



W. CLARK : : Montreal

MANUFACTURER of the Celebrated

"CHATEAU" BRAND CONCENTRATED SOUPS





White Moss

McLEAN

is the name we want you to remember, Mr. Grocer. When your customers ask for cocoanut give them **McLean's** if you want them to realize that you are the man with the **BEST** goods.

There's Something in the Name McLEAN

There are McLeans and McLeans. Nothing uncommon about the every-day sense of the name, but when it comes to cocoanut there is something absolutely unique connected with it.

"White Moss" is a "winner," not an "also ran"

We can supply the following when stocks run low:—

Extracts, Shelled Nuts, Fruit Pulps, Egg Powders, Essential Oils, Colorings, Glaced Fruits, Icing Powders, Ice Cream Improver, Marshmallow Powders.

White Moss

THE CANADIAN COCOANUT CO. - MONTREAL

White Moss

ALLEN'S

Apple Juice and Mild Refined Cider

Will bring satisfaction and profit to every grocer handling them, because their superiority over similar goods is marked, and the profit very good, and because they are guaranteed to satisfy.

Just at this season a large business is to be done in Apple Juice and Cider. They soon become thirst-quenching necessities and have the exquisite flavor that appeals to the users and is bound to win repeat orders.

A trial order will convince you

Put up in 10, 15 and 20 gallon kegs, and halves and barrels.

S. ALLEN

Norwich, Ontario

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by 11

Leitch Brothers Flour Mills, Oak Lake, Manitoba.

IT WILL PAY YOU to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.



OXO CUBES

The Goods

Examine the goods we sell to you. First, quality and flavor; next, pack and style—the wrapping of the Cube, the folder containing the wrapped Cube, the tin containing the 4 or 10 Cubes. Note each and you will find high-grade throughout. Compare with anything else offered to you and you will stock **OXO Cubes** only.

OXO Cubes are easy goods to handle, well packed, bright and attractive in display.

Our store advertising matter is also very attractive and high class. We will be pleased to send a supply for display. Prices and terms quoted, or a sample sent on receipt of a postal card. Please mention this advertisement.

The Name

The name **OXO**—catchy and smart—is well known. It has been supported by extensive advertising which has plainly set out the virtues and values of **OXO Cubes** to the consumer. There are so many uses for **OXO Cubes** we want to make them known quickly.

OXO Cubes are not merely a Beef Tea preparation for sick people. **OXO Cubes** are a valuable kitchen food commodity.

Recommend **OXO Cubes** to your customers for making soups, gravies, and for strengthening and flavoring hash, stew, mince, croquettes, and many other meat dishes.

The turnover resulting will be worth while.

Liebig's Extract of Meat Co., Ltd. Estd. 1865

HEAD OFFICE AND FACTORY LONDON, ENG.
FACTORIES AND RANCHES SOUTH AMERICA

The Firm

OXO Cubes are made by the firm of world-wide, long-standing renown. **OXO Cubes** have a big reputation behind them and vast resources. The Liebig Company's business involves:—

Area of Cattle Ranches	4,000,000 acres
Number of Cattle on Ranches	300,000 head
Grass, estimated consumed yearly	4,301,000 tons
Cattle used per day	3,000 head
Coal burned yearly	25,000 tons
Area of factories	500 acres
Number of employees	5,000 to 6,000
Ships employed in business	77
Tonnage	81,000

SOLE SELLING AGENTS:

Corneille David & Co.
21 Lombard St., TORONTO
MONTREAL, WINNIPEG, LONDON (Ont.), ST. JOHN, N.B., NEW YORK, CHICAGO, SAN FRANCISCO, DENVER.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,529.96

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited
Montreal, Can.

Established in 1854 by John Redpath

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest is herewith formally announced for 1911.

THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

THE PRIZES

	Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st	$5.00	1st	$5.00	
2nd	$3.00	2nd	$3.00	
3rd	$2.00	3rd	$2.00	

AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of $5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

Decide at once to enter one or both of these contests.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

Flour, Pork, Grain,
Smoked Meats
AND
General Provisions
ALSO
Hay and Oats
GEO. TANQUAY
LOWER TOWN - QUEBEC
Warehouse--33, 34, 35, 36 St. Andrews

Grains—All Kinds
ALWAYS A BUYER
Barley, all grades Oats, all grades
Corn
SPECIALTY:
White Beans Choice Boiling Peas
ELZEBERT TURGEON,
Commission Merchant, Quebec
SELLING AGENT FOR:
Maple Leaf Milling Co., Ltd., Toronto
Gunns Ltd., Packers, West Toronto

EMOND & COTE
BUTTER, EGGS,
CHEESE, BACON,
: : : : HAMS : : : :
If either a buyer or seller of these lines, communicate with the largest produce firm in Quebec. It will pay you.
QUEBEC CITY

ESTABLISHED 1849
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. | Vancouver, B.C.
Edmonton, Alta. | Hamilton, Ont.
Halifax, N.S. | Montreal, Que.
London, Ont. | Quebec, Que.
Ottawa, Ont. | Toronto, Ont.
St. John, N.B. | Winnipeg, Man.
Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, General Manager Western Canada
TORONTO

Why Lose Money on Credit Business?
There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.
Allison Coupon Books
Increase your profits by eliminating loss and "bad debts," slow collections and errors.
HERE'S HOW THEY WORK:—


When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes
For sale by jobbers everywhere.
Allison Coupon Company
INDIANAPOLIS, IND.

A want ad. in this paper will bring replies from all parts of Canada.

Headquarters for
Maple Flavor
Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.
Let us quote you prices and submit sample.
THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.
Importers and Roasters of High Grade Coffees.
Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder
We also carry a full line of TEAS, SPICES, etc.
Mail orders promptly attended to.
Cor. Langley and Broughton Sts.
VICTORIA, B.C.

50 Years of Success Behind Carpet Soap
is the unique distinction enjoyed by the manufacturers of
CHIVERS'
Carpet Soap
The most simple and efficient carpet cleaner. Cleans the carpet thoroughly, removing all dust, ink and grease spots, eliminating all possibility of moths, making the carpet as sanitary as a polished floor.
Chivers' Soap is used in Royal households and valued by them. Hundreds of testimonials can be furnished on request. A good soap to introduce to your trade.
Write to Canadian Agents:
Harrison & Son
St. Nicholas Bldg.
MONTREAL, - Que.



OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc
Wellington Mills, London, England

FREQUENCY OF SAILINGS
Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.
For further particulars apply to
PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

MR. MANUFACTURER—

If you want your goods sold in the West get a Western Representative. We have time to Push Your Line.

BAWLF, DAVEY & CO.
Wholesale Grocery Brokers
WINNIPEG, MAN.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, - Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 18[illegible]

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited

Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited.

Sussex Street, Ottawa, Canada

A. F. TURCOTTE QUEBEC CITY

I am open for one or two more good agencies for the Dominion of Canada.

First-class connection in Quebec Province. Know the territory thoroughly. Do you want me?

Write to
16 Morin Block, - Quebec

IF YOU HAVE NOT THE INCLINATION, OR IF YOU HAVE
OTHER FISH TO FRY
Don't bother writing your own Advertising Matter. Write to
THE STANDARD AGENCY
(Form Letters, Rubber Stamps, Etc.)
BOX 464, FREDERICTON, N.B.

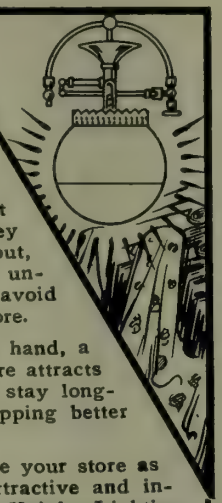
R. F. Cream & Co.

GENERAL BROKERS AND COMMISSION MERCHANTS

Flour, Grain, Provisions, Teas and General Groceries

75 DALHOUSIE ST.
QUEBEC, P.Q.

DISPLAY YOUR GOODS TO BETTER ADVANTAGE



People don't know why they dislike a store; but, consciously or unconsciously, they avoid a poor lighted store.

On the other hand, a well lighted store attracts customers—they stay longer—do their shopping better and buy more.

Why not make your store as bright as day—attractive and inviting? A Rice-Knight Lighting System will give you more light and better light than any other method of lighting. It is cheaper than gas or electricity—can be installed anywhere, no matter where you live. Thousands of systems in use giving perfect satisfaction.

Display your goods to better advantage with a well lighted store. We can tell you how to do it.

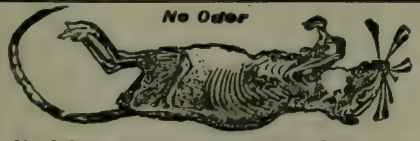
Write to day for Booklet M.

IT'S FREE. A POSTAL BRINGS IT.

RICE-KNIGHT, LIMITED
TORONTO

Dominion Produce & Grain Co.
29 St. James Street, - - Quebec
Commission Merchants
Hay, Grain, Butter and Farm Produce
HAVE YOU ANYTHING TO SELL?
YOU WILL DO WELL TO WRITE US.
DO IT NOW.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents



Every Box a Trade Bringer

Prevail upon your customers to take a box of

White Dove Cocoanut

as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.

The demand is great—the profit is good—Order *now*.

W. P. Downey
MONTREAL, QUE.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

TO LET.

TO LET—Good General Store, with stock, in Ottawa South. Big turnover. Good reasons for renting. Apply D. G. COWAN, 1227 Bank Street, Ottawa, Ont.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

SALESMEN WANTED. Owing to the transferring of some of our best salesmen to foreign sections, and others to the sales work on our new Filtration System and Meter proposition. The first of the year we shall want a number of high grade salesmen to work on the General Store Trade and Public and Private Garages. This work requires good salesmanship and hard work, but is very pleasant and profitable for such men as can meet these requirements. Our goods are well known everywhere, and of the hundreds of thousands of users, there are few that would think of being without our outfit for double what they cost them. That our salesmen like their work and it is profitable for them is proven by the fact that they remain with us, many of our first successful salesmen still being with us after twenty-five years of service. We find in working the Store trade that frequently a good, live grocery clerk, who knows how to sell goods and is not afraid of work, is a big success with our line. We also find that grocery salesmen, hardware salesmen and salesmen in other lines, calling on the General Store trade, are very successful with us. We will have territories vacant in many sections of the country, and have splendid opportunities for a number of the right sort of men. Correspondence should be directed to D. A. Corey, General Sales Manager, Fort Wayne, Indiana.

S. F. BOWSER & COMPANY, INC.

MISCELLANEOUS.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins, 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 ds	6 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 ds	2 20

No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	
Red currant	1 75	Crabapple	

Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
		Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
	0 22

London Pearl, per lb.

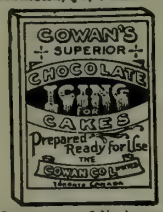
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 2½ bars, per box	0 90

EPPS'S.

Agents, O. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Hurley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	1 dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE WAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	$ 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1	00
2 "	"	1	75
2½ "	"	2	00
4 "	"	3	00
5 "	"	3	75
8 "	"	5	50
16 "	"	10	00
32 "	"	18	00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	18 00

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 5, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Sou.	11 00
" "	tins ½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 00
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi-Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal

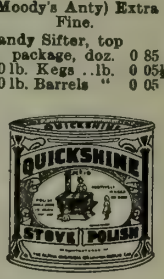
	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



BRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

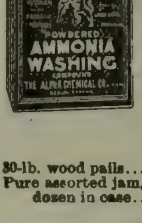
HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz.
Large size, 1½ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06¾
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

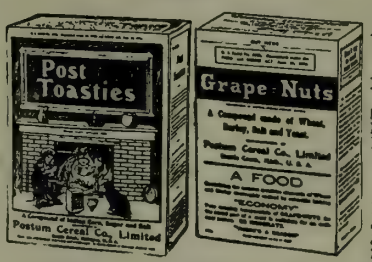
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds. Animals, Stars, Alphabets, Alphabets Mi d e

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	0 06½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only.	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's..... 4 50
Gusto, 36's..... 2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1.80
Lemon (Straight)	Contains 2 doz.	$1.80
Orange (Straight)	Contains 2 doz.	$1.80
Raspberry (Straight)	Contains 2 doz.	$1.80
Strawberry (Straight)	Contains 2 doz.	$1.80
Chocolate (Straight)	Contains 2 doz.	$1.80
Cherry (Straight)	Contains 2 doz.	$1.80
Peach (Straight)	Contains 2 doz.	$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 85 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb.	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins, 6 to the case, per lb	0 10½





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 00
3 cases of 4 doz	3 00
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special"	per box 0 22
8 lbs.	"	" 0 44
5 lbs.	" "Standard"	" 0 27½
10 lbs.	"	" 0 55
50 lbs. cases or 75 lbs. bbls		per lb. 0 05
25 lbs. cases 1 lb. pkgs (Vermicelli)		" 0 06

Globe Brand.

5 lbs. box	"Standard"	per box 0 30
10 lbs.	"	" 0 60
25 lbs. cases (loose)		per lb. 0 06
25 lbs. cases, 1 lb. packages		" 0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 0



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
40 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07
40 lbs.	Canada pure corn starch	0 05½

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 06
Asme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups



CHATEAU BRAND
CONCENTRATED SOUPS

Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.60.
Case of ¼-lb. containing 120 packages per box $3.60.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.60.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.

			Per case
Case No. 1,	60 1-lb. packages	1 case	$2 85
		5 "	2 75
Case No. 2,	120 ½-lb. "	1 case	2 85
		5 "	2 75
Case No. 3,	30 1-lb. "	1 case	2 85
	60 ½-lb. "	5 "	2 75
Case No. 5,	100 10-oz. "	1 case	2 90
		5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—		Per case
2 lb tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

lb. tins	2 doz in case	Case
		$3 50
5 "	1 " "	4 00
10 "	½ " "	3 95
20 "	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
¼ doz. ½-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case. per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½ pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75





Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz	2 25
Medium, packed in 3-doz. case, per doz	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	56
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



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MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 3 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

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MONTREAL



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Mincemeat

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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VOL. XXV. PUBLICATION OFFICE: TORONTO, NOVEMBER 10, 1911 No 45

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MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

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JAMS

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FROM YOUR JOBBER



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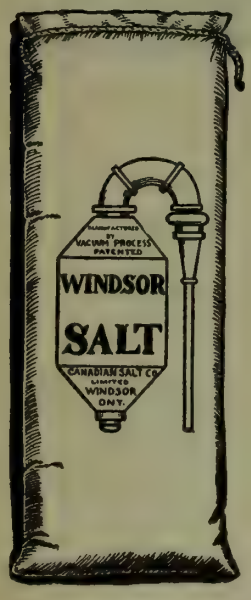


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—The best salt sold.

—The salt nearly all your customers already use.

—The salt that is widely advertised.

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1911 Christmas 1911

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PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?



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E. & T. PINK

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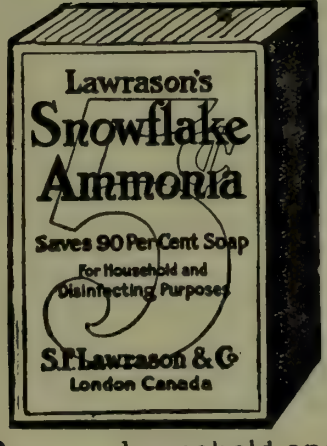


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BOSTON, U S.A., General Sales Office, 330 Board of Trade Building





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The largeness of the package for 5 cents, coupled with the extra good cleansing power of

Lawrason's Snowflake Ammonia

places it high above all others as the favorite in the household and the best stock of Ammonia for the grocer to keep.

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FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON
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A COMPLETE STORY IN 6 VOLUMES HERE IT IS.

1. D. D. BOWERS, Liberty Center, Ohio.
2. A. F. BENDER, Cumberland, Md.
3. W. D. DICKEY & SON, Springfield, Ohio.
4. GUSTAVE KRATZIG, Pittsburg, Pa.
5. J. KUMMER & CO., Uhrichville, Ohio.
6. THOS. H. CARROLL, Hartford, Conn.

(Write any of the above parties if you wish to verify these statements.)

LISTEN!



One-writing Self-Indexing Fire-Proof

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the **Keith Fire-proof System.**

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof fakers.

They have an axe to grind.

We have given you facts backed by sworn affidavits and we, therefore feel safe in leaving this matter to your intelligence.

The fire-proof feature is only one of the many points of protection offered by the Keith System.

WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.
Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.



¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND
Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's
BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - - ENGLAND

Seasonable Stock!

If you have not yet secured a stock of mince meat, you are missing sales daily. A demand has been created for

Sterling BRAND

MINCE MEAT

by reason of its known good quality. Only the most carefully selected spices and fruits go into Sterling mince meat. It is prepared by our tried processes, and is both delicious and healthful.

The time is here to stock it—and the profit is well worth while.

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

"EUREKA"



Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

The Grocer's Standby

Your best advertisement lies in pleasing your customers. It is an easy matter if you sell them

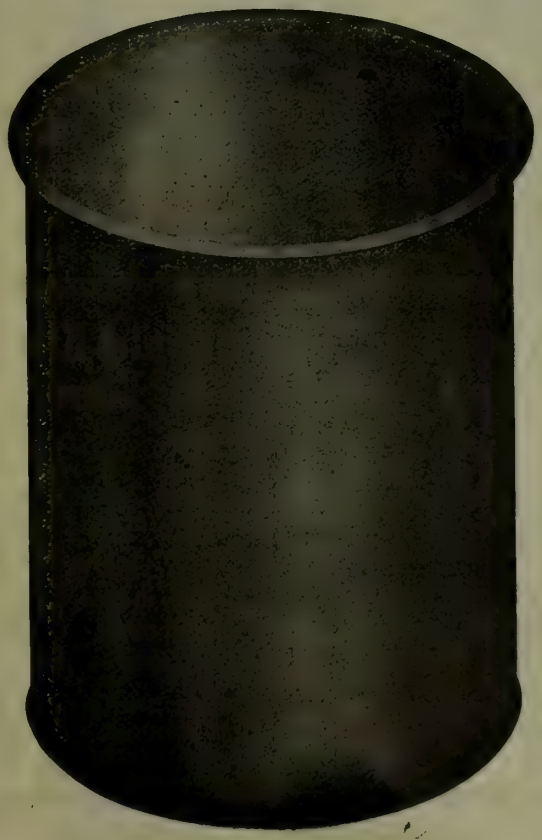
THE DOMINION MATCH

Has proved itself a satisfactory staple, by reason of the good value it gives to every purchaser. Every match is perfect in its entirety—will not splutter or fly off when struck. Every match a light.

THE
DOMINION MATCH CO., LIMITED
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.





SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.,
Glasgow, Scotland.

Canadian Distributors,—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis and Co., Vancouver, B. C

The Right Thing

Shows a good profit



Take no substitute

Reliable Quality Packed in Finest French Olive Oil

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor.
QUEBEC—Albert Dunn,
TORONTO---A E. Richards & Co.
HAMILTON---A. E. Richards & Co.
LONDON ONT.---Geo. H. Gillespie
WINNIPEG---W. H. Escott Co.
VANCOUVER---H. Donkin & Co.
ST. JOHN, N.B ---W S. Clawson & Co.

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S
Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO
(J. A. Henderson)

Watch For New Bottle



"Pride of Canada"

MAPLE SYRUP

The aim of every first-class manufacturer is to have his goods as pure as possible and the majority are working towards that end—perfection. We have reached the goal and are, like numerous good retailers, proud to sell you our "PRIDE OF CANADA"

To Help the Consumer

we have decided to depart from the ordinary "corked" bottle and have originated a hermetic seal, easily removed, one which does away with any possibility of a broken cork or chip falling into the syrup. Watch for facsimile of the attractively labelled bottle next week.

The Maple Tree Producers' Assoc. LIMITED
MONTREAL, TORONTO



KO - KO - BUT

"The Key to Good Cooking."

You have in KO-KO-BUT a means of making good contented friends of your customers. Helps them to do what they cannot do with lard or butter—keep down the greasy odor in the kitchen.

Ko - Ko - But

THE PERFECT COOKING BUTTER
100% PURE VEGETABLE FAT

Price within the means of all, and put up in tins to prevent waste.

Give it a Trial

DOMINION COCOANUT BUTTERS, LIMITED
MONTREAL

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish, Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL —The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.

—QUINQUINOL—

(Pronounced Kin-Kin-all)

is the most up-to-the-minute preparation on the market to-day and offers you the means of securing that Stock Food business which you know will prove most profitable.

3—Diplomas—3

awarded at the most important Exhibitions and recommended strongly by the Minister of Agriculture.

Its Uses

Can be effectively used in the food of Cattle, Horses, Poultry, Hogs, Dogs, etc. Try it yourself in your own horse's food. See the fine coat it will have in due course.

50% Profit Clear

Cost to you..... $4.00 per dozen gallon tins
Cost to consumer.... 6.00 " " " "

It is Different

from other Stock Foods, being put up in fancy tins and thus kept secure from vermin or moisture.

One dealer only wanted in each town. Write for territory and further particulars to

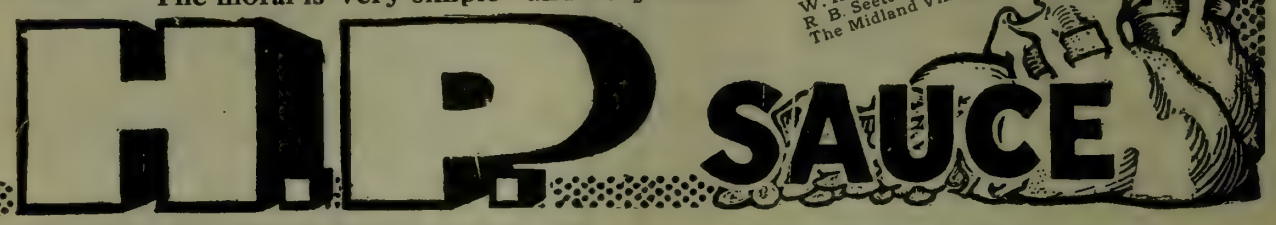
The American Pure Food Company
MONTREAL

It grows--and grows--and grows--does the demand for H.P. SAUCE

Be ready to meet it---be progressive---be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound

W. G. Patrick & Co., Tor., Mont. and Van., B.C.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
W. H. Escott, Winnipeg, Man.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Birmingham, Eng.



WALKER PATENTED —BINS— WALKER PATENTED —BINS—

THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



RIDEAU HALL COFFEE

has the distinction of being a line that will secure new trade for you, besides keeping it. Its perfect blending and roasting have given it an enviable reputation among coffee experts.

Besides, it gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsaleable stock. No time or trouble spent in persuading people to have it. Rideau Hall Coffee sells all the year round.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest is herewith formally announced for 1911.

THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

THE PRIZES

	Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st	$5.00	1st	$5.00
2nd	$3.00	2nd	$3.00
3rd	$2.00	3rd	$2.00

AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of $5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

Decide at once to enter one or both of these contests.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

JAPAN TEAS

FURUYA & NISHIMURA

SHIDZUOKA NEW YORK CHICAGO MONTREAL

With local Agents in all the principal cities in the United States and Canada

MACARONI VERMICELLI SPAGHETTI

There are more and more people every day awakening to the fact that the daintiest of dishes, and cheapest too, can be made from these products, and you should put in a supply and push them.

Don't Take "Any" Brand

BUT TRY

L'ETOILE

the line that always gives satisfaction because it is manufactured by "men who know." Our machinery is of the very latest type, installed by a Parisian expert, and worked by men brought all the way from sunny France.

L'Etoile---the line that pleases. TRY IT

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION

on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up**, the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B.; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO - ONTARIO

WHITE DOVE
Cocoanut

The cocoanut which can be depended on—fresh, pure and wholesome and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

The Condensed Ads. in this Paper will bring good results

MOP-STICKS
OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder.
No. 10 Combination Brush.
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
TARBOX BROS. - Toronto, Ontario

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

No Odor

It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager.

TRY A
Condensed Ad.
IN
This Paper

There is
JELLY
Business
to be done all year round, and you should not overlook this point. Keep your stocks up, BUT have the right kind. That is, of course,
"Club Jelly" POWDER
Do you know why? Because it is absolutely pure, and is known amongst consumers as the "Double Event" Package. It contains a powder which makes a delicious custard, in addition to the jelly powder. Talk this point to your customers.

WRITE
S. H. Ewing & Sons
Montreal - Toronto

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

Some Lines You'll Need For Christmas Trade

Table Raisins—Our stocks are about complete. On account of the orders booked early, the assortment will not remain long unbroken. BOOK YOUR ORDERS NOW. Fancy boxes---3, 5½ and 22 lbs.---lb. cartons.

We have a new line of **CONFECTIONERY**, manufactured by **NEEDLERS, Hull, Eng.** Put up in handsome clear glass jars. ⅘ lb. each. In price, 18 to 25c. lb.

Wade's Catsup PINTS

A high class imported bottled catsup that can be sold as a 10c. retailer.

We have only a limited quantity to offer. This cannot be duplicated this season.

You Should Place Your Orders Early

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfacnon guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street
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The only powder with a pedigree

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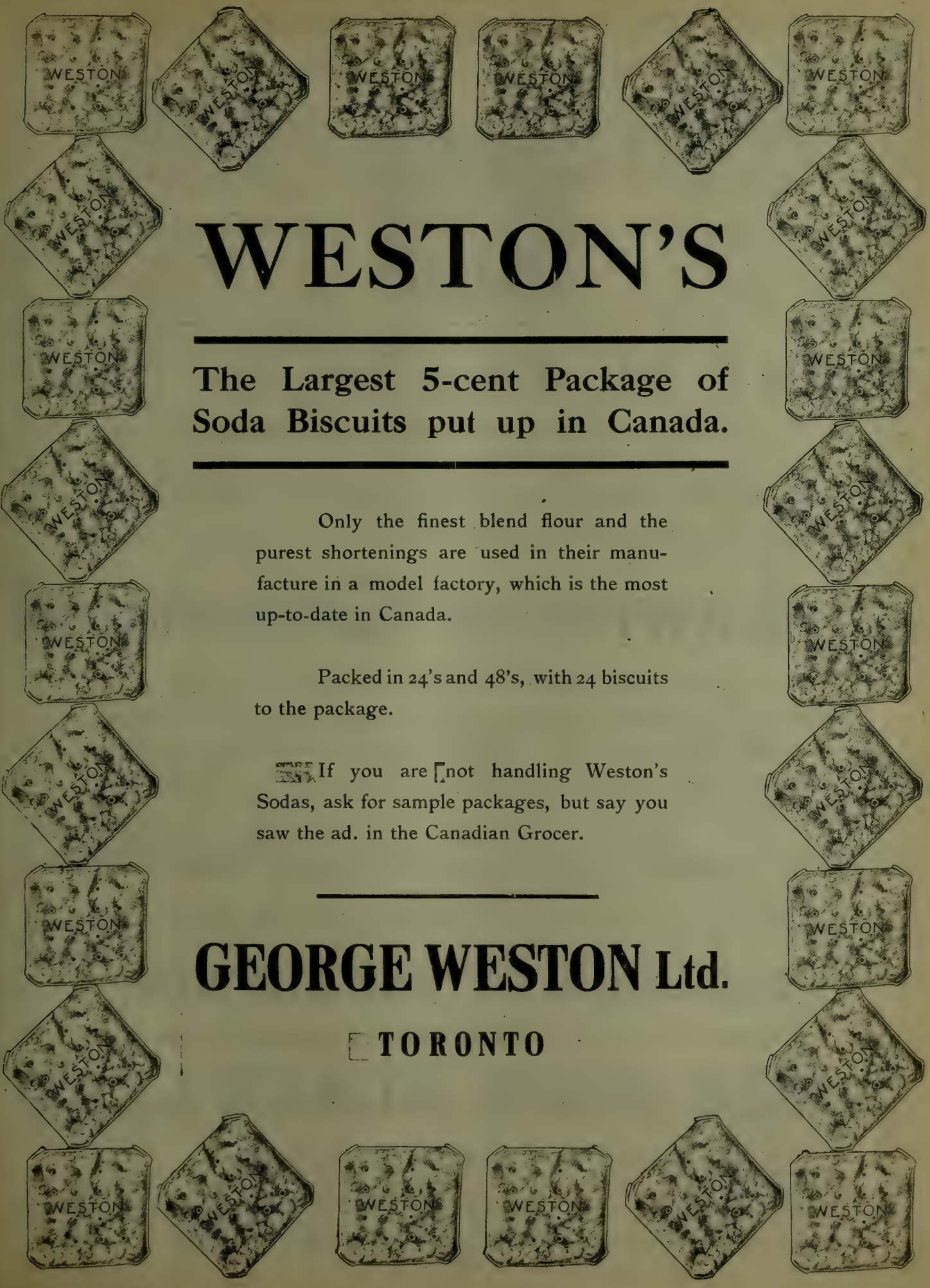
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"Your paper is invaluable to all grocers---interesting and full of ideas---a paper that all up-to-date business men will appreciate if they see it once---the only paper that I keep on file for future reference."---Elzear Turcotte, Quebec, P.Q.

"We assure you that we appreciate the Grocer very much because of the many helpful suggestions contained in it. The fact that we cut out the helpful things from week to week and paste them in a scrap book, is an evidence of our appreciation."---F. & J. Morley, Sydney, C.B.

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Winnipeg - Toronto - Montreal - London, Eng.



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The Largest 5-cent Package of Soda Biscuits put up in Canada.

Only the finest blend flour and the purest shortenings are used in their manufacture in a model factory, which is the most up-to-date in Canada.

Packed in 24's and 48's, with 24 biscuits to the package.

If you are not handling Weston's Sodas, ask for sample packages, but say you saw the ad. in the Canadian Grocer.

GEORGE WESTON Ltd.

TORONTO

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is the name that stands for the BEST in Jams and Jellies.

Only pure fruits and highest quality granulated sugar are used in their manufacture, which is done in a modern factory of perfect cleanliness, make Banner Brand unequalled for quality and consistency.



A popular line for you to handle—and a good profit getter.

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Western Agents—LAING BROS., Wholesale Grocers, Winnipeg

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MONTREAL, QUE.

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is generally the stove. You can both please and satisfy your customer by supplying

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A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit — Gives Great Satisfaction

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That the name "SALADA" stands for the highest in ***quality*** --

That it is the leader in value and in sales—

That it shows a good margin of profit—

That the demand is created—

The sale guaranteed —

You will not hesitate to stock and push "SALADA"—the business getter, the business holder and the business builder.

"SALADA" TEA COMPANY

TORONTO :: :: MONTREAL

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Shall Dealers Sell to Their Employes?

If Yes, on What Basis?—Testimony of Some Dealers Who do not Allow Employes to Purchase Goods, Even for Cash—Claim That it Involves Too Much Bookkeeping—An Interesting Subject Cleverly Handled.

By Henry Johnson, Jr.

All the retailers with whom I have ever come in contact want the trade of their employes and even feel resentful towards any workers who do not trade with them.

Now comes the National Provisioner with the report of an investigation it has been making among 400 butchers, big and small, the result of which would seem to conclusively show that retail butchers, at least in the larger cities, not only do not want the trade of their own help, but positively will not sell their employes, even for cash. The Provisioner says, truly, that this is a surprising condition; that only two retailers out of the 400 were in favor of selling to their help; but the reasons given are certainly such as will give us something to think about in connection with our own business. Here are some:

Want Best at Lowest Price.

This one owns a number of markets: "No employe is to have meat in any of my stores, whether charged or for cash. This is not because I distrust my help, but why should I carry extra, unnecessary accounts and give my bookkeepers and cashiers extra work? Besides, a man naturally takes the best cuts of meat for himself and expects to be charged at the price of poorer cuts, and also looks for a reduction from that price. For these reasons I deem it inadvisable to sell to my employes."

The manager of a large supply company says: "It has been for many years a rule in our business not to sell any of the commodities in which we traffic to any of our employes."

Another large one says: "When I hire my help it is understood at the beginning that their meats are to be bought elsewhere, as to carry their accounts means unnecessary work and trouble in making out bills and deducting from the men's wages on Saturday nights. I have had several dishonest men so have been obliged to make it a rule that no package be taken out without my inspection. As every journeyman is not honest, the innocent must suffer with the guilty since I learned my first lesson."

Innocent Have to Suffer.

Others say: "We used to allow it but found that ill-feeling was engendered among the men due to the suspicion that some were getting choicer cuts than others." "I feel that a good salesman whose intentions are honest, should be only too willing and satisfied to receive a salary equal to his earning capacity. We often feel that we are being taken advantage of and, with a dishonest employe, we are certainly better off without his patronage." "If others had my experience they would have found that the men trim most of the fat and bone off before giving in their charges, but they make sure to take about a pound of suet and more bones than they can possibly use."

* * *

Is there not a good deal for us to think of in these quotations? May they not serve to change some of our views regarding the trade of those who work for us? Some of us may have rules similar to what these butchers have formulated. If so, I should like very much to hear from such grocers; for herein can the experience of each be very valuable to all.

His Only Shortcoming.

I must say that I, personally, have always been very free from any feeling one way or the other on this point so far as my own help is concerned. Just as I pay a farmer for his produce in cash, and allow him the privilege of buying from me or not, as he chooses or has need to do, so I have always regarded my contract with my employes as involving a stipulated service for an agreed compensation. I have held that if the employe delivers the service agreed upon, the deal is satisfactorily ended by my paying him in money. I must confess, however, that I have always been inclined to feel more kindly towards those who buy goods at Johnson's; though I know I have not let this feeling blind me to the merit of any who have not traded with me. One of the oldest and most valuable men I ever had never traded with me to amount to anything. He was so fine in every way, so thoroughly trustworthy, conscientious and single-hearted in his honesty of purpose, that I used to think this failure to trade at Johnson's was his only shortcoming.

Department stores, having from hundreds to thousands of employes make a distinct play for the trade of those who work for them. This is often the sole subject for discussion at some managers' meetings and plans are formulated and tried out from different angles to keep the trade of the workers in the store. Discounts are allowed and special arrangements are made whereby the needful checking of employes' packages is rendered as expeditious and unobtrusive as possible. Yet it is a difficult problem to handle for many reasons. Employes of large stores seem vaguely to hanker for the novelty of buying at other stores. They particularly like the "independence" of going where they can buy and carry their parcels right out with them, without inspection and without having to come and go by any special door. Moreover, many stores besides the one wherein they work will give them the same discount—usually 10 per cent., and they have only to say they are employes of Soso & Co.; they do not have to prove it, as they are sometimes compelled to do in the place where they work.

* * *

The article quoted is the first intimation I have ever had that the trade of his employes was not earnestly desired by every employer; but the rule not to sell employes certainly does away with some abuses which, in your case and mine, may be more or less serious.

Employes in some grocery stores are sold "at cost"—whatever that is. In some others they are given a flat discount of 10 per cent. except on sugar, flour and a few other things. This has never been countenanced in any degree at Johnson's. We have treated a clerk exactly like any other customer—so far as we knew; which gets down to one of the troubles which might justify our declining to sell our help.

The Honest Are Reasonable.

This trouble is the difficulty of preventing a clerk from waiting on himself. In a big store this would not be hard to regulate; but in a business doing under $70,000, where everybody knows everybody else and each meets all the others from the boss down, in daily intercourse, it is hard to draw the line. Yet there is no room for question that no employe anywhere should wait on himself. His order should be taken by another and his goods put up just the same as if he were an outsider. This is the only way that any reasonable check can be put on the employe; and every honest one will always want to be checked in any way that is usual, reasonable and not humiliating.

It is a fact that employe's accounts are very troublesome. This applies not only to the merchandise but to their wages. The men, coming and going all the time do not make a system of ordering, but buy little dabs daily, sometimes twice a day. They are always at the store, so their folks think they can "just as well" bring this or that item "on the way home." Thus a weekly account of $4 will often involve more detail work than a normal account running to three times the amount.

Clerks do not generally incline to be bargain hunters, but some of them are just that. In such case the store gets very much the worst of it. It it also difficult to draw the line between merely being thrifty and forgetting the doctrine of meum et tuum ; in other words, it is difficult for the employe to be impartially fair in the handling of transactions in which he is an interested party.

The intolerable nuisance of having employes draw against their weekly pay-envelopes has mostly been eradicated from our store. We have it clearly understood at time of employing that we pay every Saturday night in full, and that we cannot advance any money against pay-day. Occasionally an emergency will arise, a man's wife may be suddenly taken ill and he may have to send out for medicine for which he has not the money ready in his pocket, which may require us to break this rule; and of course, such emergency is met. It is an abuse of the good nature of the employer and an imposition on the time and nerves of everybody concerned, however, which it should never be a practice to allow.

• • •

It is a long time since we have had such a live, interesting subject, or one which seems to hold such promise of being valuable to us. I hope we may have full discussion of it.

Wide Awake Methods of Retailing

Got Condensed Milk Tin to Suit Customers' Pocketbooks—Using the Phone on Friday for Fish Orders—Dealer Keeps Copies of all Orders Given to Travelers—Prefers the Clerk Who Reads.

The Grocer will pay any dealer or clerk for practical items for this page.

Tin to Suit Customers' Wants.

Hamilton, Ont., Nov. 9.—One grocer in this city had never been able to work up a trade in condensed milk until a short time ago. He had not been handling the size of tin which his customers would buy. He had previously been handling a tin which retailed at 12½ cents.

Some one suggested that for his trade a five cent tin would be a better seller, so he ordered a case. Not only did he clear out that case in short order, but now has a substantial trade in that line. He says that the fresh milk now costs seven or eight cents per quart. Customers find that a tin of milk will do them a day, and they figure that they thus save 2 or 3 cents per day on their milk supply. He finds that customers who would not be able to use all of a larger tin, will buy the smaller one.

Phoning for Fish Orders.

St. John, N.B., Nov. 9.—"The telephone is my order boy on Friday more than any other day in the week," said a North End grocer this week. "Quite early in the morning I have one of my clerks devote a little time to 'phoning to my grocery as well as my fish customers and letting them know "Well, Mrs. So-and-so, we have some very nice fresh cod this morning," or "What is it in the fish line to-day, Mrs. Somebody-else?" Now some of them would probably not think of sending in a fish order if it were not for a polite reminder that fish would be a delightful change.

"I opened up a fish department in connection with my grocery store only a few months ago, and I have made quite a success with it, although I had very little previous experience in this line. While I sell quite a quantity during the week, my best sales are on Friday, of course, though Wednesday runs it pretty close. Now one can carry the work of suggestion into the fish trade, coupling it with groceries, just as easily as in any other line. For instance with a good grocery customer, I can say to her that we have some nice fresh oysters or clams, and hadn't she better have some? I would say to any grocer that with encouraging circumstances governing his move, he will make no mistake in opening up a fish department, but let him not forget to solicit his orders especially on Friday."

Keep Copies of all Orders.

Saskatoon, Sask., Nov.—"As a result of having no method of keeping account of orders given I found myself frequently overloaded with some line of goods," stated a local dealer. "Then I decided to make every traveler leave me a copy of my order so that there would be no danger of re-ordering any one line.

CARTOON TALKS ON SERVICE



Asking a Customer if You Will Wrap Up a Parcel for Her is not Good Policy. Do it Without the Question Unless Otherwise Requested.

However, frequently a traveler was in a hurry and promised to send a copy from the hotel but this he often forgot to do, so I decided my system was not exactly sound.

"Now, I have every traveler give me a copy before he leaves the store while any goods which I order by mail, I always keep a duplicate of them. Thus I prevent doubling up on any line, which means the prevention of dead stock or carrying a larger stock than necessary."

A St. Thomas Ad.

St. Thomas, Ont., Nov. 9.—"Look to your groceries," is the heading on an advertisement of D. H. McIntyre, grocer, Talbot and Alma Streets, in a local paper. Then follows :—"There is nothing for your home that should be selected with so much care as your groceries. For this reason we pay strict attention to the quality, of goods selected, and you may always depend on what you order from us.

"Furthermore promptness and punctuality with which we handle orders is daily adding to our business. Where and when may we call for your order ?"

Get the Clerk to Read.

Vancouver, B.C., Nov. 9.—"A clerk who reads a good trade paper," remarked a Vancouver merchant to the writer, "is generally much more valuable to his employer than the one who does not. From it he will get in touch with the methods employed by other grocers, which will be useful to him ; he learns how other clerks make sales, and also receives information about goods that is of great value in interesting customers and making sales."

"If I had a clerk who would not read the trade paper," he declared, "I would shift him out.

"The merchant should do all in his power to get him really interested. A good way is to pick out some article he considers will interest that particular clerk, and say, 'Did you read that article on —— John ? What do you think of it ? '

"In this way the clerk may be induced to read it. Discussions on problems dealt with in the trade papers is also an excellent way."

Ad. on Every Bag.

Toronto, Nov. 9.—A Yonge St. grocer has his name and address with a small advertisement printed on every bag he sends out of his store, and claims that it does considerable advertising for him. These are printed on all sizes of bags, and no matter what size purchase a customer makes, they carry away an advertisement of the store.

Speaking in regard to this, he said, "I believe that it pays me all right to advertise in this manner. A housewife purchases goods from me, and every time she goes to the pantry to use that article, she sees my name and ad. It soon becomes well known to her, the same as some widely advertised brand of goods. When she looks over her goods before going out to purchase, she sees my name on several bags, and I am more likely to get the preference than if I did not have that ad. there."

Peculiar Tricks Against Retail Dealers

Many Times When the Public Try to Impose on Them—Sleight of Hand Work With Tomatoes—Woman Placed Stone in the Butter—Had the Trick Turned Back on Her—Borrowing Dishes for the Threshing.

A merchant has a good many hard propositions to contend with in his business.

Customers are not always as honest as they should be or as the daily press suppose them to be, and the dealer is frequently the victim of many peculiar schemes which sooner or later are discovered.

A Canned Tomato Purchase.

One merchant relates of how a boarding house mistress bought a case of tomatoes. A few days afterwards she appeared at the store and complained that the tomatoes were the "worst" she had ever bought and that they were nothing but water with a little tomato juice mixed in. She demanded a rebate on her purchase.

The merchant in question was one who took particular care in the selection of his goods and expressed his regrets that the tomatoes had been found of inferior quality. He said he would send up for what was left and rebate her on the used cans.

"I have always found that an excellent brand and can offer no explanation We don't want any customer to use poor goods, so we will take them back," he declared.

She Changed the Brands.

So the tomatoes were sent for. The grocer on opening a can found them equally as bad as she had stated but he also found that they were a brand of which he had never had a case in his life. Afterwards he found she had purchased them at another store at a very low price and was attempting to exchange them for the better quality.

Dangerous Butter This.

Another attempt to cheat the grocer by a customer is reported from another town. It was a farmer's wife who apparently was not satisfied with receiving 25 cents per pound for her butter. She planned to increase the value of this product.

In making up a roll, she selected a round stone for a centre piece and built the butter around it. She knew the butter when taken to the grocer's was placed in the refrigerator with other rolls and that if he did cut it before selling she would not know who had brought it.

Things did not work according to plans, however. While the grocer was weighing it, a customer admired the color and appearance, but said that she would not need the whole roll. The grocer volunteered to cut it and of course the "cat was out."

The dealer, however, was not to be beaten. He extracted the stone from the butter, and placed it in the middle of the package of tea, worth the same as the butter per pound, and which the butter woman had ordered. He, therefore came out even in the end. He states he never heard anything more of the stone nor did he ever have loaded butter presented to him again by that customer.

Got Dishes for Threshing.

Another story is of a farmer's wife whose supply of dishes although large enough for ordinary occasions, was too small for threshing time and accordingly contrived to get the merchant to supply her for the time with the required dishes.

The day before threshing she entered the village store, purchased a big supply of dishes and had them charged. Three days afterwards when the threshing was over, her son appeared at the shop with the dishes and a note saying her husband had purchased dishes the same day and she therefore wouldn't need any. A request was made to mark them off the books. The merchant afterwards found her husband had purchased none and she had made use of his merely to tide her over threshing time.

Next year on the same occasion, encouraged by the former success, she again came to the store to purchase dishes.

What would you do in such a case?

Paul Ciceri, of the Chas. Ciceri Co., Toronto, has returned from a trip to Western Canada.

A $75,000 Turnover in Eleven Years

Oshawa Grocer's Experiences—Some of His Methods for Developing His Trade—Salesmanship and Display Emphasized—Buys Goods of Guaranteed Quality.

Eleven years ago J. S. Kyle, Oshawa, Ont., commenced business with a small stock and a boy delivering with a basket; to-day he has an annual turnover of $75,000 with 15 employes and five horses working every day.

"The People's Popular Grocer" is the advertising slogan which Mr. Kyle has adopted and he finds it pays to be popular too. The slogan is used on all his delivery wagons as well as in his advertising. He has won popularity through exceptional service—good values, courtesy, attention, promptness and equipment. The store is large and bright. About $8,000 stock is carried. At Cedar Dale, a suburb of Oshawa, a neat branch store was also opened about two years ago. Not only are the stores attractive but the stables are well equipped in every way.

Power of Display.

Mr. Kyle is a firm believer in the effect of display. Everything possible is displayed to advantage as he does not see any value in keeping goods in the cellar where they cannot be seen. The stock is always complete; he buys canned goods and sugar in car-load lots and places orders for dried fruits and fall stock in the spring.

Developing Salesmanship.

A specialty is made of purchasing goods that can be guaranteed and instructing his clerks to push certain lines in season. In this way the surplus business resulting from good salesmanship is developed. The security envelope system is used in keeping accounts. The store motto is "Keeping continually at it brings results."

An illustration of the store interior is presented herewith.

KNOWLEDGE IS POWER.

"The value of knowledge of the goods carried has been especially impressed upon me during the past two months," remarked a London grocer recently. "I have always believed that unless a salesman was well acquainted with his goods, he could not hope to sell as much goods as if he was conversant with the talking points, but during the past two months, this has been especially demonstrated to me. We had for a considerable length of time carried a certain meat sauce, which we had pushed as a relish for meats. The traveler for that particular line happened to tell me one day that it could be used with salads and cheese or in enriching soups, gravies and hashes. This had been stated on the package, but we had not given the package the study we should have. I acquainted all my clerks with the fact and as a result of acquainting customers with the same fact during the past two months, our sales in this line have shown a substantial increase."

OVERESTIMATING REQUIREMENTS

That careful buying is one of the essentials in the grocery store is the opinion of a large Winnipeg dealer.

"Unless this end of the business is given most careful attention," he says, "the merchant will at times find himself with stale goods, unsalable lines and a stock greatly in excess of the amount which is really required for the size of business he is doing."

This grocer gave a definite example showing the importance of careful buying. "When I first started in business," he said, "my fruit and vegetable department was a source of loss instead of profit. This was totally due to poor buying or in other words to my poor judgment."



John Kyle's Store in Christmas Attire

THE CANADIAN GROCER

Established - - 1886

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John Bayne MacLean - - President.

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PUBLISHED EVERY FRIDAY.

PROVIDING THE XMAS TURKEY.

Providing Christmas turkey for customers has been unprofitable to more than one grocer. It is the exception, rather than the rule, of course, particularly in these days when the farmer's fowl is almost worth its weight in gold around Santa Claus time. It is not likely that buying and selling can ever be depended upon as a "sure thing," but grocers with a reputable trade should be able to know beforehand just about what amount of Christmas fowl they will require.

Many people find themselves without their favorite fowl on Christmas because of delay in trying to secure it. Some grocers make arrangements with customers to supply them with turkeys. The price arrangement is fixed so as to be mutually satisfactory. This simplifies matters considerably, and is appreciated by the customers. Of course, the grocer must be sure of the quality of the stock or this plan might prove exceedingly unsatisfactory.

To those who can operate such a system, however, it is considered an assistance in avoiding the trouble of carrying goods until after the holiday, at times being almost unable to give them away. If the grocer is thinking of any such plan now is the time to act while there is plenty of time.

LOOK TO FISH DEPARTMENT.

It is only a matter of a few weeks until the Advent season commences. This period is not concluded until Christmas eve, and as abstinence from meat on several days during the week is the custom to a part of the public, there is an extra demand for fish.

This is an incentive to grocers to extend their business in this department. There is also the fact that during the winter there is a better opportunity to handle fish and that this article is usually in good demand until after Easter Sunday.

This is a suggestion to those who may be contemplating a little extra effort in their fish department, or, in fact, the opening of this part of the business. If fish were not wholesome and economical to the customer who seeks a change of food now and then, if it were not profitable to the grocer and comparatively easy to handle at this season there would be nothing to be gained in taking it up.

The experiences of those who have tried and succeeded is worth dependence.

WESTERN WHEAT CROP SITUATION.

The fair cold weather which has been prevailing during the last week has brightened considerably the prospects for the western farmer, as threshing has not been interrupted, and at last all machines have been running full blast for a week.

The latest report published shows 80 per cent. of the crop in Manitoba to have been threshed, and 50 per cent. marketed. In Saskatchewan, 60 per cent. is estimated to have been threshed and 30 per cent. marketed. In Alberta, 30 per cent. threshed, but very little is reported to have been marketed as yet. The estimated grade so far shows 80 per cent. of the Manitoba crop marketed to be ranging from No. 1 Northern to No. 6 Northern, and of this amount 50 per cent. is reported to be grading No. 2 Northern, or higher. Saskatchewan is reported to be grading as low as No. 6 Northern; the bulk ranging around No. 3.

Reports indicate that help is needed in Saskatchewan, and serious car shortages is noticeable in Saskatchewan and Alberta. In fact, the Department of Agriculture in Saskatchewan is endeavoring to induce threshing outfits to visit Saskatchewan after they have finished threshing the crop in Manitoba.

CONCENTRATION.

One thing at a time is enough for any person to handle and do it well. The clerk cannot correctly serve a customer when his mind is following his favorite ball team on a distant field; if his attention is on some person across the street; or given to a discussion on some subject with other members of the staff, foreign to the work of the store.

A woman entered a Canadian store the other day to purchase some toilet soap. Three of the clerks were giving their opinion of the world's baseball series. She had stood at the counter a considerable length of time before one clerk managed to tear himself away from the discussion to enquire her wants in an abrupt manner.

He "whacked" down two cheap soaps upon the counter and meandered up to the pennant "judges" at the other end of the counter, leaving the customer to make up her mind which of the soaps she wished.

She did not wish either. She wanted a good soap. The clerk, at last noting the icy stares, returned just as she had about decided to go to another store.

She said she wanted a good toilet soap. The clerk placed another box on the counter for examination, meanwhile talking to his fellow clerks something about "Connie Mack." The woman, although she had come to purchase several items, took one bar of soap and went across the street to leave her order where clerks were more interested in customers than baseball.

The clerk who cannot give his undivided attention to customers has no place in the store. He should be handling a pick and shovel or at some other work which allows conversation with his fellow laborers. A person cannot use his full powers of salesmanship when he is interested in other things.

Concentration on one thing at a time is necessary.

CATERING TO THE MASSES.

It is both amusing and exasperating to retailers to read the editorials appearing in the daily press from time to time on the prices the so-called "middleman" is charging.

Anyone acquainted with conditions can see at a glance the idea these papers wish to convey. It is a purely political move and practically every daily newspaper of both political stripes, in the larger cities particularly, actually "fall all over themselves" to tell the consuming public it is being robbed.

And all for effect. Catering to the masses without stopping to think is not honest dealing with any paper, even if a few votes should happen to be lost.

The Toronto Star never loses an opportunity to point out the "exorbitant" profits the dealer is making on garden products. It wants the market gardener to go direct to the public, but the market gardener knows the expense attached to this and prefers to sell the dealer where he is sure of his money.

But the Toronto World made a big mistake the other day. It published an editorial condemning the Milk Producers' Association for raising the price of milk several times during the past year. It went on to say that "some drastic steps be taken to prevent the raising of prices of this and other products to an unreasonable extent. For several years the Attorney-General's Department has not seen fit to make any prosecutions under certain sections of the criminal code, and some people, at least, seem to have conceived the idea that these sections of the criminal code are of the 'dead letter' variety."

Next, it quotes the criminal code, pointing out the penalties, etc., and goes on to say: "It can be shown that the price of milk in Toronto is far higher than in any other city or town in Ontario. It is admitted by many of the producers themselves that there is no real necessity for the increased price. There has, however, been a constant endeavor on the part of a certain number of the producers to unduly enhance the price of milk, and to make an unreasonable profit out of an article which the citizens cannot do without. It is up to the Attorney-General's Department to investigate and prosecute under the above section of the code, without delay."

Evidently, after discovering that farmers constituted the "milk producers," and that many of them are important constituents of the proprietor, who is an M.P., the World beat a rapid retreat the following day. Note what it says:

"A mistake occurred in a World editorial yesterday dealing with milk and combines. Instead of speaking of milk producers, who belong to the country, we should have spoken of milk dealers, who belong to the city. Milk producers are the farmers who sell their milk to city dealers and dealers sell this milk to consumers; and time after time dealers have put up the price of milk to consumers without a corresponding increase to the farmers who supply the milk. And only the spring of this year, instead of reducing the price of milk to consumers, the dealers maintained winter prices to consumers, but lowered the price they paid the farmer for milk! That wasn't square to either producer or consumer, etc., etc.

"It is true that farmers hold a meeting two or three times a year to fix a minimum price at which to sell their milk to dealers, but it is not in the nature of a combine. The dealers have more or less of a combine in the city, and are able to keep the price away up."

If any other body of men had fixed a minimum price such as the farmers, as milk producers, have done, wouldn't the World have gone into hysterics? Imagine a Retail Grocers' Association doing a similar thing and publishing it! What would the World, and for that matter, all the others, have said? But the producer or farmer who is in the majority on election day is excused by the vote-hunters.

AN UNRESPONSIVE POOR.

Ruskin was once a grocer. In 1874 he opened a shop in Paddington Street, Notting Hill, England, in order, as he announced, "to supply the poor with pure tea in packets as small as they choose to buy, without making a profit on the sub-division, large orders being, of course, equally acceptable from anybody who cares to promote honest dealing." The shop did not attract.

Ruskin complained in Fors Clavigera that "the poor only like to buy their tea where it is brilliantly lighted and eloquently ticketed, and as I resolutely refuse to compete with my neighboring tradesmen either in gas or rhetoric, the patient sub-division of my parcels passes little recognized as an advantage by my uncalculating public."

The shop soon closed down and the grocery trade lost probably the most distinguished represenative it is ever likely to possess.

THE LIMIT.

Last spring a certain Canadian grocer known to the writer, put in a window of flour and he has not changed it yet. Probably he intended it for a Marathon window, or was so pleased with it that he believed the people would never tire of a good thing.

At any rate, the window is there yet. If it were not that his store otherwise suggests fair progressiveness this glaring thoughtlessness might go unpassed.

Another grocer of less importance had a window of a certain breakfast food from spring, through the summer, until a few weeks ago, and it was then changed when the representative of The Grocer called the attention of the manufacturer's agent to the fact that the window in its last condition was anything but good advertising. Words fail to describe it.

In these cases a little supervision by the manufacturer's representative would not be amiss.

EDITORIAL NOTES.

The trade will follow carefully the canvass being made of Hamilton grocers to determine opinion of the majority as to whether Wednesday afternoon will be time of rest the year round instead of in summer only.

Cereals should be kept in a dry light place. Before a new case is opened all of the older goods should be disposed of. Some retailers are not particular enough about cleaning up old stock before putting the new consignment up for sale. This carelessness frequently results in a few packages remaining for a long time. Weevils may appear and then there is no end of trouble.

The decease of an emu in a public park in New South Wales revealed the fact that its stomach contained four pennies, six halfpennies, nine 2½-in. nails, five marbles, one pump connection, one umbrella ferrule, one key, one medal, one clock-wheel 2½ in. in diameter, two collar studs, one safety-pin, two staples, three washers, three coat buttons, twenty-four pieces of assorted crockery and glass ware, and one large pin 2 in. long. It looks as if the grocer is going to lose his job. If such a diet should become popular among the bird family it might spread to other bipeds.

Dealer Controls Customers' Purchases

How He Can Suggest in Various Ways Goods Which Public Will Buy Only When Attention is Called to Them—Particular References to Christmas Trade —Attracting People From the Country.

Throughout the winter season everywhere in Canada, and perhaps most particularly in Western Canada, the average grocer is inclined to let his winter trade fall below the normal of the spring and summer season. It is taken as a matter of course, that trade cannot be kept active through all the seasons of the year, and by force of habit the merchant falls back into a sort of recline, and lets the business come as it may. When the thing is referred to in this manner, undoubtedly the average grocer will for the moment question this condition, but after investigating the circumstances, it will undoubtedly occur to him that there is more or less relaxation on the part of the merchant during the winter season.

The Dealer's Power.

It may be difficult, and undoubtedly is difficult to keep the trade lively during a season when customers do not come to town, and the more immediate customers do not frequent the streets so often. A great fact must always be borne in mind, however, by the merchant, namely, that he is in a position to exercise great control over the buying power of the public. It is his right, his privilege, and his duty to exercise that power. All of us will admit of the fact, that there is power in suggestion and in the transmission of ideas. The merchant is the most prominent man in town. His name appears in bold letters over his store front. He occupies a site on a prominent street, where every citizen of the town and country round about is obliged to pass by. He takes space in the local paper. He is, perhaps, an official in the muncipal council ; perhaps a school trustee. All these things bring the merchant into prominence, and give him great advantage in attracting customers and selling them goods.

Controls Purchases of Public.

To come more directly to the thought of control over the buying power of the customer, and the control of the aesthetic temperament of the public, there is no limitation to the value of the merchant's window. In this window he can arrange artistic dispalys, something beautiful, which delights the eye. He can arrange the display of a single staple line of goods which he wishes to push of in a hurry. The value of this kind of display is well known to the experienced merchant. He can use that window to create demand for line of goods with which the public is not familiar. The merchant has the power in his hands to sell a new product by the systematic and tasteful use of his window.

Not only has he the advantage of his window, but he has himself, his own personality, his own words and thoughts to transmit to those with whom he converses, and to the customer over the



An Interior View of the Hirst Store, Nanaimo, B.C.

counter, whom he may directly influence to buy goods.

Giving Service by Suggestion.

In the winter season when the customer may not come to the store as often as in other seasons, should not the merchant be more particular to suggest some articles that the customer should order? The grocer has many lines of goods on his shelves, which the customer would never think of ordering if the name and the idea were not suggested. It does not necessarily follow that the grocer would be urging too strongly or pressing too keenly for business by using his powers of suggestion, and the creation of ideas, because it is service, that the grocer should render, and service should be his chief object. The grocer should feel he is doing the customer a favor by offering suggestions.

The interior arrangement and display of goods is an important feature in the winter trade. Too often the same line of goods are prominent week after week on the counter or on the floor, and a customer is never given the pleasure of seeing even a new label, and the appearance of the store is repulsive and monotonous rather than inviting and suggestive. In the winter season the grocery store can be made an attractive "rendezvous" for customers. Not in the same sense that loafers are attracted to a place, but a place for sight seeing, interest creating, where the customer can be educated up to the point of purchasing large range of goods by merely seeing the goods around him. The store can be made warm. A flower or a palm can be attractively pedestalled. Comfortable seats can be arranged convenient for the customer who, perhaps, drives in through the cold from a distant point in the country. All these things tend to give the merchant power over the buying public and the confidence of the customer.

Show Fancy Goods.

The fancy goods table arranged in the centre of the store has a popular following among merchants. This is a feature that can be enlarged upon to advantage during the winter season. A line of goods which probably decorate the dark shelves in the rear of the store can be taken down, dusted, and put out on the fancy goods table. These may be goods that the customer never saw before, probably a product that he never heard of, and the only possible way they can be sold is to bring them to the attention of the buyer; the buyer really wants them and is waiting to be told about them.

Another feature of the winter trade should be the special advantage taken of the daily newspapers to advertise thoroughly and strongly the seasonable lines. The newspaper is read more thoroughly and pondered over more religiously during the long winter evenings than in the other seasons of the year. It is only reasonable that the merchant should take advantage of this fact.

To refer more particularly to the Xmas trade, very often the grocer is at fault, first, by not ordering his goods in reasonable time to reap the benefit of the holiday trade. The dealer should have his Xmas goods on display weeks before Xmas. He should advertise them and talk about them well in advance. It is within the merchant's power to suggest so strongly the purchasing of Xmas and holiday lines that the customer will buy wide ranges in large quantities, where he perhaps would not buy at all if the merchant did not work him up to that point. As previously intimated, it does not necessarily follow that the merchant is taking advantage of the customer, but he is simply suggesting to him goods that he needs and he should have.

The grocer can influence the customer to have more zesty meals prepared for himself, more attractive homes, healthier bodies and more happiness in life all through; hence the great factor of the merchant in the community.



Wiping the Hands on a Dirty Apron is Not Conducive to Cleanliness.

Latest Review of the Grocery Markets

Less Firm Feeling in Sugar Market—When Refined Will be Affected is a Matter of Conjecture—Big Shipments of Goods Being Made Before Close of Navigation—Dried Fruits Sent on to Retailer—Salmon Coming Forward Slowly—New Peanut Prices Lower—Jams Not Plentiful—Railways are Crowded.

QUEBEC MARKETS.

POINTERS—

Molasses.—Up 2 cents.

Sugar.—Less firm.

Shelled Walnuts.—A little easier.

Montreal, Nov. 9.—Wholesale grocers report extremely busy conditions. The fall trade is at its height and it is safe to estimate that some of the houses are shipping goods each with the daily total of $20,000. There are several influences responsible for this immense business. Cold weather is approaching and many are taking advantage of this last opportunity to secure the delivery of their goods by water before navigation closes.

But the bulk of the trade is seasonable. Currants, raisins, prunes, figs, canned goods of all kinds, and other lines, are being delivered. A large quantity of these goods are for the holiday trade. Canned goods have to be shipped now; in fact, some retailers claim they have been too long without the delivery of their orders. Dried fruits are already in demand by consumers, and shipments of these goods are being made at an opportune time. Judging by the quantity of grocery staples and specialties now going forward, the Christmas trade should reach large proportions this year.

Sugar.—There is only a fair demand reported in this market, trade seeming to be of the hand-to-mouth variety. Various reports indicate an easier feeling. Conditions have been favorable to the new cane crop, and beet sugar is also tending to weaken the situation. However, there is no pronounced feeling here, although it seems to be held that the high price period is nearing the end of its tether.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Ream	5 75
Paris lumps, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 97½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 2 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

White granulated and yellow may be had at 5c above bag prices.

Syrups and Molasses.—An advance of two cents a gallon in fancy and choice Barbadoes molasses is a feature of the market. This higher price bears out, to some extent, the statements made in these columns but a short time ago, to the effect that molasses was worth watching. There is a steady demand for this article and the firmness is supported by market conditions. The new cane crop is promising under favorable conditions, and it is not easy to say how long the market will maintain its present strength.

Fancy Barbados molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 40
" " " half-barrels	0 40 0 42
Choice Barbados molasses, puncheons	0 32 0 34
" " " barrels	0 34 0 37
" " " half-barrels	0 36 0 39
New Orleans	0 25 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruit.—Nothing particularly new is reported for the week in this market. Shipments of currants, raisins and prunes are being made. Currants are firm and it is likely that future orders to packers will be at higher price. Up to the middle of October, says one report, the exports from Greece amounted to 84,000 tons, and it is stated that but 45,000 tons remain to supply the world's demand until the next crop comes in.

Evaporated apricots	0 22 0 24
Evaporated apples	0 10½ 0 11½
Evaporated peaches	0 18 0 19
Evaporated pears	0 18 0 19
Currants, fine filiatras, per lb., not cleaned	0 07 0 08
" " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09
" Patras, per lb.	0 08½ 0 09
" Vostizzas, per lb.	0 09 0 10
Dates, 1-lb. packages	0 07½ 0 08
Dates, Hallowee, loose	0 06½ 0 07½
Fards	0 11

Figs, 3 crown	0 07½ 0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08 0 12½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½ 0 13	Comadre figs, about 33-lb mats	1 30 1 40
Figs, 6 crown	0 09 0 14		

Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½
Prunes—	
30-40	0 15 0 16
40-50	0 13 0 14
50-60	0 19
60-70	0 11 0 11½
70-80	0 10½ 0 11
80-90	0 10 0 10½
90-100	0 09 0 09½
Raisins—	
Choice seeded raisins	0 10½ 0 11
" fancy seeded, 1-lb. pkgs.	0 09½ 0 10
" loose muscatels, 3-crown, per lb.	0 08 0 08
" " 4-crown, per lb.	0 09
Select raisins, 7-lb. box, per box	0 63½
Sultana raisins, loose, per lb	0 12
Sultana raisins, 1-lb. cartons	0 13 0 13½
Malaga table raisins, clusters, per box	2 50 5 75
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb.	0 06½ 0 07½
" select, per lb.	0 07½ 0 08½
" 4 crown layers, per lb.	0 08 0 08½

Nuts.—New almonds have been received and are being delivered to the trade. Shelled walnuts will not arrive for several weeks yet. It is known that some supplies received are simply last year's crop, shelled recently. Of course they are not being sold as new goods. Brazils are steady. There is a better movement of late in nuts, the arrival of almonds having helped business. The filling of orders for the holiday trade will go on steadily in the coming interval.

In shell—	
Brazils	0 17½ 0 18½
Filberts, Sicily, per lb.	0 11½ 0 13½
" Barcelona, per lb.	0 10½ 0 12½
Tarragona Almonds, per lb.	0 14½ 0 15
Walnuts, Grenobles, per lb.	0 18 0 19
" Marbots, per lb.	0 13 0 14½
" Cornes, per lb.	0 10 0 11
Hungarian	0 13½ 0 15
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 13
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 16 0 18
Extra large pecans	0 15½ 0 17½
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves, bright	0 34 0 36
Brokens	0 28 0 30

Teas.—There never was such a scarcity of Japan teas at this particular period, when it is expected the larger quantity, including third crop, will have arrived, and from latest cable advices our market will be practically bare of all grades for the remainder of the season. A Shanghai report says since the advice that the first shipments of China greens had been made to the United States, and which were rejected by the government inspectors as containing facing matter, complications have arisen, and inasmuch as information has been received that the law will be rigidly enforced, the prospect is there will be no China greens available this season.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—Spot coffees show no change, although in the primary markets there are reports of increased visible supply, etc., but nothing that denotes the lessening of the high prices now existing. Conditions are unchanged from last week.

Mocha	0 25 0 28	Santos	0 22 0 24
Rio	0 21½ 0 23½	Maracaibo	0 23 0 26½
Mexican	0 25 0 28		

Spices.—A little easier feeling is reported in Zanzibar cloves. The market is otherwise firm and is moving steadily.

	Per lb			Per lb	
Allspice	0 13	0 18	Cream of tartar	0 25	0 32
Cinnamon, whole	0 16	0 18	Ginger, whole	0 17	0 30
" ground	0 15	0 19	" Cochin	0 17	0 20
Batavia cinnamon	0 25	0 30	Mace		0 85
Cloves, whole	0 25	0 35	Nutmegs	0 25	0 60
" ground	0 23	0 35	Peppers, black	0 16	0 18
			Peppers, white	0 22	0 27

Jams.—Raspberries and strawberries are particularly scarce in a market that is none too well supplied. Some manufacturers have exhausted their stocks and report no supplies. There are others, however, who still have offerings.

Canned Goods.

Toronto.—There are no particular new features to the fore in regard to canned goods. The market at the least is generally steady.

Salmon is moving eastward slowly, while the percentage of delivery is not at all pleasing to the jobbers. Sockeyes give particular cause for complaint in this regard. A continued feeling of strength is expected in this line.

Retailers are already finding considerable demand for canned goods.

FRUITS	Group A	
3's—Apples standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
2's—Blueberries (huckleberries) standard		1 50
Gal—Blueberries (huckleberries) standard		5 30
2's—Gooseberries preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches, white heavy syrup		1 90
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
3's—Peaches, yellow flats, heavy syrup		2 00
3's—Peaches, whole, yellow, heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, weeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
2's—Pears, heavy syrup		1 80
3's—Pears, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears pie peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, light syrup		0 90
3's—Plums, light syrup		1 30
2's—Plums heavy syrup		1 05
3's—Plums, heavy syrup		1 45
Gal—Plums, standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, greengage light syrup		1 00
2's—Plums, greengage, heavy syrup		1 30
3's—Plums, greengage, standard		1 90
Gal—Plums, greengage, standard		4 05
Group B is 2½c less than above.		
2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black heavy syrup	1 97½	2 00
2's—Currants black preserved	2 27½	2 30
Gal.—Currants, black standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	22½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup		2 25
2's—Pineapple, grated, heavy syrup		2 25
2's—Pineapple, whole, heavy syrup		2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup		2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup		2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberri s red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 00	2 25
2's—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES		
2's—Beans, red kidney		1 15
2's—Beets, blood red Simcoe		1 00
2's—Beets, whole, blood red Rosebud		1 30
3's—Beets, sliced, blood red Simcoe		1 35
3's Beets, whols, blood red Simcoe		1 40
3's—Beets, whole, blood red Rosebud		1 55
3's—Cabbage		1 00
2's—Carrots		1 00
3's—Carrots		1 30
2's—Cauliflower		1 67½
3's—Cauliflower		2 10
2's—Corn		1 05
2's—Corn, fancy		1 07½
Gal—Corn on cob		4 80
3's—Corn on cob, golden dwarf		1 80
2's—Parsnips		1 15
3's—Parsnips		1 30
3's—Pumpkins		1 00
Gal—Pumpkins		3 12½
3's—Squash		1 15
Gal—Squash		3 35
2's—Succotash		1 15
2's—Tomatoes		1 07½
3's—Tomatoes		1 75
Gal—Tomatoes		4 80
3's—Turnips		1 15
Group B is 2½ p.c. less than Group A.		
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 10	1 25
2's—Beans, golden wax, midget, Auto. brand	....	1 30
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax	....	4 25
2's—Beans, refugee or valentine (green)	1 10	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Beans, refugee midget, Auto brand	....	1 30
2's—Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal—Spinach, table	5 30	5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb. flats, dozen	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Northern River Sockeye	2 45
Other salmon prices are:—		Lobsters, halves per dozen	2 75 2 85
Humpbacks, dz.	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Chicken	4 00	Soup, 2's	1 90
Tu key	4 00	Soup, 1's	1 40
Ducks	4 00		

Montreal.—Supplies are still coming forward and jobbers are filling orders yet. There are even some retailers who are buying at the present price. They are more numerous than might be expected, and are paying the extra price resulting from putting off purchases. Only scant supplies of salmon have been received and the outlook in this market is regarded as blue.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
Gal.—Cherries, red, not pitted	....	....
2's Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
8's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's—Strawberries, heavy syrup	....	2 25
2's—Strawberries, preserved	2 02½	2 05
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums, green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55

Clover Leaf and Horseshoe brands salmon—

1-lb. talls, per dozen	2 45
½-lb. flats, per dozen	1 55
1-lb. flats, per dozen	2 50

After December 1st prices advance 2½ cents per dozen.

Other salmon— all talls—

Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35

Lobster—

½-lb. flats, dozen, $2.90 $3.00; 1-lb. talls dozen, $4.50, $4.75

1-lb. flats, dozen, $5.00, $5.10.

Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

ONTARIO MARKETS.

POINTERS—

Beans—Continue firm.

Peanuts—New prices lower.

Valencia Raisins—Firm.

Sugar—Strength is lacking.

Cotton Twine—Easier.

Toronto, Nov. 9.—A good volume of business is reported by local wholesalers. The amount of goods going out is large, orders coming in freely for shipments of goods before the close of navigation in order to secure lower freight rate. Collections are also quite good.

A great deal of complaint is being made by local jobbers because the railroads are not able to deliver goods on account of lack of adequate facilities. All the railroads seem to be offenders in this regard. It is not in the shipment of goods they fall down but in the delivery when they have arrived here. Cars of goods are on the sidings but shed room does not seem large enough or delivery outfits numerous enough to deliver the goods in anything like a reasonable time. Cases are reported where shipments are here a full week before they reach the consignee. Jobbers have orders from retailers which for this reason they cannot completely fill. Retailers who have been disappointed should remember that the wholesaler is not at fault.

So far reports from Europe indicate good prospects this year for larger

yield of the finest grades of olive oil. New crop oil will not arrive here until February.

The supplies of Canadian jams are not large. Raspberry and strawberry are particularly in short supply. Considerable quantities of Old Country jams are being brought in. The trade in imported jams is yearly on the increase to meet retailers' requirements.

There is at present a brisk demand for canned milk. As the trade knows, condensed milk has been generally advanced during the past two months. No change has taken place in evaporated however.

Cotton twine is easier, owing to the reduced price of cotton.

Sugar.—There is a feeling that future of sugar is towards an easier tendency. Just when that feeling will make itself apparent in refined is a matter of conjecture.

Raws in New York have been shaping downward. New crop Cuban cane for January delivery is quoted at $4.86. Immediate sugar is above that figure. The natural course will be for present prices and that of new crop to come together. If Russia is allowed to export her surplus sugar, the market will be further weakened. That will not be known until well on in December.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrups and Molasses.—There are no changes in this department this week as far as prices are concerned. The syrup trade is on a healthy scale. Retailers are finding this a favorable season to put some efforts behind syrups. The general tendency in molasses elsewhere is decidedly firm, but there has been no no change in prices here.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb	0 03½
Half barrels, lb	0 03½
Qtr. barrels, lb	0 03½
Pails, 36½ lbs ea	1 75
Pails, 25 lbs. ea	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 60
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The advance shipments of all lines of new dried fruits have arrived with the exception of dates, which are expected about the 15th of the month. Heavier shipments of many lines are now arriving. Large sizes of prunes are scarce this year and some houses report their supply of larger sizes are rather scant. Peels hold a steady position, citron being quoted at 14½ to 15 cents. Hallowee dates are higher this year, full boxes being quoted at 7¼. Some 1910 stock are still available at around 5½ cents. Fards range from 9½ to 10½. California seeded raisins continue easy and lower.

A local wholesale house has an advice that the Turkish Government have forbidden the further export of Smyrna figs, the balance to be held for the use of their soldiers. Such would mean a shortage in the delivery of figs here, as shipments have not all came forward yet.

The Valencia raisin market continues strong. One Spanish shipper who had considerable goods here has fallen down on his contracts, necessitating the purchase again by such wholesalers concerned at an advanced price.

Malaga seedless raisins are quoted by one firm at 7¼ cents. Evaporated apples are quoted around 11 cents. There is at least no firmness in this line.

Prunes—	
30 to 40, in 25-lb. boxes	0 16
40 to 50 " "	0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 23 0 24
Fancy, " "	0 25
Candied Peels—	
Lemon 0 10 0 11 Citron	0 14½ 0 15
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 12½ 0 13½
Tapnets, "	0 04½ 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 09 0 09½
Evaporated apples	0 11
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 11 0 12
" fancy	0 12 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 08½ 0 09½

New Dates—	Package dates, per 1 lb
Hallowees—	0 07½
Full boxes 0 07½	Fards choicest 0 09½ 0 10½
Half boxes 0 08	

Tea.—The tone of the market continues steady. There are no particular new features. A fair trade from wholesaler to retailer is generally reported.

Coffee.—Prices both locally and elsewhere are well maintained. A coffee report says that with less coffee in sight than there was one year ago, with stocks in dealers' hands very low, the upward tendency of coffee appears to be justified. It would seem that those who have coffee to sell have the best of the trade, and it is with them a question of putting up the price just a little higher from month to month. Everybody is certain that coffee is much higher now than it ought to be for the good of the trade. But that does not help matters. Those who own coffee are going to get just as much for it as they can. They have been getting their price right along and it looks as though they would continue to do so.

Rio, roasted	0 22 0 23
Green Rio	0 20 0 21
Santos, roasted	0 24 0 25
Maricaibo, "	0 24 0 26
Bogotas	0 26 0 27
Mocha, roasted	0 30 0 32
Java, roasted	0 32 0 35
Mexican	0 27 0 28
Gautemalo	0 24 0 25
Jamaica	0 24 0 25
Chicory	0 12

Spices.—Practically no change to the steadiness. Nutmegs are firm. The fact that new crop cloves are coming forward will have some tendency to weaken that line.

	Tins	¼-lb. paper	¼-lb. tins
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	
Curry powder	25—00		
Ginger	22—29	66— 85	76— 95
Mace	50—80		0 —2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 19 0 22

Nuts.—One advice from France is to the effect that the shelled walnut crop is ample, and that the quality is generally good. Another report says that all responsible packers have withdrawn quotations until they can get more definite information as to the current season's output. The Turkish crop is reported to be short.

Prices on new crop Virginia peanuts which have been issued show a reduction from the ruling price for old stock. In Virginia prices for old crop have for the past few months advanced considerably. New almonds will be available soon.

Almonds, Formigetta	0 16
" Tarragona	0 16 0 17
" shelled	0 35 0 38
Walnuts, Grenoble	0 17 0 19
" Bordeaux	0 15
" Marbota	0 15 0 15½
" shelled	0 38 0 40
Filberts	0 12 0 12½
Pecans	0 18 0 20½
Brazils	0 14
Peanuts, roasted	0 11 0 13

Rice and Tapioca.—There is nothing to indicate other than a continuance of steadiness in the rice market. Advices from Rangoon state it is estimated that 363,000 acres under rice have been destroyed by floods in Lower Burma. There may, however, be about 100,000 acres replanted. A report from Japan says that although floods in some districts have done damage, the crop will be an increase over the average. The fast increasing population is greatly enlarging its use and there is no prospect of any great increase in the production sufficient to meet the increasing demand in Japan. Tapioca also continues steady.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 55
Rice, standard B	3 65

	Per lb.		
Rangoon	0 03½	0 04	
Fancy rangoon		0 05	
Patna	0 05½	0 06	
Japan	0 05	0 07	
Java	0 06	0 07	
Carolina	0 08	0 10	

Sago, medium brown	0 05½ 0 06
Tapioca—	
Bullet, double goat	0 08
Medium pearl	0 06½ 0 07
Flake	0 06
Seed	0 06½ 0 07

Beans.—Beans seem quite firm at present values. Wholesalers complain of the scarcity of supplies. The farmers

are apparently holding. It is pointed out that the consumption of beans is showing a decided increase. Mining, lumber and construction camps are big consumers.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

Brooms.—Since the price of broom corn began to soar, there has been an advance of from $1.25 to $1.50 per dozen in brooms here. For instance, a broom that previously went to the retailer at $3, now costs $4.50, and a $4.75 grade has risen to $6 per dozen. Broom corn is now selling from $135 to $200 per ton in the producing sections in the United States. It is now practically all out of the producers' hands, and an interesting fact is that about 85 per cent. of it was purchased during the three weeks' flurry when buyers first went into the market.

There is little prospect of foreign corn being brought in. For Hungary on account of floods and wet weather the crop has been small, and a recent quotation is $160 per ton, which is very high when the waste in this corn is considered.

Whether or not the higher prices will cause a falling off in the demand for brooms is a question. A number of manufacturers say that consumption did not fall off in the high period of 1909-10.

NEW BRUNSWICK MARKETS.

St. John, Nov. 9.—Few complaints were heard during the week among local grocers as to the success of Thanksgiving trade, and in many cases, dealers reported business to have been far better than in past years. It is reported in addition to this by wholesale grocers that fall business has thus far been encouraging, and they are looking forward to a period of briskness between now and Christmas.

The markets, too, are firm, and few changes are noted. This week saw the arrival of large quantities of dried fruits and nuts, and the orders which have been placed by the retailers will be filled with all possible haste. Speaking, generally, prices in these lines are much higher than they were last year, but not enough it is expected to interfere with the success of Christmas trade.

Some lines of nuts have declined slightly in price, and prunes are also reported a little easier, but in the case of evaporated peaches and apricots, higher prices prevail. An advance in spices is looked for, and there is a prospect of nutmegs going up as well.

General firmness is reported in grains on all markets. Rolled oats have advanced slightly of late while it is thought likely that cornmeal will also be higher. For the most part, however, the market is reported as quiet.

Bacon	0	15
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb	0 21	0 23
Butter, creamery, lb	0 24	0 27
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb.	0 15½	0 16
Currants, 1's, lb.	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 02½	1 05
Corn, doz.	1 00	1 05
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.		5 25
Cornmeal, bags		1 80
" bbls.		3 75
Eggs, henery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 45	6 50
" Ontario	5 60	5 65
Ham		0 15
Lard, compound lb	0 11	0 11½
Lard, pure, lb	0 12½	0 13
Lemons, Messina, per box		4 50
Molasses, fcy. Barbados, gl	0 35	0 36
Oatmeal, rolled		5 75
Oatmeal, std.		6 35
Pork, domestic mess	22 00	22 50
Pork, American clear	21 25	23 00
Potatoes, bbl.	1 50	1 75
Raisins, Cal., seeded	0 10½	0 11
Rice, lb	0 03½	0 04
Salmon, case—		
Red spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 90	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	7 00	7 25

NOVA SCOTIA MARKETS.

Halifax, Nov. 7. — Notwithstanding enormous crop of apples in Nova Scotia, prices of hard winter fruit promise to be high. Bishop Pippins and King of Tompkins are selling slowly, and high price is said to be the reason. No. 1 Pippins are quoted at $3, and Kings at $3.50 to $3.75. It is stated that many of the growers in various sections of the Annapolis Valley have formed co-operative societies, and agreed not to sell their winter fruit below a fixed price. Gravensteins are now about over, and the stock still offering is quoted at low prices to clear them up. Malaga grapes are reported in heavy demand, and this week the stock on hand was about cleaned up.

A steamer arrived the other day loaded to the hatch with dried fruits from Mediterranean ports. She landed several thousand packages at this port, the balance being for Montreal. Men worked night and day on the steamer so that she would get away in good time for Montreal. The trade at the time of writing had not received any of this fruit.

Jobbers report potatoes in good demand. Several cargoes arrived here this week from Prince Edward Island, and they are selling ex-vessel at 60 cents per bushel. Dealers here are looking for lower prices when more vessels arrive. On the Island, potatoes are selling at 35 to 37 cents per bushel. They are retailing here at $1.75 per bag. The quality of the stock this season is considered pretty good.

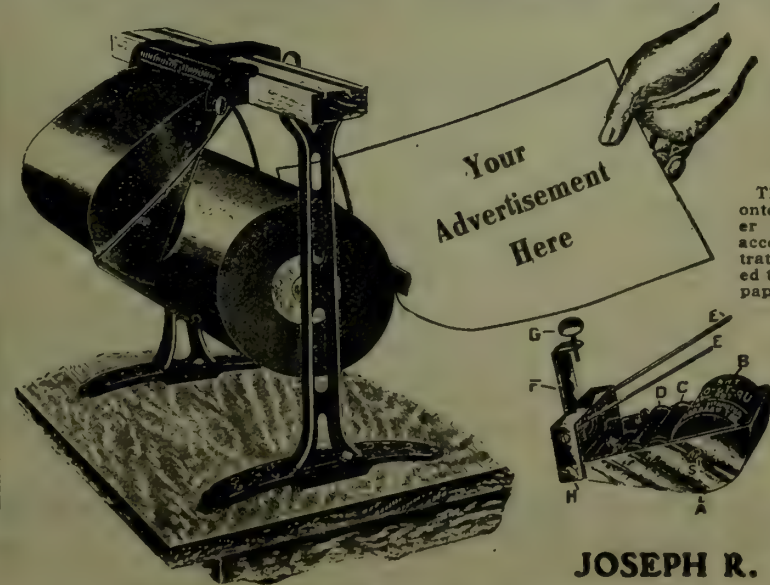
Dealers report sales of flour quite heavy, the shipments principally being to the outposts. Prices are firm. Manitoba patents are now quoted at $6.35 to $6.45, and Ontario blends at $5.25 to $5.35. Split peas have been advanced 25 cents per bushel, and whole peas have been marked up seven cents per bushel. Rolled oats in barrels are now selling at $5.75 to $6, and in bags $2.75 to $2.90. Cornmeal is quoted at $1.85 to $1.90. Beans (prime) are $2.40 to $2.50, and hand-picked $2.55 to $2.60.

The price of eggs is now beginning to soar. Jobbers are asking 27 cents per dozen for Island stock, and 28 to 30 for Nova Scotia eggs. Receipts show a heavy falling off during the past week, and this is the main reason for the advance in price.

GROCERY FOR SALE.

GROCERY BUSINESS FOR SALE—$1,500 stock of groceries; good corner on business street, Western district, Toronto Doing $400 weekly; fast growing locality; interior of building recently reconstructed and decorated; provided with modern conveniences. Will rent or sell or exchange property for nice country stock of moderate size. JOHN FISHER, 32 Church St., Toronto.

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Dominion Agent, Phone Adelaide 199, 204 Stair Bldg., Toronto

ROYAL SHIELD BRAND TEAS

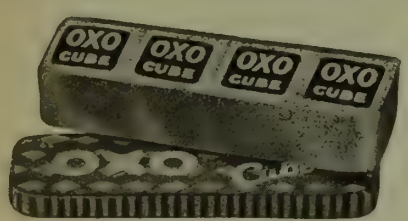
ROYAL SHIELD BRAND OF GOODS

Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention.

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE



ALSO IN TINS OF 10 CUBES

The Up-to-date Merchant is very enthusiastic about **OXO CUBES**

He is now turning over much more money with OXO Cubes than he ever did from any similar preparations.

His customers are very satisfied and enthusiastic, too.

Of course both the merchant and his customers know ***OXO Cubes***—how good they are in every respect—they have stood all tests.

OXO Cubes—first and foremost—meet with great success and popularity. Their success since cubes were first introduced may induce imitators to follow us. Stock and push only the goods that are known and popular. Avoid imitations and consequent dissatisfaction. See that you have full stocks. Through all jobbers. Mail orders receive careful attention.

CORNEILLE DAVID & CO., TORONTO MONTREAL WINNIPEG ST. JOHN, N.B. LONDON, ONT.

Did You Ever Buy A Bankrupt Stock?

If you did—didn't it make you actually sick to see the shelves full of unsaleable goods—only worth in cash about half what they cost.

The man who bought the stock originally expected to make a big profit. He bought brands, which, if he could have sold, would have paid much more profit than standard, well-known brands.

But—they didn't sell. He not only did not make the profit he expected, but after selling part of each lot found the rest on his hands. They hadn't the quality that brings repeat orders, so, in the course of time, loss of interest and loss of trade forced him into bankruptcy. This is an old, old story being repeated somewhere every day.

The merchant who carries a big stock of slow selling goods loses the profits he should make and often loses his capital, while the merchant who keeps only quick selling, good quality goods turns his stock over often, increases his business, makes quick, clean profits, keeps his credit good by taking his discounts, and adds something to his capital every year.

Red Rose Tea is a quick, sure seller. Will make more profit for you month by month than any tea you can sell.

T. H. ESTABROOKS CO., Limited

BRANCHES: 7 Front E., Toronto. 315 William Avenue, Winnipeg, Man. ST. JOHN, N.B.

To the Manufacturer or Wholesaler——

If it were possible to employ a traveller who could call on thousands of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth $200, $300 or $500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in this paper with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make thousands of calls a week for you at a salary of $4 to $8 a week—less than you would pay a first-class stenographer.

Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

MANITOBA MARKETS.

POINTERS.—

Sugar.—Easier.

Syrup.—Firm.

Coffee.—Strong.

Beans.—Easier.

Winnipeg, Nov. 7.—Good steady demand for groceries from wholesalers to retailers is apparent throughout the West. The fair weather which has been prevailing throughout the week enabling the farmers to get their crops threshed has resulted in healthier feeling. As result many of the conservative retailers who have been holding off on account of wet season, are now placing their orders, and wholesalers are busy as ever. Navigation will close in about two weeks and as a result stocks which are generally low at the present time are being rushed forward with all haste from the East before all-rail route will increase freight charges.

Sugar.—The sugar market is reported to be a little easier this week but no reduction has taken place as yet on the local market. Wholesalers refuse to express an opinion on the probable movement as they state they are entirely controlled by southern markets.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Syrup remains firm after recent advances and shows no signs of declining as yet. The demand is fairly active as cold weather is setting in, and it is generally during the fall and winter months that bulk of the syrup and molasses trade is conducted.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruits.—There is little new in dried fruit situation. Prices are all holding fairly steady. Some of the lines as already reported in these columns are practically prohibitive.

New prunes.	Per lb.
90-100s, 25s, s.p	0 08½
90-100s, 10s, s.p	0 09½
80-90s, 25s, s.p	0 09
80-90s, 10s, s.p	0 10
70-80s, 25s, s.p	0 09½
70-80s, 10s, s.p	0 11
60-70s 25s, s.p	0 10
50-60s, 25s, s.p	0 10½
40-50s, 25s, s.p	0 11½

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p., per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

Evaporated Apples.—The market is reported to be showing a tendency for lower prices, although no reduction has as yet taken place. Quotations are still on the basis to 11 and 11½c per lb.

Coffee.—The tone of the market is every bit as strong as it was last week and an advance in price is looked for daily. At the present this has not as yet occurred on the local market, but it is prevailing opinion that higher prices will be seen shortly.

Coffee, standard Rio.	0 16
Coffee, choice	0 16
Coffee, extra choice	0 18

Beans and Peas.—The bean market is a little easier this week as it is reported that farmers have been selling their crops in the east and a fair supply is at the present time available. Many wholesalers have received large shipments lately in order to safeguard themselves against the danger of bringing in supplies over the all-rail route

Beans, 3-lb. picker, per bushel	2 45 2 55
Hand picked, per bushel	2 55 2 65
Peas, split, 100 lbs	2 60

WEDNESDAY AFTERNOON THE YEAR ROUND

Hamilton R. G. A. Taking Referendum to Determine Opinion of Majority—Some in Favor and Others Not—Which Will it be?

Hamilton, Ont., Nov. 9.—At the regular monthly meeting of the Retail Grocers' Association, a motion of W Waters that the grocers close their stores every Wednesday afternoon at 1 o'clock all year round was brought up for discussion.

This motion has been discussed at the last three meetings of the grocers, but it seems that unless a majority of the grocers agree with the plan it will not be taken up by the association. A number of the grocers were of the opinion that the idea was a good thing, but the question seemed to be whether the grocers, many of whom were not in the association, would look upon the idea in the same light.

It was accordingly decided to send a canvasser around to every grocer in the city to see what the feeling of all the storekeepers was on this question. When the canvass has been completed then some action will be taken. This was the principal item of business of the evening and the meeting adjourned.

President J. A. MacIntosh was in the chair.

THE POOR GROCER.

"If sugar goes much higher, I don't know what we'll do," mourned the anxious housewife. "Do," answered her practical husband, "why, we'll change grocers, of course. We owe this present one about as much as we ought to expect him to stand, anyway."

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's your move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

A Proposition That Is Worth While

One that will fill your spare time with congenial work---bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

One of our seasonable Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine grade for fancy trade.

ROYAL Brand—put up especially for regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in cartons 3 doz. to a case.

No other quite so good!

GUNNS Limited Packers **Toronto**

MINCE MEAT

Purity is the first consideration in the Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest Dried Fruits only are used in making it.

The most scrupulous cleanliness is required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co. LIMITED

HAMILTON

Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evaporation to the consistency of Cream, perfectly sterilized, yet retaining the natural fresh Cream flavor. No smoky taste on REINDEER-JERSEY BRAND. Ask your customers to try it in the next oyster stew they make and when they reorder, as they always do, be sure your reserve stock of REINDEER-JERSEY BRAND is complete, as present demand exceeds supply.

REINDEER LIMITED

Truro, - Nova Scotia

Roll Bacon

ESPECIALLY MILD CURED. AS FINE AS ANY BREAKFAST BACON.

WE ARE MAKING A SPECIAL CUT IN PRICE AT PRESENT.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS — **70-72 Front St. East** TORONTO

Hog Prices Have Turned Upward Again

Slump in Hog Values Checked—Receipts Have Been Smaller—Good Demand for Lard—Butter is Firm Under Reduced Yield and Good Demand—New Laid Eggs in Small Supply—Storage Stock Being Cut Into—Cheese is Quiet.

The slump of the live hog market has received a check, and prices during past week have again been shaping upward. During September and October, the price of the porkers hit the toboggan slide for a total drop of $2 per cwt., going down to as low a basis as they have reached in two years This was occasioned by the free delivery, and it was said the farmers were selling off their stock because of the high price of feed. There has, however, been a decrease in supplies during the past week or so, and a keen demand from packers has brought about the firm tendency.

Just whether the smaller receipts are due to the small supply of hogs in the country, or that farmers are unwilling to sell at the low level, is a question. With the high price of feed, it seems as if the present values for hogs were well warranted.

Demand for pork products is on a moderate scale. The consuming demand is fair, while there is also a considerable demand for the heavier lines from mining and lumber camps. Lard is holding quite firm. "As long as butter maintains its present price, I expect to see lard rule firm," is the way one dealer sizes up the situation.

Butter is holding firm too. The high price of cheese has induced the farmer to send his milk to the cheese factory, thus reducing the production of butter. However, with the cheese factories closing, there are some hopes for an increase in the butter market. Demand for this commodity is good.

Eggs are becoming a valuable article of food. With receipts of new laids on a small scale, prices are on the ascent. Storage stocks are being cut into, and a wide swath is being made in these supplies. Some small shipments a short time ago were brought into Canada from Chicago, but the market there has stiffened slightly. The amount of storage eggs in Canada is said to be smaller than last year.

Cheese varies little in either direction. Trade is not overly brisk.

MONTREAL.

Provisions.—There is a good demand for pork and salt meats. Lard is also moving well, and during the week pure lard was marked up ½ cent, and compound was marked down to the same extent. Cooked and smoked meats are a little easier. Business on the whole is good, and supplies during the week were fairly easy.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 13
" " " 5 " "	0 13½
" " " 3 " "	0 13½
Pails wood, 20 lbs. net, per lb	0 13
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12½
One pound bricks	0 13½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13½
Medium sizes, 13 to 18 lbs., per lb	0 15
Extra small sizes, 10 to 13 lbs., per lb	0 15
Bone out, rolled, large, 16 to 25 lbs., per lb	0 15
" " " small, 9 to 12 lbs., per lb	0 16½
Breakfast bacon, English, boneless, per lb	0 14½
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 11½
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 50 6 75
" dressed, per cwt	9 25 9 50

Butter.—Slightly higher prices prevail for creamery and fresh dairy butter. There is a good, steady demand, with the supply showing practically no change. The closing of factories should have the tendency to curtail supplies.

Creamery	0 28½ 0 29
Dairy, tubs, lb	0 22 0 25

Cheese.—The market remains firm. Factories will be closing here and there, but the tendency is to remain open as long as possible, on account of the good prices prevailing. There is nothing new to report. Conditions are maintained.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 13 0 17

Eggs.—A brisk demand for eggs exists and the dearth of new laids has resulted in a steady advance, until now the trade is paying forty cents, and this is only the first week in November. Receipts are fair, but they fail to meet the present demand.

New laids	0 40
Selects	0 28
No. 1	0 24

Honey.—Honey is not stirring any particular interest. There is a good demand, but it is of the average variety.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

Poultry.—There is no change to note in this market. Supplies are coming in freely enough for the present demand.

TORONTO.

Provisions.—As noted last week, live hogs seem to have reached the end of their tether. Prices this week are higher by about 25 cents per cwt., being quoted at $6 at country points. The supply was not so free last week, and packers did not get all they wanted.

There is an easier tendency in smoked meats, and some slight reductions have been made. Lard, if anything, seems to be shaping in the other direction. One firm quotes both pure and compound ¼ cent higher. Trade in pork products is fair.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 00
Live hogs, fed	6 35
Dressed hogs	9 00 9 25

Butter.—Butter is higher and firm. There is a good demand, but the amount coming forward is not large. There are some hopes for an increase in the production when the cheese factories close for the season.

	Per lb.
Fresh creamery print	0 28 0 30
Creamery solids	0 27 0 28
Farmers' separator butter	0 26 0 28
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 22 0 24
No. 2 tubs or boxes	0 19 0 21

Eggs.—Eggs are getting to be a valuable article, and very early in the season too. "New laid hens' eggs are about as scarce as hens' teeth," was the way one dealer spoke. There is a variety of prices being quoted under the scarcity. Storage stocks are being made use of. According to report, the storage stocks are not on any large scale, the amount that was put away this year being said to be smaller than in previous years. This will, no doubt, mean an early call for the imported article from across the line to supply the demand.

Storage eggs	0 24 0 26
New laid eggs	0 30 0 35

Cheese.—There is no change in local quotations. There are no special features bearing on the market to report.

WE BUY

Poultry

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

New cheese—			New twins.....	0 15½	0 15½
Large.....	0 15	0 15½	Old Stiltons....		0 16½
Old cheese.....		0 17			

Honey.—The market is holding firm in both clover and dark honey. Trade is fair.

Clover honey, strained, 60-lb. tins.....	0 12
Clover honey, No. 1 comb, doz	2 25 2 75

Poultry.—Wholesale dealers have other than kind words to say about the poultry trade. It is not the scarcity of supplies that is causing the trouble, but the quality of the stock arriving, mostly poorly filled out and very thin birds that look far from attractive to the purchaser. There is, at present, quite a flood of supplies on the market, mostly chickens. The following prices are quoted by one dealer for good quality dressed poultry: Fowl, 9 cents to 11 cents; chickens, 12 cents to 14 cents; ducks, 12 cents to 14 cents; geese, 11 cents to 12 cents; turkeys, 20 cents to 22 cents.

"However," he stated, "that is the price for good quality. There are sales as low as 15 cents for turkeys." The following prices are quoted :—

Fowl, live.....	0 16	Ducks, live.....	0 10
Chicken, live	0 09	Geese, live.....	0 09
		Turkeys, live	0 14

The Canadian Produce Co., quote :—Chickens, over 4 pounds each, crate fed and fat, dressed only, 13 cents per pound; chickens, well fed and plump, 10 cents per pound; ducks, young, 1911 hatched, over 4 pounds each and fat, 10 cents per pound; hens, fat, live only, 6 cents per pound; ducks, old, fat, 8 cents per pound; turkeys, young, over 7 pounds each, well fed and plump, 16 cents per pound; geese, young, over 7 pounds each and fat, 9 cents per pound; pigeons, live only, 20 cents per pair.

GROCERY TRADE TALK.

Considerable damage was done to the store and stock of W. J. Connors, grocer, Chatham, Ont., by fire.

The Butler chain of grocery stores in New York City has a total of 200.

A report from St. Louis, says, the First Christian Church, of that city, has entered the grocery business, and will sell to its members and possibly others, securing only sufficient profit to cover operating expenses.

COVERING OF OUTSIDE DISPLAY.

London, Ont., Nov. 9.—Retail grocers have secured the defeat in the city council, of a by-law providing for the covering of foodstuffs displayed outside of stores, in order to protect fruit and vegetables and the like from contamination by animals, wind-blown dust, etc.

At this meeting of the council, Ald. Saunders moved the six months' hoist, which carried. A large delegation of grocers was present, and applauded the shelving of the measure.

Friends of the by-law promise to bring it up again.

Review of the World's Tea Situation

The Consumption of Tea on the Increase—Yield for the Different Producing Sections of World—United States Prohibits Importation of Artificially Colored Tea—Japan Stops its Making—Ceylon's Production Falls off on Account of Drought and Planting of Rubber—Russia Takes More Tea.

An interesting review of the tea situation during the past year is given by a large London, Eng., tea firm, Brooke Bond & Co., Limited. They say that the increase in the consumption of tea throughout the world continues. The demand for British-grown tea is greater now than the supply and prices have been paid this year for common tea which have not been equalled for twenty years. The average price of all tea has also risen considerably.

"Rather more than four years ago, consumption overtook supply. Prices thereupon rose. Since then production has continually increased, but consumption has increased still faster and is now distinctly in advance of supply. We say in advance of supply, rather than of production, because in all probability large quantities of tea are grown and consumed in all the producing countries, particularly in China, of which no record reaches the outside world.

"The proportion borne by the various countries in supplying the world's demand remains much the same as last year, all of them having increased their output except Ceylon.

"By far the greatest part of the tea concerning which we have reliable statistics is grown in India and Ceylon, most of the rest coming from China, Japan and Java. Small quantities are grown also in Natal, Nyasaland, Burma, the Straits Settlements, the Mauritius, Queensland, the Fiji Isles, Brazil and the Caucasus, but are almost entirely consumed locally; some also in Annam, part of which is exported to France.

India Increases Yield.

"India produced a record crop during the year 1910-11, her exports up to May 31, 1911, to which date we have official figures, including Southern India, reaching the large amount of 258,384,800 lbs., about 4,000,000 lbs. more than during the preceding twelve months. It seems probable that when we see returns for the twelve months ended Sept. 30, we shall find that the increase is even greater, and that the crop of 1910-11 is as much as 15,000,000 lbs. ahead of that of 1909-10.

"The area under tea in India has not much increased during the year; the difficulty of obtaining coolies is so great that most planters now devote their attention rather to increasing the productive power of the existing gardens than to extending their area.

Deficit in Ceylon.

"Up to the end of 1910 the total export from Ceylon had fallen over ten million pounds. During the early months of this year it recovered considerably, but not sufficiently to bring the total nearly up to the record output of 1909-10, which was very little short of 192,000,000 lbs. The deficit is attributed largely to the drought and partly to the great attention given to rubber. Some experts think that with favorable climatic conditions the output of the island will remain at about the same level for some years to come, for although the increase in rubber planting tends to reduce the area under tea, better cultivation increases the yield. Also there is much high ground in Ceylon very suitable for tea, where rubber cannot be grown. About 61 per cent. of Ceylon's crop goes to the United Kingdom, the rest mostly to Australia, Russia and America.

"The great feature of the year with regard to British-grown tea, both Indian and Ceylon, is the immense increase in direct shipments to foreign countries, particularly to Russia. Many Russian merchants who formerly made their purchases in London, now buy almost entirely in Calcutta and Colombo.

"Owing to the drought it is probable that the output of Natal tea will be about 50,000 lbs. less this year than last, viz.: 2,042,000 lbs. instead of 2,092,000 lbs. The demand for this tea increases steadily. If the output were doubled, the whole would probably easily be consumed in South Africa.

"It is estimated that there are about 20,000 acres of land in Nyasaland suitable for tea growing, of which about 600 are at present under tea, while there is an interesting demand for land round about the existing gardens. Last year's output was about 56,000 lbs. The aroma and flavor of the tea are said to be very good, superior to low-country Ceylon.

Large Exports From China.

"Exports from China increased on the whole during the year. Shipments to the United Kingdom and to Russia rose, but the United States took 23 per cent. less green and 71 per cent. less black tea than during the preceding year.

"The trade with the United States has been affected by the new regulations, which came into force May 31st, 1911,

(Continued on page 56.)

Grocers : The confidence of your customers gained by square and courteous treatment, and by supplying goods that you can honestly recommend, is your greatest asset, and is a protection against the loss of your customers through the offer of unreliable dealers of the "just as good" kinds at bargain prices. Magic Baking Powder is recommended by food scientists as being pure and wholesome.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg



HOW MUCH IS YOUR NAME WORTH ?

We are safe in saying that it will be worth a considerable amount to you if you determine to sell the best of goods all the time.

Macaroni Vermicelli

("SWALLOW" BRAND)

should be stocked and pushed right now. You know the reason.

Make a point of asking for "Swallow"(In French, Hirondelle) when ordering from your wholesaler. You will get quality goods by specifying this brand.

The C. H. Catelli Company, Ltd.
MONTREAL CANADA

An Introduction

We want to become acquainted with you, Mr. Grocer, because we have a number of steady selling and profitable lines which you will be interested in.

Italian Concentrated Tomato Extract

This is the finest canned food product imported into Canada. We say the finest because they bear the names

E. R. Cole and Bertolotto

Italian Peeled Tomatoes, Peas, Artichokes and String Beans. The latter, our excellent Beans, are canned, and a veritable delicacy.

Your Further Attention

is directed to our stocks of Roman, Parmesan, Gorgonzola, Cacicavallo and Swiss Cheese.

Imported Macaroni, Olive Oil (famous Bertolli and Invictus marks), Black and Green Olives, Green Fruits and Nuts of all kinds.

SAMPLES and PRICE LISTS on Application

H. E. VIPOND
197 St. Paul St. :: MONTREAL



The **BROWN** is the **Perfect** Bag Holder

Size required can be seen at a glance.

Handy, saves time snd therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

FINEST ENGLISH KIPPERS AND EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
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CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

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BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents



Chinese Starch
The Starch For Beautiful Work

Develop your starch trade by featuring the starch which gives complete satisfaction. "Chinese" is the starch that customers are so pleased with, that they keep on re-ordering it.

OCEAN MILLS
MONTREAL

Brisk Routine Trade in Flour

But There is Said to be Little Buying Ahead—Export Trade Quiet—Locals Cannot Compete With English Mills, Which get Big Price for Offals and Sell Flour Lower—Western Wheat Coming Forward Freely, but Grading Low.

Flour remains at the same level as a week ago, while cereals are also unchanged. Those dealers who are giving the necessary efforts to these commodities are finding results gratifying. The season is favorable for the sale of these lines.

With visible supply of wheat showing substantial increase, and with bearish conditions elsewhere, wheat market in Canada shows easier tone. However, this has not any marked bearing on flour, as this commodity has not been following the raw material in its ascent of late. There have been some complaints heard previous to this easiness, that flour was not in keeping with the price of wheat. Although wheat is pouring freely from western points, it is grading low, so that good milling wheat is not plentiful.

A good routine trade in flour is in evidence locally. However, on the whole, as reflected from reports, it would seem that there is not a great deal of purchasing ahead. Experiences of last year do not encourage dealers to take out contracts, as market eased off a good deal after many had booked orders last season.

"Millers are just as glad that there is less buying ahead," stated one, "as there have been efforts expended to do away with long contracts. No matter which way market goes, the miller gets the short end of the string. If flour goes up, he has to carry out his contracts, while if it goes down, he is generally forced to sell at the lower price."

Export trade in flour is quiet. Bids are out of line, exporters being unable to compete with English mills, which get big price for offals, and can afford to sell flour lower. Germany has been a big buyer of bran and shorts from England, as well as taking considerable from Canada. They have also been taking oat by-products, but enquiries are less brisk of late.

MONTREAL.

Flour.—The flour market during the week has been without development. The volume of business is encouraging, but there is no improvement in the foreign demand for spring wheat grades. The retail trade are showing more flour windows than usual, and are undoubtedly increasing their trade in this staple.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Cereals.—Rolled oats and cornmeal are in good demand. Trade is uneventful, and prices are unchanged, and are well maintained. The market is steady and appears to have staying power.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—This week has brought about no change in flour, as far as the commodity itself is concerned. The ruling price for 1st patents in car lots is $5.50 per barrel. With wheat pouring into Winnipeg from all directions and with bearish news abroad, assisted by a decline in wheat prices in Chicago, there is a little easier feeling. However, the bearing on flour is not very marked at the moment at least.

Firmness continues in Ontario wheat. There is little being offered. Farmers are feeding it, finding it profitable with the high price of other grain to do so.

A good routine trade is being done at home, but the export trade is quite quiet.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Streng bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20

Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

Cereals.—The situation in cereals is practically a repeat of last week. There is a general steadiness in market conditions. The opinion has been expressed that there is not likely to be any change this side of the new year. A good trade is reported.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 88
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

EXPORTS FALLING OFF.

Canadian exports of bacon, hams, butter and cheese, in spite of the general development in the farming industry have been dropping back in the past few years. However, the fact that the population, and accordingly the home demand has been increasing, has to be considered. Here are the exports in these lines for the past four years :—

	Bacon and hams	Butter	Cheese
1908	$11.161.628	$1.068.703	$22.887.237
1909	8.835.444	1,521,436	20.384.666
1910	6,848,245	1,010.274	21.607.692
1911	8,526,432	744,288	20,739,507



Is Your Gun Loaded ?

Have you a well assorted stock of Mooney's Biscuits to take care of the popular demand resultant from the unparalleled excellence of every biscuit.

The other fellow's gun is loaded and it is poor policy on your part to send custom to his store when you can easily retain it by stocking the goods asked for.

The matter of buying biscuits must be gone into carefully. The quality of our goods and the service we give will stand prominently among all others.

Have a Trial Order Sent TO-DAY

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA
SYDNEY, C.B. HALIFAX, N.S.
FORT WILLIAM, CALGARY,
VANCOUVER, B.C. ST. JOHN'S, NFLD.



MAPLEINE
(THE FLAVOR DE LUXE)

Sells
Satisfies
and
Sells Again

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

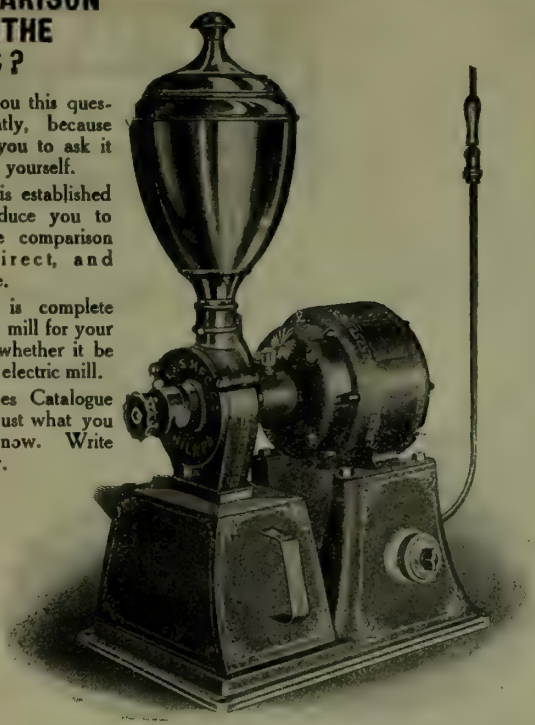
WHAT HIGHER PRICED MILL CAN WITHSTAND COMPARISON WITH THE COLES?

We ask you this question bluntly, because we want you to ask it bluntly of yourself.

Our case is established if we induce you to make the comparison sharp, direct, and immediate.

Our line is complete and has a mill for your purpose, whether it be a hand or electric mill.

The Coles Catalogue tells you just what you want to know. Write for it now.



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Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

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The Shreds Sell McLean's

"WHITE MOSS" COCOANUT

Not Ground—but Stripped

COCOANUT

from extra select cocoanuts, full flavor.

CANADIAN COCOANUT CO.

Sole Makers, Montreal

The Hall-Mark of Purity



PRESERVES

The popular verdict on all lines of "E. D. S." Preserves is one unvarying recognition of their composition and excellence of their flavor. Here's a line, Mr. Grocer, to handle and recommend. The public want pure foodstuffs, and you can fill the bill every time by supplying them with "E.D.S." Brand.

We have created a brisk demand through our extensive advertising in newspapers, magazines and street cars. Beautiful illustrations of samples of "E. D. S." Preserves with the words: "Preserved Purity—a proper term to express the quality of these superb products"—has elicited much admiration for these products and the demand is bound to follow.

Secure the stock—and be ready to supply your customers' wants. The profit is good.



MADE BY

E. D. SMITH

At his own Fruit Farms

WINONA, ONT.

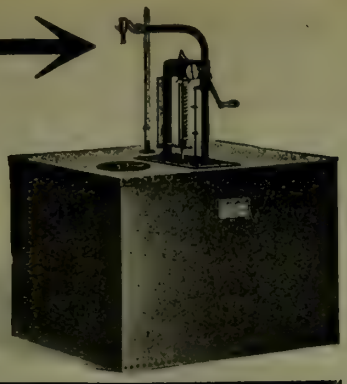
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A Good

Profit

on Kerosene for The Grocer



That is what you secure when you buy a

Bowser Self-Measuring System

THINK of the convenience of simply hanging the can on the nozzle to get a gallon of gasolene or kerosene. The pump measures it, counts the gallons and shows the charge.

Your Requirements Regulate the Price

Sizes and Styles to meet all conditions

It's as good as an extra clerk but it doesn't cost so much. No measures—No funnels—No dirt—No danger—No contamination of other articles.

Saves Time, Space and Profit. It is the best investment you can make any way you look at it.

Drop a card NOW—It will bring our Illustrated Book on Self-measuring Oil Tanks FREE

S. F. BOWSER & CO., Inc., 66-68 Fraser Ave. **Toronto**

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

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Established 1780

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Why Lose Money on Credit Business?

There's ONE system that will put the credit customer on practically a cash basis, and please him well besides.

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Increase your profits by eliminating loss and "bad debts," slow collections and errors.

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For sale by jobbers everywhere.

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INDIANAPOLIS, IND.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor

A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit samp'e.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.

VICTORIA, B.C.

Mention this paper when writing Advertisers.

Cape Cod Cranberries
N.S. Cranberries
Florida Grape Fruit
Almeria Grapes
New Figs,
Finest pack imported.
Jersey Sweet Potatoes
Late Valencia Oranges
Lemons, Nuts
of all kinds.
Spanish and Domestic Onions.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

THE

Lemon that gives satisfaction is the Lemon that makes you money. It isn't hard guessing that the Best Lemons are the satisfaction givers.

THE

B. L. O. E.

(Best Lemons on Earth)

"St. Nicholas"

and

"Home Guard"

FILL THE BILL

J. J. McCABE

AGENT

TORONTO, : : ONT.

Calm After Rush of Domestic Fruits

Breathing Spell for Fruit Men After Flood of Summer and Fall Business—More Attention to Imported Lines—Oranges in Demand—Already Making Plans for Christmas Trade—New Crop Florida Oranges and Messina Lemons Arrive—Good Trade in Apples.

The fruit men are now being afforded a breathing spell after the long continued rush in evidence during the domestic fruit season. This is not to be taken to mean that trade is slack but there is not same rush as was experienced during abundance of domestic lines. Business in these lines is practically over, with the exception of apples and a few belated lots of pears and grapes in some sections. The period around. Thanksgiving and Hallowe'en was pleasing to dealers in the amount of trade transacted. Now the wholesalers are beginning to plan for the next special occasion, that of Christmas, previous to which there is always a big trade in fruits.

The shipment of late Valencia oranges from California is decidedly on the wane. From Nov. 1 of last year to October 23, shipment of oranges out of Southern California amounted to 36,725 cars as compared with 25,256 to Oct. 21 of previous season, so that size of the last crop in that state can be judged. Florida oranges are now coming to eastern Canadian markets. Navels from California will not arrive until around Dec. 1st, being somewhat delayed by the new United States law preventing shipment of immature fruit. Supplies will, however, be plentiful for Xmas trade.

New crop Messina lemons have also arrived. There are still some old crop Verdelli in stock, but in general this line is said to have been fairly well cleaned up.

Canadian apples are just now receiving a good deal of attention. There is a big export to European countries from the Eastern Provinces.

MONTREAL.

Green Fruits.—The market is steady but without any particular feature. Oranges are receiving much more attention than of late; apples are naturally receiving a large share of attention, in fact Canadian apples are out in front as far as interest goes, with grapes receiving a good share of the trade.

Apples—		
Spies	4 50	5 50
Fameuse	3 75	5 00
Baldwins	3 75	4 50
Bananas, bunch	2 00	2 50
Bananas, crated	1 75	2 00
Cocoanuts, bags	4 00	4 50
Grape fruit, Florida, case		4 50
Grapes, Almeria, per keg	4 00	5 50
Grapes, Cal., box	2 50	2 75
Lemons		4 50
Limes, a box	1 25	1 50
Oranges—		
Valencia	5 50	5 75
Jamaicas, box	3 75	3 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Pears, California	3 00	3 50
Pineapples—		
Floridas, case	3 25	4 00
Plums, California box	1 50	1 75

Vegetables.—Celery is asked for considerably just now and is in good condition. Cabbage and carrots are also in good demand. Potatoes are steady. The colder weather means more cooking and more vegetable soups these days, hence one reason for the heavier business. Cranberries are very firm.

Beans, green, hamper	3 00
Carrots, bag	0 90
Cabbage, doz	0 75 0 80
Celery, doz	0 50 0 60
Cranberries, Cape Cod, bbl	9 00 9 50
Cranberries, N.S.	7 50 8 00
Cucumbers, doz	0 60
Garlic, 2 bunches	0 25
Green Peppers, bushel basket	1 75 2 25
Leeks, doz	1 50 1 75
Canadian lettuce per doz	0 45 0 50
Onions—	
Spanish, crate	3 75 4 25
Canadian reds, 100 lbs	3 00
Sweet potatoes, per basket	1 75
Montreal potatoes, new, bag	1 15 1 20
Tomatoes, Canadian, box	0 60 0 75

TORONTO.

Green Fruits.—First shipments of new crop Messina lemons have arrived. They are of quite good quality and quoted at $4. There are still some old crop Verdelli on the market. New crop Florida oranges have also arrived but are reported a little on green side. There are also some South America navels on this market at $3.50 to $4.50 per box. Navels from California will be held back this year on account of the United States law preventing the shipping of immature fruit. They may probably arrive around the first of the month. Trade is on a moderate scale.

Bananas	1 25	1 75
Lemons—		
Verdelli	4 00	4 50
Messina, new crop	4 00	
Limes, box		1 50
Oranges—		
S. Am. navels	3 50	4 50
Florida	3 50	4 00
Late valencias	5 00	5 50
Can. tomatoes, 11-qt. baskets	0 15	0 25
Grapefruit, case	5 50	5 75
Grapes, Almeria per keg	5 50	6 50
Canadian pears, 11-qt. basket	0 75	0 50
Grapes, small	0 25	0 30
Grapes, California box	2 00	2 25
Cranberries, Cape Cod, brl.	8 50	9 00
Apples, brl.	2 25	4 00
Snowapples, brl.	4 00	4 50
Pineapples, case	3 25	3 50

Vegetables.—Valencia onions are coming along freely and are offered in both cases and half cases.

Potatoes as suggested before are a little firmer. Prices in New Brunswick have been on the ascend, and with the small crop in Ontario those farmers who have stock are holding firmly. The scarcity of supplies in many of the rural districts of Ontario has forced the importation of large quantities from the eastern provinces.

Cabbage are now quoted as low as 50c per dozen.

Canadian beet, per bag	0 75
Cabbage, Canadian, dozen	0 50 0 65
Carrots, bag	0 65
Celery, per doz	0 40
Cauliflowers, dz.	0 60 0 75
Green peppers, basket	0 30 0 35
Parsnips, bag	0 25
Onions—	
Spanish, case	3 50 3 75
Spanish, ½ cases	1 85
Canadian, 75-lb. bags	1 85
Potatoes, N. B. stock, bag	1 30
Potatoes, Ontario, bag	1 20
Sweet potatoes, barrel	4 00 4 50
hamper	1 50

WINDOW BROUGHT NEW CUSTOMER.

"Your window looked attractive, so I came in," announced a woman to a Toronto grocer the other day. "I have just moved into this district and I will deal with you regularly if things are satisfactory."

Fresh Tomatoes All Winter

("CROWN" BRAND)

Mr. Grocer, after Nov. 15th we can supply you with the choicest tomatoes all winter, brought direct from the sunny gardens of the West Indies, and at more reasonable prices than your jobbers can quote.

Not "Hot House" but "Open Air"

Every crate carefully inspected and each tomato guaranteed to be in perfect condition.

WE CAN QUOTE YOU WEEKLY DELIVERIES UP TILL END OF MARCH.

Remember, when dealing with us, you have no loss through decay or crushing of goods.

Write

WEST INDIES FRUIT CO.

30 William Street, Montreal

LONG ISLAND NATIVE OYSTERS

In sealed tins, 1, 3 and 5 gallons. Oysters of delicious flavor—large, clean and appetizing.

HADDIES, CISCOES, BLOATERS

FRESH, FROZEN AND SALTED FISH

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

WHOLESALE FRUIT AND FISH

FOR—

"Green Mountains," "Delewares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

CRANBERRIES

Extra Fancy Jerseys--Long-Keepers

MALAGA GRAPES

Heavy pack--sound fruit--fine eating

New Nuts New Figs New Dates

Lemons Grape Fruit Bananas

HUGH WALKER & SON

Established, 1861 GUELPH, ONT.

All Ripe Oranges are Good, but Florida Oranges are Best of All

Parson Brown variety is the earliest and sweetest orange known. Order "PARSON BROWN" FLORIDAS.

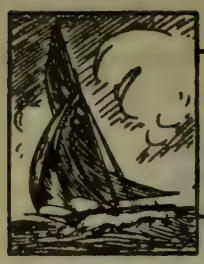
THE RED MARK

FLORIDA CITRUS EXCHANGE

ON EVERY BOX

If you do not have Parson Brown, packed by the Florida Citrus Exchange, you have not the best.

W. B. Stringer - - - Dis. Manager



Fish - Oysters



List of Frozen Fish About Complete

Everything in Readiness for the Winter's Trade—Fishing Season has Been Extended Ten Days—Trade Will Soon Turn From Fresh to Frozen Varieties—Haddies More Plentiful—Good Season for Dealer to Push Oysters.

Several lines of fresh fish are practically done for the season and the frozen article is being turned to. The fishing season has, however, been extended for an additional ten days so that the fresh article in some lines will be received for so much longer while the total catch for the season will be enlarged.

The list of frozen varieties is about completed and everything is in readiness for the winter's trade. There is a good movement already. A brisk demand for smoked and prepared fish is in evidence. Haddies are more plentiful and a little easier in price.

Trade in oysters is good. This is a good season for their sale and they should be given attention by the dealer.

QUEBEC.

Montreal.—Fresh halibut is practically done for the season and during the winter supplies will be of the frozen variety. B.C. salmon continues scarce; frozen salmon is now coming forward but the supply is limited and the price is a little firmer. Cod and haddock are arriving more freely.

There is a brisk demand for smoked and prepared fish. Haddies are a little easier in price and are more plentiful. Large kippers are scarce but medium are in good supply. The oyster season is bringing a good trade. The price of solid meats (select) are down ten cents a gallon. Standards were reduced five cents last week. This is the right time to boost oysters.

FRESH

Bluefish, per lb.	0 12	Herring, each	0 03
Dressed perch, per lb	0 10	Steak cod headless, per lb	0 06 0 07
Dressed bullheads, per lb.	0 10	Halibut, per lb	0 12
Eels, fresh, each	0 25	Salmon, Gaspe	0 18
Flounders, per lb	0 08	Sea trout	0 10
Mackerel	0 12	Sea bass, per lb.	0 12
Haddock, per lb	0 05 0 06	Smelts, fancy	0 10
		Lake trout, lb.	0 10 0 12

FROZEN

Haddock	0 04	Round red salmon	0 10
Halibut, per lb.	0 09	Gaspe salmon, per lb.	0 18
Pike round lb	0 06	Qualla salmon	0 09
Pike, dressed & headless, lb.	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each	0 07
Steak cod	0 05	Whitefish, large, lb.	0 09
Mackerel	0 10	Whitefish, small	0 06
Dore or Pickerel	0 08		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Strip cod, boneless, 30-lb. boxes, per lb	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	6 50

SALTED AND PICKLED

New green cod, medium, per lb	0 04½	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 00	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, tres, 300 lbs.	21 00
No. 1 mackerel, pail.	2 00	Salt eels, per lb.	0 07
No. 1 mackerel ½ bbls.	8 00	Salt sardines, bbls.	6 00
Scotia herring, No. 2, bbl.		Salt sardines, ½ bbls	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
Choice mackerel, half pail	2 00	Sea trout, bbls.	12 00
		Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Haddies	0 06½ 0 07
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 10
Herring, new smoked, per box	0 18
Kippers, (fancy, large) per box	1 25
Kippers (small)	1 00
Smoked eels, per lb	0 10

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	6 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

ONTARIO.

Toronto.—The season for fresh fish, which generally closes on Nov. 1, has this year been extended for an additional ten days, so that there will be supplies coming forth for that much longer period. On the whole the catch of fresh fish this fall has been quite fair.

Latest addition to the list of frozen fish is red salmon, both headless and dressed as well as round, which is now in from the coast. This practically completes the list and everything is in readiness for full flood of winter fish business.

It is already off to a good start, there having been good run of trade, while the cooler weather and the approach of Advent will tend to bring about a still greater business.

Digby smoked herrings are now in and quoted at $1 per bundle.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught white	0 12
Fresh halibut	0 09 0 10	Fresh caught herring	0 05 0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 09 0 11		

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb.	0 04½
New Pink sea salmon	0 09	Sea herring, 56-lb. brl	2 25
Whitefish	0 10 0 11	Mackerel, lb.	0 13
Red salmon, headless and dressed	0 11	Mullets	0 04
		Bluefish	0 11

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	0 08 0 09	Fillets of haddie	0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gal.	1 75	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 55		

FINE NEW BRUNSWICK APPLES.

St. John, N.B., Nov. 7.—That New Brunswick can compete favorably with other provinces in fruit raising was the unanimous verdict of all who paid a visit to the annual fruit exhibition in St. Andrew's rink this week, for the display of fruit of different kinds from all sections of the province was far beyond expectations of great majority of those who attended convention. Some of the apples shown will be sent to Ontario to be exhibited there, and it is believed they will warrant special and distinctive honors. The members of board of trade were visitors at the rink one evening, and were enthusiastic in praise of the remarkably fine display of apples.

T. H. Estabrooks, the president, considered the show much better than last year, and said that one of his keenest regrets was that the whole thing could not be sent to England. He was of the firm belief that fruit raising would become one of the chief industries of the province. The board and several of the leading merchants in different lines of business contributed cash prizes for the various displays.

Prof. Macoun, of the Government service, Ottawa, said that the exhibition was the best he had seen in the Dominion outside of Toronto.

TRADE IN APPLES WITH GERMANY

A big trade with Germany in Nova Scotia apples has been opened up this season. Hitherto the apple exports from Halifax have been exclusively to London, Liverpool and Glasgow, but chiefly to London. The British ports have already this fall taken about half a million barrels. Hamburg for the first time has taken apples from this province the exports so far this season being about eighty thousand barrels, and shipments will continue.

NEED FOR PUBLICITY.

William Jennings Bryan said in one of his economic lectures: "The merchant who tries to attract business without advertising is like the fellow who throws to his sweetheart a silent kiss in the dark—he knows what he is doing, but nobody else does."



Order by Phone, Wire or Letter

We'll look after any orders or inquiries most promptly. Whether you order or not we'll be glad to see a letter from you asking us for instructions on the best methods of running a Fish Department. You'll be surprised how easily it can be done. In the meantime, here are a few lines for your consideration :

"Canada" Brand Pure Boneless Cod Fish

You have a wide range to choose from. We take care that the goods are O. K.

CANADA TABLETS, 20 1 lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.
MARINER BRAND, 25-lb. Boxes, Bulk.

Boutilier's SMOKED FILLETS

We've been talking to you for some time now about these Fillets. You understand that they are "head liners," but you have not ordered yet. That's why we are talking to you again.

"Ocean" Brand Haddies, Kippers and Bloaters

These are the same choice goods that have been selling and will sell in the best stores to-day. You want them.

We Offer for Immediate Shipment by Carload
NEW FAT JULY SALT HERRING

WRITE

Halifax Cold Storage Co., 47 William St., Montreal

"COAST-SEALED" OYSTERS

Firm and full-flavored—All over four years old—Refrigerated at a low temperature—Grown on our own grounds—Every container sealed at the coast—Shipped to you in the sanitary "Coast-Sealed" carriers, properly refrigerated all the way.

Selling "Coast Sealed" Oysters is the surest way to boost your Oyster sales. Send us a trial order, or write us for particulars.

Connecticut Oyster Company,

Canadian Branch—

50 Jarvis Street, Toronto, Ontario

FATTENING GROUNDS AT : Greenport, L.I.; Peconic Bay, N.Y.; Rockaway, N.Y.; Sakonnett River, R.I.; Narragansett Bay, R.I.; Warwick's Point, R.I.

REVIEW OF THE WORLD'S TEA SITUATION

(Continued from page 46.)

forbidding the importation of artifically faced or colored teas, of which until this year about 15,000,000 lbs. have been annually shipped to the States from Shanghai. In spite of the publication of this law, about 40,000 chests of colored tea were manufactured and sent to Shanghai for exportation. Some of it was actually shipped to the States, but was rejected as impure. It has been suggested that possibly the manufacturers did not take the prohibition seriously, or thought that the authorities would be induced to relent.

"The production of tea in Java increases steadily, though not rapidly, but the total output is still so small compared with that of India and Ceylon, that it does not make much difference so far as satisfying the world's demand is concerned.

Non-Color Law in Japan.

"Exports from Japan increased during the year, but to no great extent. When the United States passed the law forbidding the importation of colored tea, a regulation was issued by the Japanese Government prohibiting the manufacture or handling of such tea in Japan. As, however, Canada gave some large orders for tea of this kind, the government decided that the regulation should not come into force until September.

"Experiments in tea growing have for some time past been made in Brazil. A sample lately received in London was of excellent quality, resembling good Ceylon. Possibly at some future time the shortage in the world's tea supply caused by the inter-planting of the rubber in the old tea-producing countries of Asia, may be supplied from the rubber districts of Brazil.

"Turning from the consideration of the production of tea throughout the world to that of consumption, we find that it also, as we said above, has considerably increased.

"In the United Kingdom consumption per head of population has risen to 6.39 lbs., higher than in any other part of the world except Australasia.

Russia Increases Consumption.

"Russia continues to be India's best customer outside the United Kingdom. Her whole population, over 120,000,000, drink tea and drink a good deal of it. They are gradually giving up China tea and taking more from India and Ceylon. There has been a succession of very good harvests, causing consumption by the peasantry to increase. It is possible that their buying power may diminish a little this year, as the harvests in several districts are not good, but this is not likely to make much difference in the total amount imported. Official statistics show an increase of 7,110,000 lbs., or 29 per cent., imported from India, during the year ended March 31st, 1911. The increase from Ceylon is estimated, to July 13th, at 1,400,000 lbs. Calcutta has now a direct steamer service to Russia.

"During the year under consideration, Australasia took about 750,000 lbs. more from India, rather less than usual from Ceylon, and a good deal more from Java, than during the preceding year.

"The trade continues to be in a fairly flourishing condition, both with regard to production and to distribution, tea being considered by most people, in spite of all that has been said to the contrary, a necessity of life."

An Extra Early Closing Night Was Discussed

Montreal, Nov. 9.—As was expected, the question of early closing was one of the chief topics at the regular meeting of the retail grocers' section of R.M.A. It was also the occasion of the annual election of officers.

Nothing new was determined as far as the extra closing night was concerned, but from the character of several speeches, it is evident the grocers are determined in their opposition to closing three nights during the week. They are satisfied with the present law, demanding that they be closed two nights, but they deem it impracticable to enlarge the scope of the by-law.

J. T. Boileau, presented a report of the finances of the annual picnic. The net receipts from a euchre party and picnic totalled $615.49, giving a balance in the bank, of $1,164.40. The officers elected for the ensuing year are:—President, J. I. Lussier; 1st vice-president, Pierre Filion; 2nd vice-president, O. Decary; treasurer, Romeo Bernard; secretary, J. O. Pesant.

Montreal grocers are in a good position, and will be called upon to display their strength in this vexing question of early closing on an additional night.

LOSS AND REGAIN OF CUSTOMER.

Clerk Made Error in Sales Check—Cause of Trouble Discovered Two Years Later.

It was just a simple little thing which saved probably a half minute's time but in the end created trouble. It meant the loss of a customer who bought about $300 worth annually.

A customer had purchased a 5-pound pail of jam which was sold at 50 cents. She had been made an allowance of 10 cents for something and the clerk in making out the sales check wrote "5 lb. pail of Blank's jam—40c" thus making the 10 cents allowance in a way that saved time for him. Unfortunately this sale's check fell into the hands of a customer who had purchased a pail of jam and paid 50 cents for it. Of course, she at once believed she was being charged more for goods than other customers and quit dealing with that grocer. It meant quite a loss to him and about two years after he decided to inquire why she had stopped dealing with him. He of course was able to explain and she began to deal with him again. However, he had lost two years' trade. It would have indeed been well if he had inquired the reason long before, but it would have been much better if the clerk in the first place had made the sales check out in a way that would have avoided all possibility of such an occurrence.

NEW R. M. A. FORMED.

Toronto, Nov. 9.—At an enthusiastic meeting, attended by about 150 retail merchants of the Board of Trade, a retail merchant's section of the Board of Trade as formed. The members of the first executive are Wm. Dineen, Geo. Barron (grocer); Thos. Bilton; C. H. Willison, C. B. Petry, Wm. Tyrell, and W. H. Worden.

The members were selected from hats and fur, grocery, tailor, electrical fixtures, books and stationery, and drug trade.

TO PRISON FOR BURNING STORE.

Mrs. Jacob Sivitzer, Toronto, accused of setting fire to her grocery store was sent to prison for a year. A padded list of losses was submitted to the insurance company which declined to pay and lodged the charge. The blaze was found under the counter, far from matches, stove or other natural cause. Evidence showed that practically no stock had been damaged.

According to recent information, there are 12,000 acres of sugar beets in Canada this year which, it is estimated, will yield 9,000 tons of sugar of 2,240 pounds each, providing weather conditions continue favorable. Last year there were 10,500 acres in good stand and the actual yield of sugar was 7,771 tons of 2,240 pounds.

After being in operation for almost a century, the Hudson Bay Co. is closing out its store at lower Fort Garry, Man.



The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made



Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

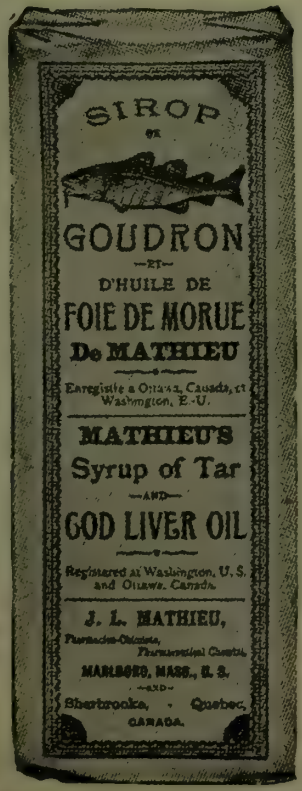
Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N. S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle,"

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders,

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

Quaker Brand
Baking Powder

Have you ever noticed how long those goods, which have no guarantee of purity, lie on your shelves? Don't you think it would be more profitable to spend your money in the purchase of lines which are half sold when you put them in your window or on your counter?

ABSOLUTELY NO ALUM

in Quaker Brand Baking Powder, and declared by DONALD to be pure. This is the line for you. Look over your stocks. You may be able to handle some.

Mathewson's Sons

WHOLESALE GROCERS

MONTREAL

Begin at Once to Push Dried Fruits

Merchant Should Make This Live Issue Early in Season—Fruit Possesses Both a Nutritive and Curative Value—Methods of Display That Can be Used in Selling This Line—Prevention of Shrinkage has to be Looked After.

The selling season for dried fruits is now on. The new crop fruits have arrived and everything is ready for a good season's trade in this line. The wise dealer will not wait until the consumer's appetite for these lines has become somewhat appeased, but will at once prepare to bring it prominently before his customers.

There is nothing like pushing an article early in the season. Start as early as you can, and get all the trade you can during the entire season. There seems to be something that appeals to customers in that phrase "Our new crop dried fruits have just arrived." It is apparently the public desire to get the first of the season. The wise grocer takes advantage of it.

Have High Food Value.

The real reason that the public use any line of food, is because of the food value which it possesses. What can be said of dried fruits in this behalf? What is the food values of dried fruits? Why for ages have people eaten apple sauce with roast goose? Simply because the acids in the fruit assists in digesting the fats so abundant in this kind of food. This is a property of all fruits.

Many have the mistaken idea that fruits are taken more for their agreeable taste than for their benefit to the system. Such is not the case. It is in itself a food, a complete and full nutriment for the body; it is of essential value in assisting other foods to be digested, and is of utmost value in helping the body to eliminate waste matter.

Then, again, certain fruit possess medicinal curative values as well. It would not be out of the way to acquaint your customers with the fact—that dried fruits are both curative and nutritive.

Proper Display and Cleanliness.

Having established the value of dried fruits as a food, we may now go to other methods, which may be used to assist in their sale. Proper display is one of the most important of these. Cleanliness should be made the keynote of display, whether it be window or interior. There are merchants who display their dried fruits only under glass. This is done either by affixing a glass top on the original package, or by showing them inside a show case. The grocer should do his best to show them only in a sanitary method, because it induces sales from particular people, and most people are very particular when it comes to a matter of food.

Window display brings good results. Not alone are regular customers interested, but the passing public. However, the window must be so constructed to attract attention. That is the first essential. It must be attractive.

A Window Suggestion.

Here is a suggestion for such a window, given by a good grocery window trimmer. In the foreground, against the glass, is placed a row of package goods, for instance, seeded raisins. Some little distance farther back, is placed another row. Between these two the words "Dried Fruits" is spelled out in various lines of dried fruits. Behind this, boxes of several lines of fruits are arranged in fan shape, the boxes being nicely trimmed and tilted up, so as to show them to advantage. In each corner, built around the round part of the fan can be placed pyramids of package goods. Price cards may be used if the merchant so desires. Other ideas for display will suggest themselves to the trimmers. It is well to have some plan in mind before commencing.

Be Careful of Shrinkage.

The matter of shrinkage of dried fruits is one that should not be overlooked. Storage conditions that will make for a greater percentage of loss due to shrinkage, will also make for more rapid deterioration in this product. Worms will develop in dried fruits if the stock is carried for any great length of time in a comparatively warm temperature.

This same cause, will of course, increase shrinkage, as the merchant discovered who knocked the wooden casing from a box of dates and displayed the mass near a stove. There is a double point of advantage in showing fruits under glass. Besides increased cleanliness, it prevents a good deal of shrinkage.

Begin now to make dried fruits a live issue in the store. See if a little effort expended in this behalf will not pay. There are many grocers who are firmly convinced that it does.

WINDOW TRIMMING ASSOCIATION

Toronto, Nov. 9.—An organization of window-dressers has been formed. A convention will be held in Toronto about the second week in August, next year, when prizes for the best work in window decorating during the year preceding will be awarded, and demonstrations by the foremost window men in America will be given.

The officers of this organization are:—Hon. President, S. S. Moore, Toronto; President, H. C. Macdonald; Vice-presidents, F. Robinson, Hamilton and F. Kickley, Guelph; Secretary-treasurer, J. L. Maude, Toronto; Executive Committee, J. A. McNabb and J. McNicholl, Peterboro, and W. Andrews, St. Thomas.

The Canadian Tobacco Crop of the Past Year

The seed beds in the Canadian tobacco district in Southern Ontario this year did extra well in May and the latter part of April owing to the warm dry weather. There was a larger supply of tobacco plants earlier in the season than is generally the case.

During the very dry hot period many plantations were actually burnt up, necessitating complete re-planting. Reports state, however, that there will be a big crop owing probably to the great number of new growers and the larger acreage planted by the old growers. The crop is estimated at twelve million pounds.

In consequence of accidents to seedlings the growers in Quebec were not not able to increase the area of their cultivation as was at first proposed. The summer as a general rule was not favorable. It was only at the cost of repeated cultivation that the growers were able to obtain an average crop.

The United Grocers' Company, the new chain store system which has invaded Washington, D.C., will endeavor to get the trade and good will of the housewives of that city by selling stock in the enterprise. The leaders have figured that if a woman buys even one share of stock, she is pretty certain to trade with the company.

SALESMEN WANTED

Trained Salesmen earn from $1,200.00 to $10,000 a year and expenses. Hundreds of good positions now open. No experience needed to get one of them. We will assist you to secure a position where you can earn good wages while you are learning Practical Salesmanship. Write today for full particulars, list of good openings, and testimonials from over a thousand men we have recently placed in good positions.

Address Nearest Office, Dept. 243
National Salesmen's Training Association
Chicago New York Kansas City Seattle New Orleans

McDOUGALL

Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

Quality Counts

We readily understand why our business has increased so much during the past year. We know that many grocers have realized that quality is the best basis on which to found any department of their business, and that they have given preference to

Maple Sugar Chewing Tobacco

in their tobacco department. This is a really high-class and agreeable article, and never fails to please those who give it a trial.

Write for Quotations

Rock City Tobacco Co.

Quebec Winnipeg

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business' They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited. 46 Adelaide Street West, Toronto.

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

A want ad. in this paper will bring replies from all parts of Canada.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz }	Percase
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz	No. 12, 2-oz., 3 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 3½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95		
Raspberry	1 95	Red currant	1 65
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb. 0 17

In 10-box lots or case 0 16

Gillett's Mammoth, ½-gross box 2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

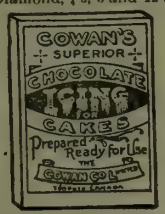
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼ and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 lb. boxes.	Pails.	25 and 50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "	"		0 31
" " ½ lb. tins, "	"		0 32
Anchor Brand, 2 lb. tins	"		0 31
" " 1 lb. tins	"		0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins, "			0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 gross	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases	1 dozen	2 75 "
Tumblers, cases	2 dozen	1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—	
In cartons, each 1 dozen	0 90
Large blocks, dozen	2 20
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 02½
500 books to 1000 books	00

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



Ready Sellers in Winter!

The best line of stove polish for you to sell—the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - BUFFALO, N.Y.



Safeguard Your Reputation

Be sure you do not injure your reputation by selling inferior soap.

You safeguard your reputation when you recommend and sell the magic cleaner

Wonderful Soap

It curtails the housewife's work and heightens the effect in the wash. No Laundry soap is so good as Wonderful Soap and none so pure, perfect and uniform in quality.

The purity of the ingredients used makes it perfectly safe in the washing of the most delicate fabrics.

Secure a stock—you will find a ready sale, and the profit is good.

THE GUELPH SOAP COMPANY
GUELPH, ONTARIO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

Brooms Brooms

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

				Per case
Sur Extra Fins	½ flacons,	40	Sou.	11 00
" " tins	½ kilo	100	tins	15 50
Extra Fins "	½ "	100	"	15 0
Tres Fins "	½ "	100	"	14 00
Fins "	½ "	100	"	12 50
Mi-Fins "	½ "	100	"	11 00
Moyens No. 1 "	½ "	100	"	10 00
Moyens No. 2 "	½ "	100	"	9 50
Moyens No. 3				8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	13 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 48s Sq.	17 00
1 gals., 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per cent. Olive Oil		
Case 36 lbs., 11 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 200 lbs., 3½ oz.	3 75	case
"La Lune," 65 per cent. Olive Oil		
Case 25 lbs., 11 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., 2½ oz. bars	1 80	case
" 200 lbs., 3½ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

ures, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA

POWDER (Moody's)

Washing Compound—

	Doz
Large size, 1½ lbs..	0 90
Small size, 10 oz...	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

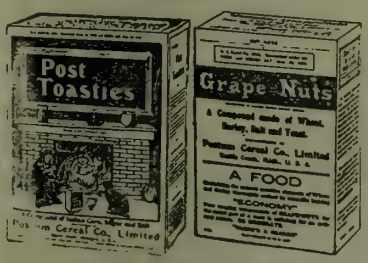
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	2 85

Jelly Powders



Assorted Case,	Contains 2 doz.	$1.80
Lemon	(Straight) Contains 2 doz.	$1.80
Orange	(Straight) Contains 2 doz.	$1.80
Raspberry	(Straight) Contains 2 doz.	$1.80
Strawberry	(Straight) Contains 2 doz.	$1.80
Chocolate	(Straight) Contains 2 doz.	$1.80
Cherry	(Straight) Contains 2 doz.	$1.80
Peach	(Straight) Contains 2 doz.	$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	2 50
Chocolate	(Straight) Contains 2 doz.	2 50
Vanilla	(Straight) Contains 2 doz.	2 50
Strawberry	(Straight) Contains 2 doz.	2 50
Lemon	(Straight) Contains 2 doz.	2 50
Unflavored	(Straight) Contains 2 doz.	2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb tins.	$2 00
60-lb. tubs per lb...	10¼
3-lb. tins, 20 to case per lb.	0 11
5-lb. tins, ½12 to case, per lb	0 10¼
10-lb. tins, 6 to the case, per lb	0 10¼



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10
5-lb. "	0 10½
3-lb. "	0 10½
1-lb cartons	10½



Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI CO'Y, MONTREAL.

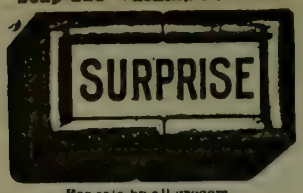
Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

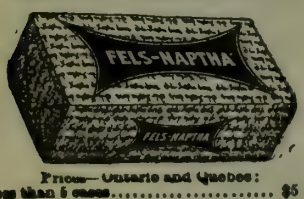
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain Laundry Starches	Cents per lb.
40 lbs. Canada Laundry	0 05½
40 lbs. Canada white gloss, 1 lb. pkgs.	0 06
48 lbs. No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs. No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs. kegs, No. 1 white	0 06½
200 lbs. bbls., No. 1 white	0 06½
30 lbs. Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs. Silver gloss, in 6 lb. canisters	0 07½
36 lbs. Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs. kegs, Silver gloss, large crystals	0 06½
28 lbs. Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs. Benson's enamel (cold water) per case	3 00
20 lbs Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case	3 60
Culinary Starch	
40 lbs. W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs. Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb..	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss— 1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch— Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $3.50

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

5. 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

lb. tins 2 doz in cases	Case
5 " 1 " "	$3 50
10 " ½ " "	4 00
20 " ¼ " "	3 95
(5, 10 and 20 lb. tins have wire handles)	3 90





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum re-selling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 40	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum re-selling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz.	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:	
2's, 2 doz. case per doz.	$1 35
3's, 2 doz. case, per doz.	1 95
5's, 1 doz. case, per doz.	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 65
Western Prices—Sudbury to Victoria.	
2's, 2 doz case, per doz.	1 80
3's, 2 doz case. per doz.	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE

Large, packed in 3-doz. case, per doz.	2 25
Medium, packed in 3-doz. case, per doz.	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each ovals, per case	5 00

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	45
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	56
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70



	Wholesale	Retail
Blue Label, ¼'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ¼'s	0 23	0 30
Brown Label, 1' and ¼'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ¼'s	0 35	0 50
Red Label, ¼'s	0 40	0 60

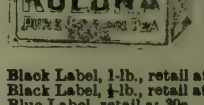


MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Brown Label, 1 lb. or ½	0 25	0 30
Red " 1 lb. or ½	0 27	0 35
Green " 1s, ½ or ¼	0 30	0 40
Blue " 1s, ½ or ¼	0 35	0 50
Yellow " 1s, ½ or ¼	0 40	0 60
Purple " ½ only	0 55	0 80
Gold " ¼ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 43
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 80
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 07

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

EVERY DAY

and every hour of every day there is call for the use of



SNAP
HAND CLEANER

It removes easily all kinds of soil and does not injure or roughen the tenderest skin. Every dealer should carry SNAP.

SNAP COMPANY, Limited
MONTREAL, QUE.

WARNING!

Crescent BM&Co. Brand
TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



The last bag going out meets the first bag coming in

FIVE ROSES never outstays its welcome.
Each bag is a *transient* visitor—
A paying guest.
It comes with a profit for you—*delivers it*—moves on.
Not a minute longer does it stay.
Remember, its a *full* profit you get from FIVE ROSES.
With nothing taken off for storage charges, long time insurance, idle capital, deterioration, and other expenses of slow-moving stuff.
FIVE ROSES *never* falls in love with your shelves.
Its character is active, energetic, pushful.
It simply must keep on the move — naturally a *quick seller.*
Regular as clockwork are your FIVE ROSES sales.
Each bag is a link of *uniform satisfaction* in the rapidly moving drive-chain of your *permanent patronage.*
And as this chain moves faster, the bags move faster through *your* hands.
And the movement *is* quickened because—
Each bag is a salesman which *never* misrepresents.
The language FIVE ROSES speaks is *unmistakeable*—the housewife hears and heeds.

Each bag from your store *increases* the kitchen happiness from the bag that has gone before it—and that's *Goodwill.*
It opens wide the *sales door* for the goods that will come after it—and that's *Confidence.*
Stretching from the mill doors to your store, there's a long line of *FIVE ROSES sales* waiting for YOUR door to open.
There's an equally long line of *profit opportunities* between many expectant housewives and you.
Let *your* store be the missing link.
Let it be the point where FIVE ROSES meets the user—
Where the profit is really made.
Sell FIVE ROSES—*cash in* on its splendid reputation, its purity, its uniformity.
Thousands of successful retailers—*just like you*—never knew the *really* profitable side of flour sales till FIVE ROSES showed the way.
This steady, *clock-like* profit—is business so very good that *you* can ignore it?
Write our nearest office—or ask your jobber.
Now is the time to be more prosperous.
Don't delay.

LAKE OF THE WOODS MILLING COMPANY, LIMITED
"The House of Character" *MONTREAL*

Five Roses Flour

Not Bleached **Not Blended**

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

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London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, NOVEMBER 17, 1911 No. 46

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KEEN'S 

OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S---it's always in demand.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

Agents for the Dominion of Canada



A Heat-Producing Food for the Colder Months

That's what people begin to think of along about November. Now is a good time to mention

Crown Brand Corn Syrup

to your customers. By the way, how about you—are you stocked?

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

YOU FIND THEM EVERYWHERE



NORTH—SOUTH—EAST—WEST

To any and every corner of the Globe they have been appreciated by the people of every civilized country.

They have even surprised the most pessimistic by their perfect condition and freshness when opened after two and three years.





The achievement is no secret, merely

The Use of the Best Materials, Thorough Knowledge of the Product, and Careful Application.



If you have any doubts as to their unexcelled Flavor and Quality,
TRY THEM.

MACONOCHIE'S Pickles, Peels, Fish, Marmalade, Pan Yan Sauce and Pickle, Worcestershire Sauce, Bloater Paste

FOR SALE BY ALL FIRST-CLASS JOBBERS.



MACONOCHIE'S
QUALITY PRODUCTS

6---Gold Medals---6



Codou Macaroni

(A Genuine French Product)

This is manufactured in a model factory, run on absolutely new and up-to-date lines. It is made only from pure Taganrog (Russian) Wheat---the only wheat from which the finest Macaroni can be obtained. There is no finer quality to be had.

Arthur P. Tippet & Co.

Agents

Montreal Toronto



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



"EUREKA"



Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

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By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

G. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

ADVERTISE YOUR STORE



Made in one and two dozen sizes.

SHOW THE PEOPLE THAT YOU ARE WIDE-AWAKE—USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary STAR Egg Delivery Service will give your store the reputation of being accurate and reliable, and your ad. on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality.

Write for full particulars and get our two valuable books "SAFE EGG DELIVERY" and "SAMPLE ADS." free.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

BORDEN'S

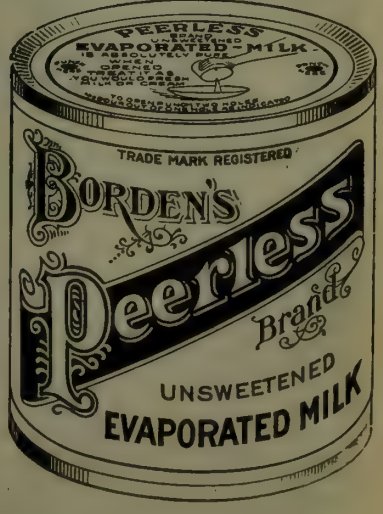
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EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

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WILLIAM H. DUNN
Montreal, Toronto and Vancouver

Here is the SOUP

that is rapidly becoming one of the best sellers in the grocery.



The Advertising Campaign for

EDWARDS' DESICCATED SOUP

is now in full swing. Mrs. Edwards (the famous Trade-mark) greets you from every billboard, while big space in the daily papers is making EDWARDS' DESICCATED SOUP widely known all over the Dominion. You can take advantage of this advertising by stocking up now, displaying the Soup prominently, and mentioning it to your customers.

Novel display Cards, Window Sheets and other Sales Stimulants are included in every order. Write for a sample of each variety with prices to grocers.

W. H. DUNN, 396 St. Paul St., Montreal; W. G. PATRICK & CO., Toronto; W. H. ESCOTT & CO., Winnipeg.



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FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

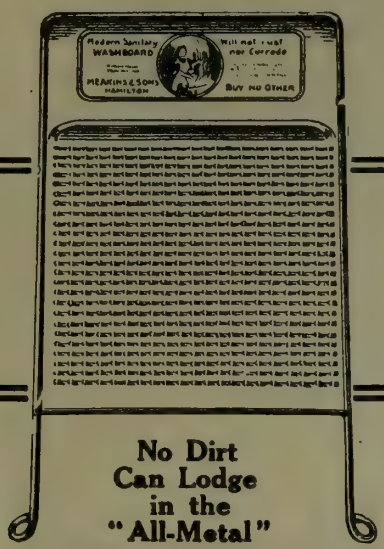
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ONLY A LIMITED QUANTITY BEING PACKED

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - - Canada

Nowadays Home Management is a Science



No Dirt Can Lodge in the "All-Metal"

MEAKINS' SANITARY WASHBOARDS

have no joints or wooden parts to catch and hold the dirt or germs, which means it is sanitary.

Meakins' Sanitary Washboards are built upon scientific principles. They are made in one piece, will not rust or corrode, have no nails to come loose or rough edges of zinc to cut hands.

Meakins' Sanitary Washboards command a steady sale, which will pay you well to stock.

Ask us for Particulars and Prices

Meakins & Sons
Hamilton, Ont.



Good Biz!

It is always good business to sell a good article, and to sell 'Camp' is the best of business. It pays you, it pleases the public, and there is nothing like 'Camp' to turn a chance purchaser into a regular customer.

Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow.

"CAMP" COFFEE



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."



FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."

CHIVERS' GOLD MEDAL JELLIES

The "**Court Circular**" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES



"**Great Thoughts**":—"Flavor and purity cannot be excelled."

"**Grocers' Review**":—"The highest possible state of perfection.

GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

PINK'S JAMS

THE BEST JAMS IN ENGLAND



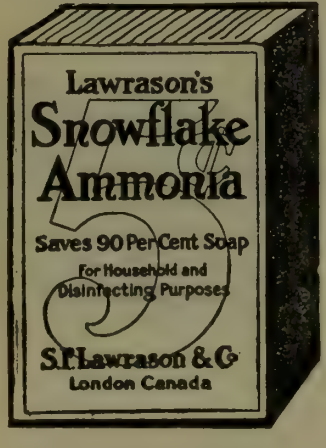
They are made from the finest fruits and pure sugar, and have always given satisfaction to both retailer and consumer.

Sole Canadian Distributors

The Manufacturers' Agency Co.

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St. Johns, N.B., S. Cecil Irvine, 48 Princess Street
Halifax, N.S., C. E. Creighton, Bedford Chambers
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. Pink, LONDON, ENG.



The Popular Price--5c. Large Package

We make the proud boast, and it is backed up by a guarantee of $500, that a 5c package of

Lawrason's Snowflake Ammonia

equals in power any similar powder on the market selling for twice the price.

The largeness of the package combined with the good cleansing features make

Lawrason's Snowflake Ammonia

a popular stock. You will find it a ready seller, with a good turnover on the right side.

S. F. LAWRASON & CO., London, Ontario

Exceedingly Popular Throughout Canada

As a Winter food, Baked Beans have a very great food value, which is well understood by Canadian housewives.

Beans baked, as are the Simcoe Brand Beans, have largely taken the place of the home baked, because they are thoroughly cooked without destroying their form, and the flavoring is much more even and rich.



"Simcoe" Brand Baked Beans



are made from selected beans, cooked by the latest scientific methods; all the sauces used are carefully prepared from ripe fruit and pure spices.

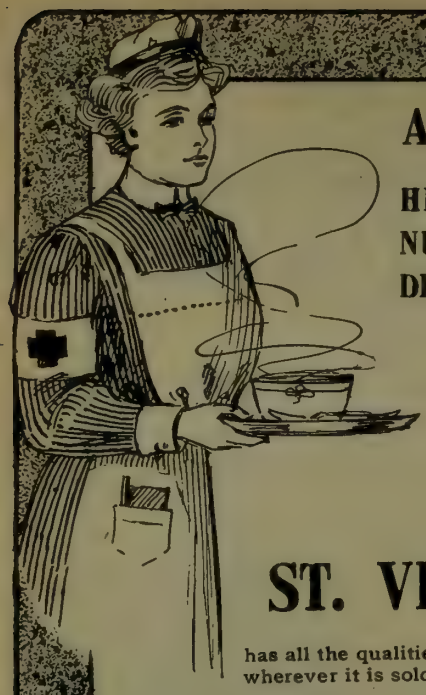
The result is a perfect can of delicious beans that you can sell to your best trade and secure repeat orders.

TRY A SHIPMENT ORDER TO-DAY.

Have you secured a copy of our "Valuable Hints on Storing Canned Goods?"

DOMINION CANNERS, Limited

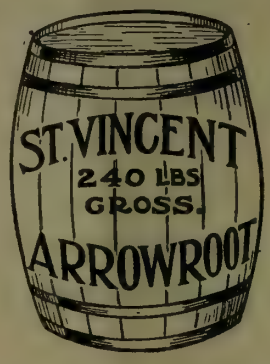
HAMILTON :: CANADA



APPROVED BY ALL AUTHORITIES

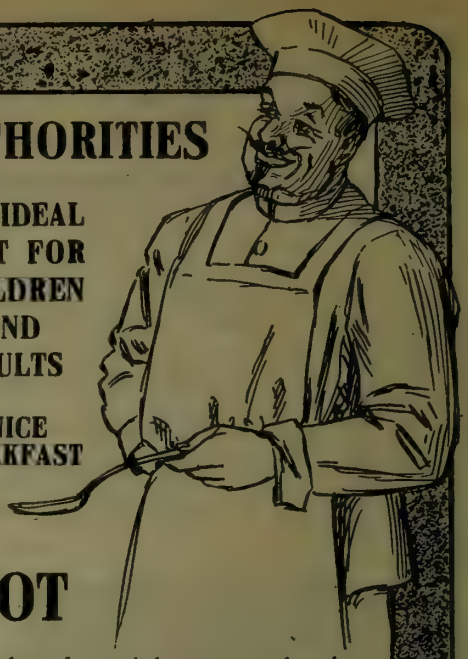
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users.

The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

"Having things when folks want 'em brings in the money."

Our big advertising campaign this year for

"FORCE"

has made many new customers for this superior breakfast cereal. Are you getting your share?

THE H-O COMPANY, Hamilton, Ont.

Sterling Vanilla Gives Best Results



Sterling BRAND

PURE VANILLA

is one of the leaders of the famous line of "STERLING" and is composed of the choicest selected vanilla beans.

Its splendid qualities may be tested in the results it gives in flavoring puddings, pies, cakes, sauces, etc. Every bottle is packed with the neatness and exacting cleanly process that characterize all "STERLING" goods.

Sell one bottle to your particular customer; we are satisfied that it will bring repeat orders.

Send for prices, etc.

The T. A. LYTLE CO., Limited
STERLING ROAD, TORONTO



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON
ST. GEORGE - - - - - - ONT.

THE RIGHT THING

It Pleases Both the Trade and the Customer



Packed under official inspection in guaranteed pure olive oil, reliable in quality and moderate in price.

"ESKIMO" Sardines

will prove a particularly seasonable article at this period of the year, giving satisfaction and profit.

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B.---W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---A. E. Richards & Co.
LONDON, ONT.---Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.

WHAT HIGHER PRICED MILL CAN WITHSTAND COMPARISON WITH THE COLES?

We ask you this question bluntly, because we want you to ask it bluntly of yourself.

Our case is established if we induce you to make the comparison sharp, direct, and immediate.

Our line is complete and has a mill for your purpose, whether it be a hand or electric mill.

The Coles Catalogue tells you just what you want to know. Write for it now.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

CENTURY SALT

TRADE MARK

A Preparation of Purity

Every step in the preparation of Century Salt for the table is taken under the strictest sanitary conditions — PURITY FIRST.

It is impossible for any foreign matter to get in during the process, and it comes to the grocer packed ready for delivery. Build up a profitable salt trade—try selling THE BEST.



THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

A FOOD LUXURY

IS BOUGHT FOR ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products



The Household Favorite

There is continued satisfaction to the users of a match that is found to be perfect in every particular.

THE DOMINION MATCH

has all the features that keep it as the foremost staple.

The heads will not splutter when struck, and is absolutely silent in the operation.

Stock a favorite with all householders—and a line that will besides pay you—financially.

THE DOMINION MATCH CO., LIMITED

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
Snowden & Ebbitt, Montreal, Quebec.
The A. Macdonald Co., Winnipeg, Man.

"WOULDN'T ITS"

WOULDN'T IT be worth your while to sell MINCEMEAT in sealed containers?

WOULDN'T IT protect your reputation, your customers and your pocket?

WOULDN'T IT add to the appearance of your store?

WOULDN'T IT be more pleasant for your clerks?

WOULDN'T THERE BE GREATER SATISFACTION ALL AROUND.

SEE CLARK'S NEW SIZE CAN.
Your wholesaler has them.

Clark's Mincemeat

is absolutely guaranteed



W. CLARK

MONTREAL

Manufacturer of the

Celebrated Pork & Beans



JAM THAT IS REAL JAM

Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

John Gray & Co. Ltd., Glasgow, Scotland

Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

There's but a small difference between the price of this jam and the poor sorts, but a great difference in quality.

It has the Flavor of the Fresh, Ripe Fruit

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

100% PURE



"Pride of Canada"

MAPLE SYRUP

In many cases manufacturers claim that their respective products are 100% pure, but often a test on the part of the purchaser finds them far from it.

You Are the Judge

and we leave it entirely in your hands to decide whether "PRIDE OF CANADA" is the purest Maple Syrup on the market or not. We emphatically state that it fs and can prove it. But we would rather have you investigate yourself.

Send a Small Trial Order.

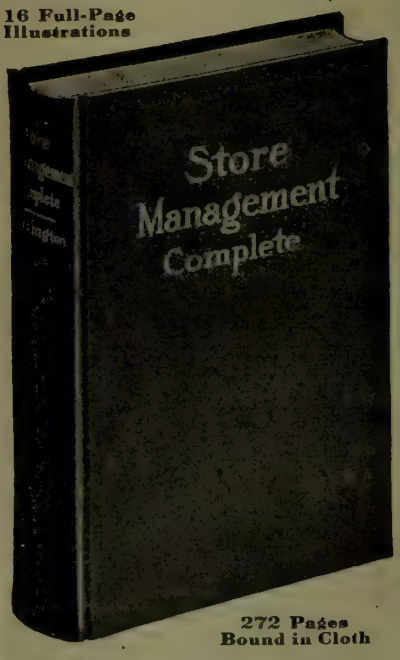
The Maple Tree Producers' Assoc.

LIMITED

MONTREAL (Head Office) TORONTO (Branch)

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

on every Box Insures the best

Place Order Now for Fall Delivery

All First-Class Jobbers Handle



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

—QUINQUINOL—

(Pronounced Kin-Kin-ol)

is the most up-to-the-minute preparation on the market to-day and offers you the means of securing that Stock Food business which you know will prove most profitable.

3—Diplomas—3

awarded at the most important Exhibitions and recommended strongly by the Minister of Agriculture.

Its Uses

Can be effectively used in the food of Cattle, Horses, Poultry, Hogs, Dogs, etc. Try it yourself in your own horse's food. See the fine coat it will have in due course.

50% Profit Clear

Cost to you..... $4.00 per dozen gallon tins
Cost to consumer.... 6.00 " " " "

It is Different

from other Stock Foods, being put up in fancy tins and thus kept secure from vermin or moisture.

One dealer only wanted in each town. Write for territory and further particulars to

The American Pure Food Company

MONTREAL

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in.

In many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique--it makes customers--it makes business--it makes profits-

Why Not Sell it?

W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS — WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



RIDEAU HALL COFFEE

has the distinction of being a line that will secure new trade for you, besides keeping it. Its perfect blending and roasting have given it an enviable reputation among coffee experts.

Besides, it gives you a decent margin of profit. This profit is all profit. There is nothing to be subtracted from it at the end of the season. No bad or unsaleable stock. No time or trouble spent in persuading people to have it. Rideau Hall Coffee sells all the year round.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.



"That was a two-dollar bill I gave you!"
"You're mistaken, sir, but—
"I am NOT—and I want my correct change."

Angry discussion follows. Everyone is familiar with scenes of this kind.

But did you ever notice that disputes of this kind always occur in stores that *haven't a National Cash Register?*

It is because the National Cash Register protects customer, clerks and merchant against mistakes and misunderstandings of all kinds, that it is considered so essential a part of the equipment of every well-conducted store.

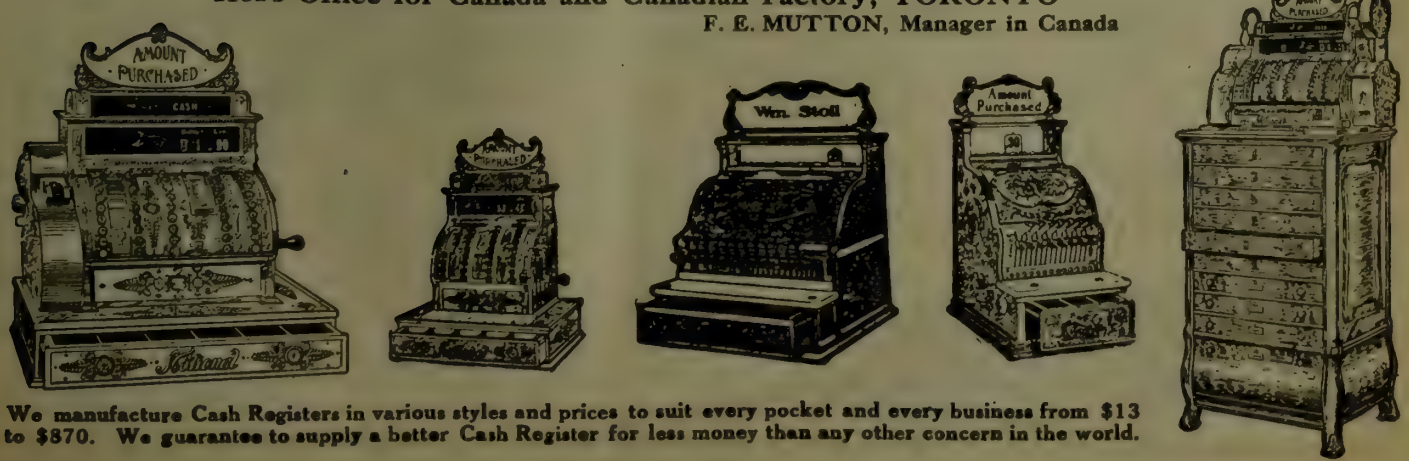
Successful Merchants Put a Receipt in Every Parcel.

For Free Booklet and Price List, Write

NATIONAL CASH REGISTER CO.

Head Office for Canada and Canadian Factory, TORONTO

F. E. MUTTON, Manager in Canada



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from $13 to $870. We guarantee to supply a better Cash Register for less money than any other concern in the world.

The demand for **JAPAN TEA** is steadily increasing. **WHY?** Because it is **PURE** and **NON-INJURIOUS.** There is a vast shortage in this season's crop. **JOBBERS,** therefore, must be on the alert.

FURUYA & NISHIMURA

SHIDZUOKA NEW YORK CHICAGO MONTREAL

GET READY

for big sales of

Macaroni, Vermicelli and Spaghetti

There's a growing demand for these lines and you should be in a position to meet it.

L'ETOILE (Brand)

will always give satisfaction because the goods are not only of the highest grade, but because they are carefully packed and attractively too.

Educate Your Customers

to the use of our goods. Don't wait till you're asked. Rather point them out.

Remember the name---L'Etoile

WRITE

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION

on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

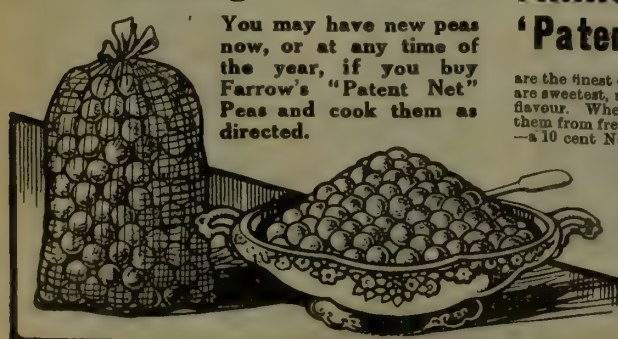
TIN - PAIL - BOX - PACKAGE AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

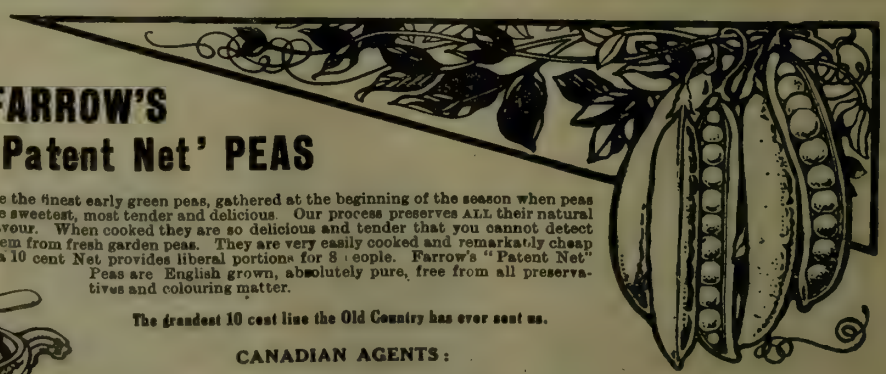
New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.



The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

No Mystery Why

CONTINENTAL GERM-PROOF BAGS

are best

HIGH-GRADE MATERIALS AN UP-TO-DATE FACTORY FLOODED WITH SUNLIGHT INTELLIGENT WORKERS

Make the most Sanitary Wrapping for parcels.

Every bag is stamped with our name and address as well as with one of the QUALITY marks—GOVERNOR—PREMIER—COLONIAL.

The Continental Bag & Paper Co., Limited, SOLE MANUFACTURERS **Ottawa, Canada**

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS. LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



Cocoanut

THAT SELLS

McLean's

"WHITE MOSS"

sells because of its rich, nutritious flavor, its long fine cut shreds.

Canadian Cocoanut Co., SOLE MAKERS. MONTREAL



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, *Mooretown, Ontario*





By Special royal permission

THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND

NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them

John W. Bickle & Greening (J. A. Henderson) **Hamilton, Ont.**

Tastes Like home-made

Taste a pie made with good home-made mincemeat. Then taste one made with Shirriff's mincemeat. They will both be equally delicious.

The most painstaking housewife could use no greater care or cleanliness than we observe in the preparation of

Shirriff's Mincemeat

We use the finest ingredients. The fruit is carefully selected, and the spices high-class. Many home-cooks would like to use our recipe.

There is real pleasure for you in selling mincemeat that will give your customers complete satisfaction, and that will add to the prestige your store enjoys as the home of high-class products.

You can sell Shirriff's mincemeat at an attractive price, too, and clear a good margin of profit. It's put up in 6, 12, 28 and 65 lb. wooden pails.

Now is the time to send us an order. We will ship promptly.

Imperial Extract Co.
TORONTO
Makers of Shirriff's Extracts



End Your Accounting Troubles

This is an illustration of a McCaskey Gravity Account Register. It is built of wood and steel, but when operated it equals human intelligence.

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

will tell you more about the details of your business (the things you should know) in five minutes than you can get from a set of books in hours.

The McCaskey System cuts out useless copying and posting from one book to another and the information it gives you about your business is reliable and can be depended upon.

With The McCaskey in your store you can tell at a glance the total amount due you on each account receivable.

At a glance you can learn what twenty customers owe, when they made their last purchase and what they bought.

The McCaskey collects money automatically.

The McCaskey prevents errors and disputes with customers over their accounts.

The McCaskey gives every customer an itemized statement of his account with each purchase and shows his total indebtedness to date.

The McCaskey limits credits, prevents overbuying and overselling.

With The McCaskey you can prove your loss to the penny if you are visited by fire.

Over seventy thousand merchants in all lines of business are using The McCaskey System.

We'd like to send you more information. Drop a postal card to-day.

Dominion Register Co.
LIMITED
90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

Our Second Shipment of

NEW SHELLED WALNUTS

300 cases due now

Ex. S.S. "Empress of Ireland"
Ex. S.S. "Lake Manitoba"

This includes a consignment of our

ACME

Brand Registered

which has already shown unusually fine quality this season.

We also have

2000 cases

NEW SHELLED ALMONDS

Ex. S.S. "Serra," S.S. "Jacona" and S.S. "Empress of Ireland."

This shipment includes

2 CROWN, 3 CROWN, 4 CROWN and 6 CROWN

Write now for Prices and Quotations

W. G. PATRICK & CO.

IMPORTERS

Toronto Montreal Winnipeg Vancouver

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

WINNIPEG
TOMLINSON, SEMMENS & CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines. P.O. Box, 1502

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
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MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
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Manufacturers' Agents and Grocery Brokers
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AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

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WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

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Manufacturers' Agents and Grocery Brokers.
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ST. JOHN, - - - N.B.
Open for a few more first-class lines.

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T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
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Can give strict attention to a few first-class Grocery Agencies. Highest References.

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Wholesale Brokers and Manufacturers' Agents

Canadian, British and Foreign Agencies Solicited

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THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C STEWART, Halifax



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples

Ingersoll, - - Ontario

ESTABLISHED 1886

WINDSOR SALT

CAR LOTS OR LESS Prompt shipments. Write us for prices. Phone order at our expense.

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager.

The Condensed Ads. in this Paper will bring good results



A Good Profit Assured

Satisfaction Warranted

in the sale of the well-known long shredded brand, the

WHITE DOVE COCOANUT

Once carried in stock always carried, and readily sold at a fair profit and to the entire satisfaction of the consumer. Write for particulars to

W. P. Downey

MONTREAL



The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.

CRESTON - IOWA, U.S.A.

If you have

OTHER FISH TO FRY

or have not the inclination to attend to your advertising, we can serve you properly. This important branch of your office work must not be neglected. A firm is known by the advertising it does.

Typewritten Circulars and Form Letters are far better Result-producers than printed or written ones; they are more "personal" in appearance and consequently much more effective. They are invaluable for advertising, collecting, etc., and are great savers of time and labor. The 20th Century Grocer has not the time to look after every detail of his business personally. Would you not be benefited by a stock of these, compiled to suit your purposes?

If interested in the above matters, or in Rubber Stamps, write

THE STANDARD AGENCY.

Box 464. Fredericton, N. B.

When writing advertisers kindly mention having seen the advertisement in this paper.

There is JELLY Business

to be done all year round, and you should not overlook this point. Keep your stocks up, BUT have the right kind. That is, of course,

"Club Jelly" POWDER

Do you know why? Because it is absolutely pure, and is known amongst consumers as the "Double Event" Package. It contains a powder which makes a delicious custard, in addition to the jelly powder. Talk this point to your customers.

WRITE

S. H. Ewing & Sons

Montreal - Toronto

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland.

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

Every pound of

Chase & Sanborn's COFFEE

you sell is an investment in your customers' good will that will pay constant and permanent dividends.

CHASE & SANBORN

MONTREAL

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW - - - SCOTLAND

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





Send in your order to-day. We guarantee the sale as well as the quality.



"Melagama"

TEA and COFFEE

Are profitable for the grocer to handle, because they are ready sellers and always give satisfaction.



Minto Bros.

Toronto



ENERGETIC CLERKS

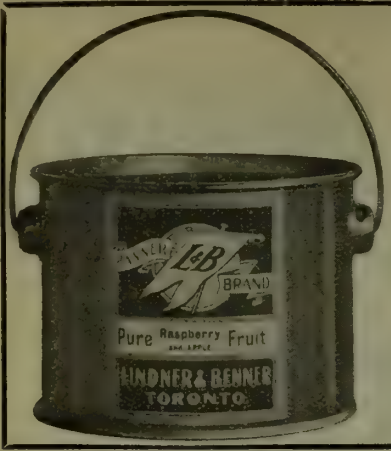
who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.



Banner Brand Sells on Merit!

The unequalled quality and consistency of this popular line makes it an excellent stock for you to handle—one that will increase your trade and incidentally enlarge your profits.

Banner Brand is the BEST in Jams and Jellies, only pure fruit and highest quality granulated sugar are used in their manufacture. The price is popular—Ask for particulars.

Lindner & Benner, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

Some Lines You'll Need For Christmas Trade

Table Raisins—Our stocks are about complete. On account of the orders booked early, the assortment will not remain long unbroken. BOOK YOUR ORDERS NOW. Fancy boxes---3, 5½ and 22 lbs.---lb. cartons.

We have a new line of **CONFECTIONERY**, manufactured by **NEEDLERS, Hull, Eng.** Put up in handsome clear glass jars. ⅘ lb. each. In price, 18 to 25c. lb.

Wade's Catsup PINTS

A high class imported bottled catsup that can be sold as a 10c. retailer.

We have only a limited quantity to offer. This cannot be duplicated this season.

You Should Place Your Orders Early

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

"SALADA"

and what it means to you.

"SALADA" makes satisfied customers—it gives them the finest Tea possible—of absolutely uniform quality.

"SALADA" makes quick Sales--the public do not hesitate to buy what they know is the best for freshness, goodness and fine flavor.

"SALADA" makes good profits—in actual cash, and extra profits in the number of tea sales won from the peddler who cannot buy **"SALADA."**

"SALADA" is a credit to your recommendation.

"SALADA" TEA COMPANY

TORONTO MONTREAL

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Back to the Mercantile Gold Mine

Profitable Discussion on Store Management—Furniture and Fixture, Loss and Gain, and Suspense Accounts Dealt With—Opinions on Charging Interest on Capital Invested—Charging Equipment up to Advertising.

By Henry Johnson, Jr.

On October 27 I reviewed the very remarkable statement of the concern whose further communication I have to talk about this week. You will remember that this company is doing business on a total expense of 6.63 p.c., in which connection I may say that I have just heard from one well-posted man in another section of the country who says that my stated average of expense for the entire country is too low. That instead of 14½ p.c., as I have it, the ratio is nearer 17½ p.c., and that, too, without any allowance for interest on invested capital. Take 6.63 p.c. from 17½ p.c., leaving 10.87 p.c., and you can see how one man could sell goods at less than cost plus the other man's expense and still have vastly more than the usually sufficient net profit remaining. But here is the letter :

Henry Johnson, Jr., Canadian Grocer :

Dear Sir,—In further explanation in regard to our resources, as per your edition of The Grocer under date of Oct. 27, wish to say : The item of store building of $1260 is net cost as our books show after crediting the account with what rent it might bring were we to rent it, and charging a certain per centage for depreciation in value. Of course, your idea is a good one, and correct, to hold the building and the ground as a resource at a fair value. The reason for the value of the building being low is, we may have cut too deep in the depreciation each year; but we put it low enough—at a figure that could be realized any time. As a business place it would be safe at $2000.

In regard to the suspense account, this is wiped out each year into loss and gain. Should any of the old accounts be paid later, that amount would be credited to loss and gain.

Regarding the furniture and fixtures, we deduct a certain percentage each year for depreciation in value, and charge said depreciation to loss and gain, leaving the net value as a resource. Think our loss and gain account showed that some time ago. You have evidently not understood our statement fully. The fair value of F. and F. should appear as a resource. We have in the course of many years deducted a certain percentage as depreciation in value and have it to-day low enough without a doubt.

There is one point we wish to ask. Is it customary to charge interest on capital invested ? We think this is not correct. We never heard that any corporation charges any interest against the business and at the end of the year declares a dividend of, say, 4 p.c., and another dividend of, say, 6 p.c., as interest. As a rule, if they declare 10 p. c., they declare a straight 10 p.c. dividend, or are we wrong on this point ?

In addition we beg to say that we do not deliver any goods. In fact, as stated before, this is a small country town and our trade is mainly with farmers. We think we have answered your questions fully and hope to hear more from you through the columns of The Grocer, or otherwise.

C. M. S.

Nov. 1, 1911.

* * *

This man's ideas are clear enough and he knows just what he is doing, so it matters very little that some of his manners of expression are slightly obscure. Undoubtedly he knows what is a tangible resource, so it does not matter whether he lists those things clearly or not—so long as he has plenty of the tangible stuff any way he expresses it.

The building apparently has been handled just like furniture and fixtures ; depreciation charged against it and the principal sum thus systematically reduced, as he says, to such a point as might be realized at any time. This is O.K. so long as the concern has no intention of so realizing ; yet it would be better business to make all proper charges, and make them liberally. Then put in the property at its fair present value. If there be a surplus resulting from such treatment, such surplus should go to the credit of L and G. account.

The Suspense Account.

"Suspense" is evidently a convenient way of keeping track of such accounts as are so doubtful as not to be properly accountable as resources, and yet in this way they are kept track of so that, should unexpected payments be made, the money can be handled through the books without any disturbance of the system—going, naturally, to the credit of L. and G. account. It is a good scheme.

Advertising Equipment.

The statement about furniture and fixtures is mixed somewhere. If $150 is the present valuation, after such liberal deductions as have been annually made, then $150 is a resource : but $150 cannot be put among the resources if it is, as he says, "depreciation." I think that the $150 is what he now has left as the remaining investment in F. and F., after all the deductions. Throughout the letter "a certain per centage" is referred to. If not considered as a private matter, why not state what that percentage is ? I should like to have the ideas of such a successful man. My plan is to deduct 10 p.c. each year from the face of my F. and F. account. If I buy an entirely new appliance, I consider its character. If it is of a nature to be seen by the public, creating a favorable impression and hence having some advertising value, I charge 33 1-3 p.c. to 50 p.c. against advertising, and the remainder against F. and F. If it has no advertising value, it all goes into F. and F. If it is something to replace any outworn or discarded appliance, I charge it all to expense and credit expense with anything I may realize from the old fixture or appliance. By this treatment I feel that my F. and F. account is always automatically kept in very conservative condition, showing inside figures which I may fairly call a resource. On wagons, horses, autos, harness, and all delivery equipment, I charge off 20 p.c. annually, since here the deterioration is much greater. I should like to hear from others on this.

Here are my actual figures for the past five years :—

2359.21 less 235.92 leaves 2123.29
2123.29 less 212.33 leaves 1910.96
1910.96 less 191.09 leaves 1719.87
1719.87 less 171.98 leaves 1547.89.
1547.89 less 154.79 leaves 1393.10

Interest on Capital.

It is an open question whether interest on invested capital should be charged. Most men with whom I talk agree with me that it should be ; yet it is true that corporations, so far as I am informed, do not—that is to say, they do not call it interest. Maybe the corporation way of getting around this is the "sinking fund" or "surplus fund."

I hold that the fact that I happen to own the capital of my business does not matter—that the business is a borrower of that sum from me ; hence, must pay me the going rate, say, 6 p.c.; so I charge 6 p.c. into the expense account so that interest is paid before I show

(Concluded on page 31.)

Grocers Discuss the Dollar a Dozen Lines

Claim That Retailing Them at Ten Cents is Not Profitable—Opinions Differ as to Number of Dollar Lines on Market—What One Merchant Says About "Forcing" the Dealer—Up to Manufacturer, he Says, to Co-operate With Retailer.

(Special to The Grocer.)

Chatham, Ont., Nov. 16.—The old complaint, voiced at the Association meeting some months ago, to the effect that there is no profit whatever for the retailer in the handling of many ten-cent lines, is frequently met with among the grocers of this city.

"Apparently, the complaints made by the retail merchants in their convention haven't had the desired effect," stated one grocer this morning. "The same trouble is still met with in connection with many ten-cent lines. We are charged $1 a dozen for goods that sell at 10c each. There are jams, for instance, and some canned goods—just to specify a couple of a host of lines.

"And that isn't all. Unless we buy in exceptionally large quantities, there is freight to pay as well. Pay $1 a dozen, add, say, 5c on the dozen for freight, and with the goods retailed at $1.20, there is only 15c profit on the $1.20 sale. In addition to that, there is always some percentage of loss from breakage or deterioration—that loss is bound to occur, no matter how careful we are. When you calculate that it costs between 15 and 16 per cent. to do business, you will see that we're simply doing business in these lines for the benefit of the manufacturers. There's nothing in them for the retailer.

Cutting Out Unprofitable Lines.

"We're simply cutting out these lines wherever we can," added the merchant. "We're not pushing them. Why should we?"

Another grocer interviewed, took a more optimistic view of the situation.

"We have noticed a great improvement in regard to ten-cent lines," he stated. "In many of them the $1 a dozen price is no longer asked. The discussion at the convention appears to have done considerable good. Either that, or the difficulty is working out its own solution. Of course, in quite a few lines the grocer can secure a somewhat better price by buying in larger quantities. I very rarely purchase anything in small lots. The large buyer, therefore, would feel the force of the situation less than the small buyer.

"Nevertheless, there are still a number of lines where the $1 a dozen price holds good. I do not think the manufacturers in the long run gain anything by insisting on that price. In fact, it is a suicidal policy to pursue. There is absolutely no profit for the retailer in goods bought at $1 a dozen and sold at 10c each. Such figures simply mean that I am taking the profit from some other line of goods to help make up the loss on the ten-cent line. That's just what the whole proposition comes down to.

Where Selling Power Goes.

"And the minute a merchant realizes this fact, he does what is the only natural thing for him to do under the circumstances—he puts the $1 a dozen line of goods away back somewhere, and pushes something else. He sees that he is just keeping the $1 a dozen line as an accommodation for his customers—and he keeps them as an accommodation, accordingly, and devotes his selling energies to something which offers a fairer margin. There are some lines," he added, indicating a particular shelf. "We never mention them except when the customer asks for them. We could sell twice as many—more than twice as many—if it was worth while to push them."

Complaint is also made with regard to the close margins on higher priced lines, in which, the articles being patented, the manufacturers have a monopoly. In one instance the line, which retailed at 15c a package, cost $1.50 a dozen, plus freight.

"Doubtless," said one grocer, "there are retailers who never stop to look into this question, and who think that because they sell a lot of a certain article, they're making money on it, despite the narrow margin. But the grocer who figures the cost of doing business, and makes allowance for freight, breakages and other incidentals, looks at it from a different point of view. He feels that he is making money on one line of goods only to lose it on another, and as far as possible he cuts out the losing line.

Advertising to Consumer.

"Some of these lines are widely advertised. Their men have told me, 'We'll advertise this so much that you'll simply have to handle it, whether you want to or not.' Well, advertising is a very helpful item in business; but the manufacturer gets the best results where the retailer is cordially co-operating with him by pushing his goods. The manufacturer with his newspaper and magazine and bill board advertising, yoked to the retailer with his personal

CARTOON TALKS ON SERVICE



The Dust Cloth is Used for More Purposes than one in Some Stores. This cartoon Shows the Carving Knife Getting Acquainted.

canvass of every customer, form an ideal business getting team. But the retailer isn't going to pull with the manufacturer unless he gets a fair share of the fodder. The manufacturer will triple the results from his advertising if he gets the retailer working hand in glove with him, by allowing the retailer a fair margin of profit."

The consensus of opinion among the grocers here is that the wholesalers are not to blame for the close margins, the feeling being that the difficulty is up to the manufacturers for solution.

Quebec Dealer Asks Important Question

How Can One Tell When an Egg is Fresh?—Shaking it Not Safe Method—The Candle Must be Used to Determine Amount of Air Space.

Editor Canadian Grocer :—Please tell your readers how to detect fresh eggs from other good eggs.

A. FILION.

No. 4 Fullum St., Montreal.

Editorial Note.—The method sometimes used to test the age of an egg by shaking it, is hardly dependable. The fact of the matter is, that even a comparatively fresh egg if subjected to enough force will shake. The ligaments which hold the yolk in place may thus be broken, and the egg, will of course, "shake."

"Candling" is the popular method used by dealers to ascertain the age of an egg. For this purpose, any simple lamp, provided with a reflector and if possible enclosed, all but a space in which the egg may be placed for examination is used. Thus the transparency of the egg and the make up of the interior may be seen, by placing the egg in this opening.

Every egg has at the big end an air space. This is the germinal spot. When new laid, this space is very small, and in some cases scarcely discernible. In a new laid egg, according to one expert egg candler, it will not be larger than a five cent piece. There is a constant evaporation going on in every egg, so that as the egg ages, there is a shrinkage, which makes itself apparent in the size of the air space at the big end. This is the cue to the testing of eggs.

It requires some little practice to tell just at a glance the condition of an egg. The inexperienced may need to have considerable time to clearly discern the air



The First Prize Exhibit at Recent Great Northern Exhibition, Collingwood, Ont. This Presents Some Good Window Dressing Suggestions.

space at the end. However, if it has passed out of the new laid stage it will be there. One candler says that if the surface of the air space does not exceed the size of a 25 cent piece, he considers it a good egg.

Watch for the Dark Spot.

The candler, will at times, find a dark spot, which moves around when the egg is shaken. Such an egg is certainly not first-class. In stale eggs, the yolk is darker in color, and air cell is large. The first stage of decay is evidenced when the yoke has penetrated the white and settles into a dark cloudy mass.

The above method, it might be said, is perhaps more for ascertaining the condition of an egg than its age. The evaporation is, of course, much greater in warm weather than in cold, or in hot temperature than in a cold one.

For instance, an egg in cold storage for six months may not have as large an air space as another only five weeks old that has been in a warm temperature. The fact of the matter is, it is in a better condition. Thus is shown the value of cold storage in preserving the quality.

While it may take an expert accustomed to handling eggs to tell the age of one, the ordinary person can get a very good idea of it's state or condition by the above method.

Prevention of Frost on Show Windows

If the Air on the Inside and Outside of Glass Could be Kept at Equal Temperature There Would be no Frost—How to Accomplish This.

Frosted windows will soon be a difficulty with which the grocer will have to contend. That is, unless preventative measures are now taken before the season arrives. The solution of the problem will be made more easy by an explanation of just why frost does form.

The accumulation of frost upon the inner side of the plate glass is caused by the warm air of the interior laden with moisture coming in contact with the glass chilled by the freezing atmosphere on the outer side. The moisture in the air is thus condensed into steam which will gradually freeze.

Using Glycerine.

One method of keeping the frost from forming on the window, is by mixing 4 parts of cheap glycerine and 6 parts of methylated or other spirit together and rubbing over the inside of the window every couple of weeks during the winter. In very severe weather, the window may be sponged with a small quantity of alcohol.

However, this method is somewhat unsatisfactory. If the air on the inside and the outside of the glass could be kept at the same temperature there would be no frost. Some merchants box up or enclose their windows. Others already may have their windows enclosed and still have frost form. This may be due to the fact that the enclosure is not air proof and the warm air in the store escapes into this enclosure.

Use of Ventilators.

Then again there should be ventilation by openings at the top and bottom of the window, the top ones being more numerous or larger. These ventilators should be covered with fine gauze to keep out the dust.

One dealer in men's wear, known to the writer, had uncovered ventilators (holes about an inch in diameter) at the bottom. He had a display of ties in the window. One night an ingenious youth by means of a wire helped himself to a half dozen of the choicest. Thus one reason for covered ventilators.

It might be explained that these ventilators allow the warm air to pass out at the top and the cold air to come in at the bottom, thus keeping the temperature at a level with the outside air.

Caused by Cellar Dampness.

A certain dealer traced the frost on his window to the dampness of his cellar which a poorly constructed window floor allowed to come upward in contact with the window. The window floor should be as nearly air-tight as possible.

Burning Gas.

Then there are other expedients which the dealer may call into play. One plan is to insert close to the window bottom, a gas pipe perforated with minute holes about an inch apart. When lighted they warm the air and keep the inside of the window warm and clear.

Electric Fan Circulates Air.

Everyone knows that neither dew nor frost is observed on the ground on the morning after a windy night. With the air in motion, the moisture will not collect either upon the ground or glass. This same principle has been used in windows by merchants who have placed an electric fan in operation to prevent frost. One difficulty with the fans is that the agitation of the air is not uniform and therefore not always sufficient to prevent the accumulation of moisture in spots.

It is a great annoyance to a merchant to have an attractive window display obscured by frost. He should take some means to prevent it.

BACK FROM THE MERCANTILE GOLD MINE.

(Continued from page 28).

any net profit. Thus, when I show 24½ received 6 p.c. interest on that capital.

An Opinion That Differs.

One very well posted man tells me that I am wrong. He says: "It does not matter whether you can or cannot invest that money so as to forget it and yet regularly draw your 6 p.c. The fact is, that you have NOT so invested it, but have put it into the grocery business. Thus your net annual profit has not been 24½ p.c., with 6 p.c. interest, but it HAS been 30½ p.c. This because 30½ p.c. is what your business has yielded you. Had it not paid more than 5 p.c., then 5 p.c. would have been your earnings—hence, as the thing stands today, you have earned, and received, 30½ p.c., and it is all properly net profit. You can say that it has paid you 24½ p.c. better to leave it in groceries than it would have done to put it into bonds, but the fact will remain as I have stated it."

To Avoid Self-deception.

I continue to charge the interest, however. First, because I think it is right and good business; but more especially because I like to "bleed" and trim everything down to the bone, so as to avoid the too-common trouble of self-deception which leads so many merchants astray.

This is another moot question which I should much like to have fully discussed. I believe an exchange of views hereon will be of the utmost benefit to all of us.

OBJECTS OF NATIONAL ORGANIZATION.

The objects of the National Federation of Retail Merchants, organized recently in the United States, and which includes all the states of the union, has for its purposes:—

I.—To safeguard and serve the interests of all retail merchants.

II.—To oppose all unjust legislation inimical to retail merchants.

III.—To promote all just legislation designed for the benefit of retail merchants.

IV.—To demonstrate the necessity of retail merchants to manufacturers, wholesalers and consumers.

V.—To co-operate with all other organizations having for their object the advancement of the best interests of commerce.

THE CANADIAN GROCER

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SITUATION OF ROQUEFORT CHEESE.

The Roquefort cheese market in France is in an interesting condition and should be studied carefully by dealers who handle this popular line of cheese.

During July and August shippers in France were quoting Roquefort cheese ranging from 210 to 230 francs. (A franc is valued at about 18 cents.) Orders were naturally taken from Canadian and United States houses for thousands of fardeaux of the cheese at this price which was a little higher than previous years on account of the severe drough and also the foot and mouth disease among the herds. The farmers lost about 60 per cent. of their cattle and this tended to advanced the price which is now 280 francs.

Even now one cannot procure very much of the cheese as conditions practically brought on bread riots. The Chamber of Commerce in Paris tried to pass a law prohibiting export of dairy products for certain length of time. Manufacturers explained that on account of their contracts abroad it would be unfair to them to do so.

It is calculated that it will take about four years before conditions are normal again, and as the import of Roquefort cheese into Canada and the United States has grown with a marvellous pace, it will naturally affect matters here considerably.

SELLING SYRUP AT A LOSS.

From an Ontario town comes a report that one grocery dealer is selling five pound pails of a certain syrup at 25 cents. All the rest of the dealers in the same town are asking 30 cents for the same size and the same brand, and are making just a fair profit at the latter figure. As far as that one line is concerned, these dealers are working under great difficulties indeed.

The cost of this article is $2.75 per case, or, 23 cents per tin. There is the freight, unless it is purchased in 5 case lots. If this dealer will add the expenses of selling the goods, he will find he is losing money on every sale. Still he continues, and not only is he not making any profit himself, but he is spoiling the trade for the other dealers. Surely "a dog in the manger" policy.

This is the sort of merchant who is demoralizing the grocery trade, by selling goods which spells loss at every sale, at a price which other dealers cannot meet.

EARLY BORDEAUX WALNUTS.

The explanation of the arrival of this season's Bordeaux shelled walnuts at an earlier date than in former years will be of interest to the trade who like to know the why and the wherefore of the markets.

Usually, Grenoble walnuts have arrived about the 20th or 25th of November, with Bordeaux coming one or two weeks later. The latter have been on the market for a short time past because of the artificial kiln-drying process through which they have passed, instead of being left to dry through the influence of Nature, i.e., sun-dried in the fields after being gathered. In order to expedite delivery, a certain quantity have been kiln dried in their shells which were afterwards removed and this seasons first shipments were ready for the market much earlier than usual.

The price to the wholesale trade is now 6 or 7 cents more than the price for January delivery. The quality of the nuts, it is claimed, has not suffered, although it is a question how long they would continue to give satisfaction after this treatment. The method is more or less of an experiment, but its main purpose has been attained, and the crop dried in the ordinary way will be on the market in but a short time.

THE DEALER'S PROFIT.

The dealer is not a slot machine. That he uses his power to sell goods in which his interests are bound up is beyond contradiction—even if those goods are not well known to the consumer.

The reason is, he has the confidence of the people of his community. He is considered an authority on food products by his customers and his advice is taken.

In order to live, the dealer must get a fair profit. Is he likely, therefore, to oppose his own interests by stocking, displaying, advertising and handing out those goods which do not bear him a just profit, turnover considered? Manufacturers have found this out in many cases to their sorrow. While at first they may make some success and a good margin of profit, there can be no permanent success without the expenditure of huge sums of money in a campaign to "force" the dealer.

The Canadian retailer is as big and broad a class as exists anywhere in the community. Only the weaker section of the trade will conform to the manufacturer's wishes when he tries to force it to sell at a loss. The manufacturer who allows a fair profit to the dealer, who co-operates with him in every way, and who interests his customers in his product, is the one who reaps permanent advantages. When such goods are asked for, the dealer has no right to substitute if their quality is known, but he certainly cannot be supposed to get behind any product the manufacturer of which uses him merely as a tool to hand over the goods when called upon.

Let all retailers assert their rights in this connection and secure their just dues.

SEASON FOR BEEF EXTRACTS AND COCOA.

It is now time to change the goods you have been suggesting over the telephone and likewise over the counter. It is taken for granted, that every grocer employs this method, and now that the seasons are chang-

ing, it is necessary to talk fall and winter goods, leaving summer lines for next year.

One grocer known to the writer, has been quietly calling the attention of his customers to the change in the kind of goods now seasonable, even though they realized it as well as he. But it presents the opportunity of suggesting beef extracts, or cocoa, or rolled oats, or flour, or one of a great many articles that will now sell with little effort.

This grocer stated he found the average customer's reply along this line. "Yes, I believe I do need a package of that (or a bottle of something else), I had better take it." It is the wise grocer, who at least keeps up with the times.

JUDGING THE VALUE OF CLERKS.

There are many points which have to be taken into consideration by a merchant in judging the value of a clerk. Surface appearances are liable to be made the basis of judgment by many dealers, but the good business man will look beyond that, if he wishes to accurately gauge in dollars and cents the value of a certain clerk to him.

For instance, we find a clerk who is quick at weighing and wrapping parcels, but cases are known where it would be much better if he were slower and more accurate. He works quickly, but perhaps, he does so at a loss in profit through inaccurate weighing.

The amount of sales of employes will not give a correct idea of their worth. It is not always the clerk with the largest sales who is the most valuable. The clerk with the largest sales, who builds for future business as well as present, and who combines with his large sales, a degree of carefulness, which means the maximum of profit, and the minimum of leaks connected with such sales, is the valuable asset of the sales force.

SECURING EFFICIENT HELP.

"How many people do you discharge for inefficiency in the course of a year?" was the question put by The Grocer to the head of a busy section in a large store recently. His reply was somewhat unexpected. "During the present year," said he, "I have only had to discharge three people for downright inefficiency. They were likely-looking people when they came, and in spite of the interest that we exercised in their behalf, they went wrong chiefly on little things that lost customers. A manager feels his responsibility in such cases for he likes to feel that he can depend upon himself in making selections for his staff.

"Where so many are employed, vacancies will occur from uncontrollable causes, but we have many applicants. General appearance, manner, personality, evident temperament, the person's idea of employment, his or her ideals and numerous little things aid decision. It is often the case that a man's reason for leaving his former position stamps him as an uncertainty or one likely to shift on the slightest whim, and that fact alone is a good key to his efficiency

"There was a time when the head of the firm, on hearing of a new employe, approached him in the role of a customer enquired for some article, and based his own opinion on the way the man waited upon him. But the business is too large for that now. We list all applicants and keep a record of particulars concerning them as one means of aiding decision. Much depends upon the manager himself as to development and continued efficiency of an employe. By his attitude, his actions, his interest, his tact or the want of it he can often make or mar a young salesperson's career."

THE COUNTRY DEALER'S CHANCE.

It may not be necessary to point out to those grocers who are close to a farming district that there is a splendid opening for them now in the handling of new laid eggs. The large cities find it next to impossible to secure supplies. There is the usual demand and even if the price is reaching the abnormal there are many purchasers of new laid eggs no matter what the price may be.

In addition, there is no difficulty in making arrangements with city firms who would be glad to accept anything the grocer has to offer in this line. Many grocers are already doing all that is possible in this regard but there may be some who have not yet taken it up.

CRANBERRIES THE YEAR ROUND.

Cranberry sauce is now to be a possibility all the year round. Another acquisition to the list of evaporated fruits has been made. This year marks the introduction of evaporated cranberries to Canadian markets.

They are evaporated in a somewhat similar manner to other fruits and it is claimed for them that they retain all the medicinal and food qualities possessed by the fresh article.

THE WESTERN WHEAT CROP SITUATION.

Considerable apprehension at the present time is prevailing throughout the three western provinces as a severe snow-storm has passed over the entire west, and anywhere from three to eight inches of snow has fallen. The weather has also become extremely cold and from many points temperatures of from 10 to 20 below zero are reported.

As is well known, a large quantity of grain is yet to be threshed in Alberta and Saskatchewan. The arrival of this snow-storm will, therefore, have a very detrimental effect on prevailing conditions. During the last three months considerable stacking has been indulged in, and while this should have a good effect, it will doubtlessly have the reverse, as there are few in western Canada who know how to stack properly, and the result is that stacks have been built in a very loose way. Snow flurries will, therefore, be able to descend between the loose sheaves and the result is that if a thaw occurs ice will be formed and the grain will start germinating in the stack. There are also many thousands of bushels out in the field in shocks to be threshed.

Many, in spite of the snowfall and cold weather, have been threshing during the last two days, and this method seems advisable, as the grain will be marketed at once, and high prices are prevailing, so that in spite of the fact that the grade will be seriously damaged, a fair price will yet be secured. If the grain is left till some time later there is a chance that a greater loss will be sustained.

* * * *

Dealers and clerks are urged to remember The Grocer's Christmas Window Dressing and Ad.-Writing Contest, announcement of which has been made fully in our last two issues. Make your plans early to enter these contests. Prepare a good, practical, selling window, and let us have a good photograph—one that will do justice to the window—before the last day of the year.

A Plea for Better Working Conditions

One Dealer Who is Firm Believer in Early Closing—Time Something was Done—Willing to Give Time and His Share of Money to Place Grocery Business on Better Basis.

By J. L. Casey.

I have always taken a great interest in your articles dealing with early closing amongst retail grocers. While I am not attached to any of the present organizations or movements, aims of which are to establish an earlier and more uniform hour for the closing of retail stores, I have taken action on my own account, closing at 6.30 p.m.

I have reason to feel assured from my experiences of the past two winters, and the words of encouragement I have already received this season, as well as new business from numerous residents of this vicinity, that I will reap a great gain financially as well as physically.

Eight Stores in Three Blocks.

On College street, in vicinity of my store, we have eight grocery stores within three blocks, something which very few sections of Toronto can boast of. Two years ago I made an effort to have these grocers agree upon a uniform hour for closing during the winter season. It was agreed upon, some closing at 6.30 p.m. and some at 7 p.m. However, it was only a short time till some of the number failed to keep their word. Last winter a few closed at 6.30 p.m. This season, so far, with the exception of one who has stood by the agreement all through, they are all remaining open at night.

Since I began early closing I have had people, who are not my customers, come in and strongly express their approval of the movement.

Improve Working Conditions.

The working hours and conditions of every other line of work in the city have been improved during the past few years, and in my opinion it is about time we would do something for ourselves. We have been slaves long enough, and unnecessarily so. A little less greed and more confidence in ourselves, is what we need, and these can only be brought about by more recreation for grocers and employes. Men in all other lines of business have time for recreation, and when I find there is no time for it in the grocery business I will get out of it and go at something else.

I will gladly give my time and my share of money in support of any action that will bring about shorter hours for grocers.



Front View of J. L. Casey's Store, on College St., Toronto. Mr. Casey, on the Right, is a Strong Advocate of Early Closing.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer :—Would you kindly inform me as to whether there is a paper published in England similar to The Canadian Grocer, and as to where I would be able to secure a copy ?

Trusting that I am not asking too much, and thanking you in anticipation of an early reply, I am,

Simcoe, Ont., Nov. 11, 1911.

R. M. HAMILTON.

Editorial Note.—The Grocers' Journal, 29 Reed Lane, London, Eng., E.C.; Grocery, 150 Holborn, London, Eng., E.C., and The Grocer, London, Eng.

Editor Canadian Grocer :—Kindly give us the address of the firm who manufactures clothes lines, you have advertised in The Grocer.

TOOMBS & SON.

Moncton, N.B.

Editorial Note.—The Hamilton Cotton Co., Hamilton, Ont.

Editor Canadian Grocer :—Kindly advise by return mail the price and who publishes The Canadian Miller.

Peterborough, Ont. T. B.

Editorial Note.—Subscription price is $1 ; it is published by Biggar Wilson, Confederation Life Building, Toronto.

GROCERY TRADE TALK.

Items of Interest to Readers Gathered From Here and There

An order-in-council has been passed abolishing the close season for whitefish during the month of November in the waters of Lake Erie off the counties of Norfolk and Elgin.

* * *

At the "Land Show" held at Madison Square Garden, New York, the $1000 in gold for the best exhibit of spring or winter wheat was won by Seager Wheeler of Rosthern, Sask.; W. Z. Glass of McLeod., Alta., being alternate. Asabel Smith of British Columbia won the $1,000 silver trophy for the best potatoes.

* * *

William Anderson, grocer, Chatham, Ont., has announced his candidature for the mayoralty for 1912. Ald. Anderson has been a member of the city council for the past three years, having been chairman of the finance and property committees. Prior to entering the city council he served for a number of years on the Chatham Public Library Board, of which he was chairman. Incidentally, he is and has been for many years a reader of The Canadian Grocer. Ald. Anderson is generally regarded as one of the ablest men in Chatham's municipal life.

The Markets---Rice Advances Again

Goes up Aonther 10c per Cwt., Making a Total Advance of 75c in Past Three Months — Valencia Raisins Hold Strong Position—Tea Has Been Firming up—Goods Being Rushed Out Before Close of Navigation—Collections Generally Fair.

QUEBEC MARKETS.

POINTERS—

Rangoon Rice—Up ten cents.

Carolina Rice—Slight reduction.

Valencia Raisins—Advancing.

Currants—Up ½c per lb.

Montreal, Nov. 16.—There are a number of features to the market this week that should receive the attention of the trade. Another advance in the price of Rangoon rice illustrates the strength of this market. It has been pointed out in these columns in past reports that conditions in countries of production of rice warranted high markets and it is to be hoped that the trade acted when the first signs of an advance were noticed. Just now, there is no sign of weakness in eastern rice market.

Advances in dried fruits, currants and Valencia raisins particularly, just as the new goods are arriving will be at least gratifying to those who gave their orders early. In the primary market raisins are four shillings higher than the figures quoted but a short time ago. Some houses report a heavy demand for figs and Malaga raisins. One wholesaler could handle fifty per cent. more figs than ordered, and stocks were sold before the fruit arrived and orders were as heavy as usual. Some Malaga raisins are also cleaned out with some jobbers.

It was learned that in several cases, apricots, pears and peaches are being passed over this year owing to prices. In spite of everything, however, it looks as if Christmas trade is going to hold its own. In fact, there is an exceedingly heavy business passing and though dried fruits are inclined to be high there are no indications that the Christmas cake and pudding are going to be skimped in the matter of dried fruits.

Sugar.—This market seems to be marking time. There is nothing new reported for the week. No ground has been gained, but there has been another slight indication of a weakening in the situation. It is not marked, but a sugar reduction seems to be more and more merely a matter of time.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—A good demand is reported for syrups, and molasses are firm at the last advance. There is a fair enquiry for the latter and the market is quite steady.

Fancy Barbados molasses, puncheons	0 36 0 38
" " " barrels	0 39 0 41
" " " half-barrels	0 41 0 43
Choice Barbados molasses, puncheons	0 32 0 34
" " " barrels	0 34 0 37
" " " half-barrels	0 36 0 39
New Orleans	0 25 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—A feature of the market is general upward tendency noticeable in a number of the new fruits of the season. To begin with, Valencia raisins and currants have been advanced ½ cent per pound, and some of the jobbers are sold out of figs. In regard to currants the situation is represented as being firm. New stocks have arrived but a combination of conditions have already resulted in higher prices. Valencia raisins for instance show an advance of one cent a pound in some lines but jobbers are not probably taking a full profit. However, an advance of one-half cent is a reality. Currants are also higher to the same extent. Some lines of Malaga raisins are already exhausted in some houses and figs are entirely gone with others. It is generally admitted that those who have bought sparingly or who have deferred purchases until now will have to pay the higher prices and the future appears very firm.

It must be remembered that wholesalers have not curtailed their purchases and at that rate of sales up to the present retailers seem to have disposed of their goods or are likely to. Travelers report a certain anxiety among the trade. Those who have given their orders are particularly eager to receive their supplies because of the market conditions, evidently desiring to be absolutely sure of their goods.

Then those who did not buy early want to order now, but in the face of this supplies are not coming in as quickly as they should. Hence the reason for a certain uneasiness noticed here and there. A representative of one large house states they are not handling evaporated peaches, pears and apricots because of the high prices.

Evaporated apricots	0 22	0 24
Evaporated apples	0 10½	0 11½
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 07½	0 08½
" " " cleaned	0 07½	0 08½
" 1lb. packages, fine filiatras, cleaned	0 08½	0 09½
" Patras, per lb.	0 09	0 09½
" Vostizzas, per lb.	0 09½	0 10½
Dates, 1-lb. packages	0 07½	0 08
Dates, Hallowee, loose	0 06½	0 07½
Fards		0 11
Figs, 3 crown	0 07½ 0 10½	
Figs, 4 crown	0 08 0 10½	
" 5 crown	0 08½ 0 13	
Figs, 6 crown	0 09 0 14	
Figs, 7 crown	0 10	0 15
Figs, 9 crown	0 14	0 17
Comadre figs, about 33-lb mats	1 30	1 40
Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
30-40	0 15	0 16
40-50	0 13	0 14
50-60		0 12
60-70	0 11	0 11½
70-80	0 10½	0 11
80-90	0 10	0 10½
90-100	0 09	0 09½
Raisins—		
Choice seeded raisins	0 10½	0 11½
" fancy seeded, 1-lb. pkgs.	0 09½	0 10
" loose muscatels, 3-crown, per lb.	0 08	0 08
" " 4-crown, per lb.		0 09
Select raisins, 7-lb. box, per box		0 63
Sultana raisins loose, per lb		0 12½
Sultana raisins, 1-lb. cartons	0 13	0 13
Malaga table raisins, clusters, per box	2 50	5 75
Malaga table raisins, clusters, per ½ box	0 80	1 90
Valencia, fine off stalk, per lb.	0 07½	0 08
" select, per lb.	0 08½	0 09
" 4-crown layers, per lb.	0 08½	0 09

Nuts.—New walnuts have arrived nd there is a good demand for this time of the year both for almonds and walnuts. The season is rapidly approaching when nuts will be given more attention and arrangements should not be left until the last for securing supplies.

In shell—	
Brazils	0 17½ 0 18½
Filberts, Sicily, per lb.	0 11½ 0 13½
" Barcelona, per lb.	0 11½ 0 12½
Tarragona Almonds, per lb.	0 14½ 0 15
Walnuts, Grenobles, per lb.	0 18 0 19
" Marbots, per lb.	0 13 0 14½
" Cornes, per lb	0 10 0 11
Hungarian	0 13½ 0 15
Shelled	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" (in bags), standards per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
American—	
Coon, roasted	0 09 0 09½
Coon green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 16 0 18
Extra large pecans	0 15½ 0 17½
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves, bright	0 34 0 36
Brokens	0 28 0 30

Peel.—An advance of one cent a pound in peel has been announced this week, an evidence that supplies are not likely to show a surplus over the expected demand. Fall cooking and the anticipated

demand are combining to create a good trade in peel.

Lemon	0 11 0 12	Citron	0 14 0 15
Orange	0 11½ 0 12½		

Spices.—A good volume of trade is reported in spices. There will be a steady demand of unusual extent until after the holiday season and retailers should make sure of their supplies.

	Per lb		Per lb
Allspice	0 13 0 18	Cream of tartar	0 25 0 32
Cinnamon, whole	0 16 0 18	Ginger, whole	0 17 0 30
" ground	0 15 0 19	" Cochin	0 17 0 20
Batavia cinnamon	0 25 0 30	Mace	0 85
Cloves, whole	0 25 0 35	Nutmegs	0 25 0 60
" ground	0 23 0 35	Peppers, black	0 16 0 18
		Peppers, white	0 22 0 27

Coffee.—Firmness prevails in coffee as far as retailer is concerned and in the primary market there is little change in the situation that brought on the high prices.

Mocha	0 25 0 28	Santos	0 22 0 24
Rio	0 21½ 0 23½	Maracaibo	0 23 0 26½
Mexican	0 25 0 28		

Beans and Peas.—Present day market conditions are well illustrated in this department. Consider the following comparisons: Split peas have usually sold at about $2.25 per bag of 98 lbs. To-day the jobbing trade are receiving $4 a bag. Whole peas that in former years were quoted at about $1.30 are now bringing $1.80 wholesale per bus. of 60 lbs. Pot barley is now $3.60 compared to $2.25 of former years. Pearl barley is $4.75 as against $3.25 and white beans that used to sell all the way from $1.65 to $2 last year are now worth $2.55 a bus. Yellow beans that are used for soup alone cannot be purchased. There may be a few bushels here and there but they are not being offered the trade. It might also be remarked that lima beans are selling at from 8 to 8½ cents, an advanced price. These general advances have resulted from light production during the past year, and the old time pea and bean soup is, like many other household staples, going to be much higher than usual during the coming winter. It is reported rather difficult to receive supplies and the situation is not exactly to the liking of the jobbing trade.

Rice and Tapioca.—Rangoon rices have been advanced ten cents per hundred pounds following the advances of the past few months. The market is firm at the rise and it is evident that the first reports were all too true. There is no weakness reported in this eastern rice market. Carolina rice shows a slight reduction and is quoted at from 8 to 9 cents a pound. It is only a year or so since the Carolina rice sold at 12 cents a pound and the gradual reduction is explained by the increased production the result of rice cultivation of late years in Texas. The lower price of Southern rice should bring it more before consumers of ordinary means.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 2 lbs	3 75	3 85
" " ½ pockets, 12½ lbs	3 90	4 00
" " C.C., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ½ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 09
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07
Seed, lb	0 08½	0 08½

Canned Goods.

Montreal.—In a general sense there is but little news in this market. Canned goods are firm and those grocers who have not yet received deliveries from their jobbers are anxiously waiting for them. There is going to be a large output of pink salmon this year according to all accounts. This is usually put up last and will not be received until some time in December. It is expected here that prices will be lower than they have been because of the heavy supplies. Possibly pinks will be down to ten cents retail. However, that remains to be seen, the general scarcity of the better grades being still a factor. The pinks are a wholesome fish although there is lacking the color of the better salmon. It should find a larger sale than ever this year among those who have been unable to follow the better grades through their higher prices.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 42½	8 55
Gal.—Cherries, red, not pitted		
2's Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 97½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 92½	1 95
8's—Rhubarb, preserved	2 27½	2 30
Gal.—Rhubarb, standard	3 50	3 52½
2's Strawberries, heavy syrup		2 25
2's—Strawberries preserved	2 02½	2 5
Gal.—Strawberries standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 0	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, not peeled		1 40
3's—Pears, light syrup, globe		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2s—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums, green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

Toronto.—There are no special features present at the moment in canned goods. Prices are generally well maintained. Jobbers are now busy in getting things straightened up, when they will be able to tell with a greater degree of accuracy just where they stand in regard to supplies.

Advices from Seattle say that packers regard this as one of the best seasons for canned salmon ever known, but on this side of the line, things are different. The total pack in British Columbia amounted to 750,000 cases.

FRUITS	Group A
3's—Apples standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
2's—Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	5 30
2's Gooseberries preserved	2 00
Gal—Gooseberries, solid pack	8 80
2s—Grapes, white Niagara, preserved	1 55
Gal—Grapes, white Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, weeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears heavy syrup	2 40
2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears pie peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums heavy syrup	1 05
3's—Plums, heavy syrup	1 45
Gal—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, greengage light syrup	1 00
2's—Plums, greengage, heavy syrup	1 30
3's—Plums, greengage, standard	1 90
Gal—Plums, greengage, standard	4 05

Group B is 2½c less than above.

2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30

Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 3
2's—Gooseberries, heavy syrup	2 2	2 27½
Gal.—Gooseberries, standard	7 0	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup		2 25
2's—Pineapple, grated, heavy syrup		2 25
2's—Pineapple, whole, heavy syrup		2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black heavy syrup		2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup		2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 0	2 25
2's—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

2's—Beans, red kidney	1 15
2's—Beets, blood red Simcoe	1 00
2's—Beets, whole, blood red Rosebud	1 30
3's—Beets, sliced, blood red Simcoe	1 35
3's Beets, whole, blood red Simcoe	1 40
3's—Beets, whole, blood red Rosebud	1 55
3's—Cabbage	1 00
2's—Carrots	1 00
3's—Carrots	1 30
2's—Cauliflower	1 67½
3's—Cauliflower	2 10
2's—Corn	1 05
2's—Corn, fancy	1 07½ 1 10
Gal—Corn on cob	4 80
3's—Corn on cob, golden dwarf	1 80
2's—Parsnips	1 15
3's—Parsnips	1 30
3's—Pumpkins	1 00
Gal—Pumpkins	3 12½
3's—Squash	1 15
Gal—Squash	3 35
2's—Succotash	1 15
2's—Tomatoes	1 07½
3's—Tomatoes	1 60 1 75
Gal—Tomatoes	4 80
3's—Turnips	1 15

Group B is 2½ p.c less than Group A.

2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 10	1 25
2's—Beans, golden wax, midget, Auto brand		1 30
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax		4 25
2's—Beans, refugee or valentine (green)	1 10	1 25
3's—Beans, refugee (green)	1 37½	1 40
2's—Beans, refugee midget, Auto brand		1 30
2's—Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2		1 40
2's—Peas, early June, size 3		1 35
2's—Peas, standard, size 4		1 30
2's—Spinach, table	1 27½	1 30
3's—Spinach, table	1 77½	1 80
Gal—Spinach, table	5 30	5 32½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb. flats, dozen	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Northern River Sockeye	2 45
Other salmon prices are:—		Lobsters, halves per dozen	2 75 2 85
Humpbacks, dz.	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Tea—Higher.

Valencia Raisins—Firmer.

Peels—High.

Rangoon Rice—10c higher.

Toronto, Nov. 16.—In the amount of new business, there is perhaps not so much briskness present this week in wholesale circles. However, jobbers are busy in getting out goods which have been ordered ahead. Some firms have been particularly busy this week in rushing out goods that must go before the close of navigation. Collections are generally termed fair.

There are still many complaints from wholesalers of slow delivery of goods by the railroads, putting them to considerable inconvenience.

Sugar.—The sugar market at the moment is holding fairly steady. Indeed European beet quotations are somewhat higher than a week ago. Raws in New York are however shaping more towards the level of quotations for new crop cane. The price of refined in New York has been reduced considerably in order to conform to the raw sugar market, but there has been no change in Canadian prices. The fact of the matter is that United States prices have to come down a good deal in order to reach the level of Canadian figures. When local prices will be affected is a matter of conjecture. Trade is normal to light, as high prices are no doubt curtailing demand to some extent.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—The cooler weather is beneficial to the syrup trade and those retailers who are featuring it are finding a ready response from customers. This briskness is passed on to the wholesale trade. Molasses show no change in price. Present quotations seem to be well within the ideas of wholesalers. Perhaps the trade in this line is normal for the season, but the same big demand found in other districts is not present here.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03¾
Qtr. barrels, lb.	0 03¾
Pails, 32½ lbs. ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—With but an odd exception the market on dried fruits both here and at primary points holds a position of steadiness. Indeed this steadiness in some cases has turned into considerable strength. Valencia raisins are prominent in this regard. Since the opening prices, values in the primary market have advanced about 2½ cents per pound. Locally the situation is one of firmness. Currants are also holding steady.

Peels are also quite high in price. Supplies do not seem to be overly large. Citron is held higher this week at 15 to 17 cents.

Prunes at coast points are strong as are also apricots and peaches. Seeded raisins, however, continue to ease off.

The first steamer with dates has not arrived as speedily as expected, being detained by stormy weather on the Atlantic. One broker pointed to the increased use of dates in this country as well as the fact that they are a summer as well as a winter seller now, this being made possible by the package article. He reported a big demand from May until November, whereas previously there was little or no demand during these months.

Prunes—	
30 to 40, in 25-lb. boxes	0 16
40 to 50 "	0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 23 0 24
Fancy, " "	0 25
Candied Peels—	
Lemon 0 10 0 11 Citron	0 15 0 17
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 12½ 0 13½
Tapnets, "	0 04½ 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 09 0 09½
Evaporated apples	0 11
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 11 0 12
" fancy	0 12 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 08½
Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 09½ 0 09½

New Dates—		Package dates,	
Hallowees—		per 1 lb.	0 07½
Full boxes	0 07½	Fards choicest	0 09½ 0 10½
Half boxes	0 08		

Tea.—Tea values continue on the ascendancy and this has been more marked of late. A local tea firm reports that on Oct. 14 the tea market in London, Colombo and Calcutta advanced a full half pence per pound. On the 21st, it went one farthing higher, while at last Tuesday's auction it advanced a further half pence, making a two and a half cent a pound increase in three weeks. "Before this last half pence advance," says this firm, "London circulars said that teas were higher than they have been for 25 years."

The fall is coming on early in India, thus adversely affecting the quality of the tea produced from now on, which will also add somewhat to the firmer tendency.

Another report says: "Finest tippy sorts, now in much smaller compass than was the case at the end of September, are, in a great number of instances, 1d. to 2d. per lb. dearer than then. In some cases, invoices now selling are literally pence per pound inferior for tip and quality, but are realizing almost identical prices."

Coffee.—While coffee options continue to shoot up and down, the spot market both here and at the big coffee centres holds a steady position. There are no special features.

Chicory is considerably higher at present than in normal times and prices are well maintained. This commodity comes from Europe. A month or so ago, opening prices lower than had been

ruling were named, but before they really reached buyers they were cancelled, and a figure well maintaining present prices was named. Thus is shown the state of the market.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 2
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Spices.—Spice prices are unchanged but on the whole steady. Nutmegs and ginger are most prominent in this behalf. Pepper holds well. New crop cloves point downward, but they are are some distance away as yet. Trade is moderate.

	Tins	¼-lb. pkgs. c	¼-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	
Curry powder	25—00		
Ginger	22—29	65— 85	75— 95
Mace	50—80		00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00		

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb. in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Rice and Tapioca.—The strength of the rice market was well pointed out in our last issue. This week an advance of 10 cents per cwt. in Rangoon and standard B is announced. Those who followed the advice given in past few months will have found it profitable. Since the middle of August there has been an advance of 75 cents per cwt.

Trade is fair considering the present high prices.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal		3 65
Rice, standard B		3 75
	Per lb.	
Rangoon	0 03½	0 04
Fancy rangoon	0 05	
Patna	0 05½	0 06
Japan	0 05	0 07
Java	0 06	0 07
Carolina	0 08	0 10
Sago, medimm		
brown	0 05½	0 06
Tapioca—		
Bullet, double		
goat		0 08
Medium pearl	0 06½	0 07
Flake		0 08
Seed	0 06½	0 07

Nuts.—New crop almonds have arrived. Prices are quite high and the market is firm. Walnuts will not be in until the end of the month. Present stocks here are pretty well cleaned up. The yield of walnuts this year is said to be quite good and prices will be a little lower than last year. Brazils are scarce and high, being several cents above the price ruling at this time last year. Peanut prices have been issued and while they are just slightly higher than last year's opening price, they are below the values that have been ruling during the past few months.

Almonds, Formigetta		0 16
" Tarragona	0 16½	0 16
" shelled	0 36	0 38
Walnuts, Grenoble	0 16½	0 17
" Bordeaux		0 15
" Marbots	0 15	0 16½
" shelled	0 38	0 40
Filberts	0 12	0 12½
Pecans	0 18	0 20½
Brazils	0 18	0 19
Peanuts, roasted	11	0 14

Beans.—There is no change in bean prices. The market appears steady.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

MANITOBA MARKETS.

POINTERS—

Syrup.—Weak.

Molasses.—Steady.

New Figs.—Supplies arrived.

Winnipeg, Nov. 16.—During the last three days a severe storm has passed over the entire West leaving a coating of anywhere from five to six inches of snow throughout the country. The result is, that threshing operations have been seriously handicapped, and considerable loss is looked for by those farmers who have grain yet to be threshed. In spite of these conditions, however, trade in general lines continue to be active, and shipments are going out steadily just as usual. Practically all the rivers are frozen over, and sleighing will be general in a short while, many waiting at the present time to see whether winter really intends to set in or not, at present.

Travelers have been able to move quite freely, however, as the storm was not severe enough to delay trains and block roads, and as a result, those farmers who had their grain threshed during the fine weather have been hauling their wheat to the elevators, and taking home large supplies from the grocery store. The result is, that the tone of the trade is healthy, and many of the notes which were held over a month or two by wholesalers have been taken up, and it would appear as if they will all be looked after. However, one or two firms report that their collection department has not by any means cleared up past debts yet.

Sugar.—The sugar market continues to remain weak, and the reduction in prices which was expected last week has not taken place. Stocks of sugar in the city are low, and as one wholesaler stated this morning, jobbers could not afford to load up with supplies with the market in the present condition. The reduction is looked forward to daily, and is confidently expected that they will be prevailing next week.

Montreal and B.C. granulated, in bbls		6 40
" " in sacks		6 35
" yellow, in bbls		5 50
" " in sacks		5 95
Icing sugar, in bbls		6 75
" " in boxes (25 lbs.)		7 00
Powdered sugar, in bbls		6 55
" " in boxes		6 55
" " in small quantities		6 30
Lump, hard, in bbls		7 25
" " in ½-bbls		7 35
" " in 100-lb. cases		7 25

Syrup and Molasses.—There is nothing new in these lines, prices remaining steady, and showing no signs of declines as yet. The demand is reported to be holding firm, and while no exceptional boom is expected this year, it is the opinion that the increased trade will take place in these lines.

Syrups—		
24 2-lb. tins, per case		2 33
12 5-lb. tins, per case		2 68
6 10-lb. tins, per case		2 56
3 20-lb. tins, per case		2 57
Half barrels, per cwt.		4 00
Barbadoes Molasses, in half barrels, per gallon		0 62
New Orleans molasses, half barrels, per gallon		0 45
New Orleans molasses, per barrel, per gallon		0 47

Dried Fruits.—New figs have arrived on the market and are being offered at fairly firm prices, namely the 10 cent basis. The quality is exceptionally good and the wholesalers report that a good trade should be noticed in these lines. Other lines remain steady, the decline in new prunes having not taken place as yet, while the Valencia raisins are still quoted at the $1.75 basis.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25, s.p.	0 08½	Fine on stocks, 28s, s.p., per box	1 75
90-100s, 10s, s.p.	0 09½		
80-90s, 25s, s.p.	0 09	Fine selected, 28s, s.p., per box	1 85
80-90s, 10s, s.p.	0 10		
70-80s, 25s, s.p.	0 09½	4 crown layers, 25s, s.p., per box	1 95
70-80s, 10s, s.p.	0 11		
60-70s, 25s, s.p.	0 10	4 crown layers, 14s, s.p., per box	1 00
50-60s, 25s, s.p.	0 10½	4 crown layers, 7s, s.p., per box	0 55
40-50s, 25s, s.p.	0 11½	Ne plus ultra, 28s, s.p., per box	2 30

New Figs—		
Camel 3-crown table figs		0 10
" 4-crown table figs		0 11
" 5-crown table figs		0 11½
" 6-crown table figs, about 10 lbs		0 12½
" 6-crown table figs, about 50 lbs		0 12½
" 7-crown table figs, about 100 lbs		0 13½
" 9-crown table figs, about 10 lbs		0 15

Evaporated Apples.—Conditions remain unchanged from prices quoted last week, and just a steady trade is being done in this line. Prices are still on the basis of 11 and 11½ cents per pound.

Brazil Nuts.—Owing to a shortage of crops at the source, Brazil nuts have advanced this week to 18 cents. The stocks are fairly low and the demand is being increased with the Christmas season drawing near. It is expected that a large trade will be done this year. Shelled walnuts are also in good demand, and are being quoted at the present time on the 36 cent basis.

Coffee.—The coffee market is perhaps strongest of any prevailing at present time, as it shows absolutely no signs of declining. Standard Rio is rather scarce, and is quoted as high as 17½ to 18 cents by some dealers. The prevailing price, however, may be taken as the former. All other coffee lines are strong and further advances are looked for.

Coffee, standard Rio	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 18½

Beans and Peas.—The market is easy this week, but no reduction has taken place in prices prevailing last week. As stated before, stocks in the city are large enough to supply the demand for the present time at any rate, and until these begin to decrease in size to any extent, it is not expected that any tightening of the market will be noticed.

Beans, 3-lb. picker, per bushel	2 45	2 55
Hand picked, per bushel	2 55	2 65
Peas, split, 100 lbs		2 60

WINNIPEG.

Fresh Fruit.—Several new lines have been offered trade during last week, in-

cluding California navel oranges at $5 per case, Montana crab apples at $2 to $2.25 per case, Malaga grapes, $6 per keg; Washington pears, $4.25 per keg; and Florida grape fruit at $6.50 per case. Some other lines show sharp advances with the arrival of snow, Valencia oranges going up to 50 cents to 75 cents per case. Cape Cod cranberries are off the market, but their place has been taken by Jersey cranberries at $12 per barrel.

Bananas, bunch	2 75	3 50
Valencia oranges	5 75	6 00
Cal. navel oranges, per case		5 00
California lemons, crate		7 00
Mont. crab apples, per box	2 00	2 25
Cal. Tokay grapes, case		2 50
Malaga grapes, per keg		6 00
Jersey cranberries, bbl		12 00
Washington pears		4 25
Florida grape fruit, per case		6 50
Apples, assorted Canadian varieties, per bbl	4 50	5 50

Green Vegetables.—This week shows a general advance of about 5 cents per dozen in native grown lines that are on the market. The supplies of many home grown vegetables have been completely exhausted, and, as a result, imported goods are taking their places. Those lines which have been brought in from the south, are mint, onions, lettuce, head lettuce, and cucumbers, and consequently prices have advanced considerably. The greatest change is noticed in mint. Lettuce also shows an increase from 25 cents to 40 cents per dozen. Other lines show similar advances. Celery is of course in great demand, and between two to three car loads are brought in every week in Winnipeg from Michigan. This is causing considerable attention, and the government, it is reported, will endeavor to do something in the near future to encourage the growth of this line, as ideal soil can be found within a few miles of Winnipeg.

Native parsley, per doz		0 3
Native lettuce, per doz		0 30
Native watercress, doz		0 35
Native radishes, per doz		0 35
Native celery, doz	0 40	0 75
Imported mint, per doz		0 60
Imported onions, doz		0 40
Imported lettuce, doz		0 40
Imported head lettuce, doz		2 00
Imported cucumbers, doz		3 00
Native Brussels sprouts, lb		0 25
Native vegetable marrow, doz		0 75
Native pumpkins, per lb	0 01½	0 02
Native citron, lb		0 02
Native hubbard squash, lb	0 02	0 02½

Potatoes.—Although not actually quoted higher, there is a stiffer feeling in the potato market, and receipts in car lots are limited. The sharp weather which arrived last week caught many cars in transit, and as a result they have had to be picked over, resulting in severe shrinkage. Shippers who do not like to be caught like this are consequently a little nervous, and receipts during the last few days have been light. If the cold weather has set in definitely, it will no doubt have the effect of advancing prices.

Manitobas, 5 to 10 bus		0 70
Manitobas, 10 to 20 bus		0 70
Buying price, carlots, f.o.b. Winnipeg		0 50
Virg. sweet potatoes, bbl		4 25
Jersey sweet potatoes, bbl		6 50

WINNIPEG.

Butter.—Creamery butter has taken an advance of 4 cents per pound during last two weeks, and Manitoba fresh made creamery bricks are now quoted at 34 cents per pound, and boxes at 33 cents. Manitoba storage boxes are quoted at 29 to 30 cents. Supply of milk is inadequate to demand, and as a result, several hundred gallons are brought in daily from Minneapolis. Supply of dairy butter is also very light, but prices have not advanced, quotations being :—Strictly No. 1 delivered Winnipeg, 21 cents per pound; No. 2 delivered Winnipeg, 18 cents; No. 3, 15½ cents per pound; and No. 4, 13½ cents per pound.

Eggs.—Eggs have also advanced; 25 cents per dozen now being offered to shippers. Guaranteed strictly fresh laid are retailing at 60 cents per dozen in the city, and will go higher if a severe winter prevails.

NEW BRUNSWICK MARKETS.

St. John, Nov. 16.—Not for many months has the market been so quiet as has been the case during past week, when practically no changes of importance took place, with exception of anticipated advance in molasses. Several weeks ago a local wholesaler predicted that before Christmas molasses would be selling at 40 cents, and his prophecy has been realized more than a month ahead of the allotted time. It has become known that stocks are much lower than was thought at first, and because of this, an increase of 4 cents has taken place during the week. In casks, fancy Barbados is now bringing 40 cents, and wholesalers are none too willing to dispose of more than two or three casks at less than 41 cents. On account of scarcity of Barbados, it is believed quite possible that before next February or March, when new molasses comes on the market, further increase will have been made.

Bacon		0 15
Beans, hand picked, bus	2 50	2 55
Beans, yellow eye, bus	2 60	2 65
Butter, dairy, lb	0 21	0 23
Butter, creamery, lb	0 24	0 27
Buckwheat, west. grey, bag	2 65	2 70
Cheese, new, lb	0 15½	0 16
Currants, 1's, lb	0 08½	0 09
Canned goods—		
Beans, baked	1 15	1 25
Beans, string	1 02½	1 05
Corn, doz	1 00	1 05
Peas, No. 4		1 20
" No. 3		1 25
" No. 2		1 30
" No. 1		1 80
Peaches, 2's, dozen	1 95	2 00
Peaches, 3's, dozen	3 00	3 05
Raspberries, dozen	2 05	2 10
Strawberries	1 85	1 90
Tomatoes	1 75	1 80
Clams	4 00	4 25
Cornmeal, gran.		5 25
Cornmeal, bags		1 80
" bbls		3 75
Eggs, hennery	0 28	0 30
Eggs, case	0 23	0 24
Fin. Haddies	4 40	4 50
Fish, cod, dry	6 25	6 50
Flour, Manitoba	6 45	6 50
" Ontario	5 60	5 65
Ham		0 15
Lard, compound lb	0 11	0 11½
Lard, pure, lb	0 12½	0 13
Lemons, Messina, per box		4 50
Molasses, fcy. Barbados, gl		0 40
Oatmeal, rolled		5 75
Oatmeal, std		6 35
Pork, domestic mess	22 00	23 50
Pork, American clear	21 25	23 00
Potatoes, bbl	1 50	1 75
Raisins, Cal., seeded	0 10½	0 11
Rice, lb	0 03½	0 04
Salmon, case—		
Red spring	7 75	8 00
Cohoes	7 25	7 50
Sugar—		
Standard gran.	6 00	6 10
Austrian "	5 90	6 00
Bright yellow	5 80	5 90
No. 1 yellow	5 50	5 60
Paris lumps	7 00	7 25

LIKE COLLECTION DEPARTMENT.

British Columbia Dealers Getting After the Slow Pays.

Vancouver, B.C., Nov. 16.—(Special)—The collection department, established in connection with the Vancouver Retail Grocers' Association, is proving quite a success. Lots of business is being turned in and depart ment will be self-sustaining, besides giving better returns to the dealers. This is one of the best propositions that the association has taken up, they claim. In the first place, before the account is turned in, notice is sent to the customer, and the fact that official collection will be made, with perhaps an added cost, often influences prompt payment. With a central department, too, the work can be done much better and cheaper, and a tab kept on those who do not pay.

This department will be of great assistance to association work, and R. D. Dinning, the secretary, is making an effort to have the other retail dealers send in their lists of collection. This will mean that at the central office will be the names of all those who buy from both hardware dealers and grocers, and who do not pay promptly. Mr. Dinning is secretary of both the Grocers' and Hardwaremen's Associations, and this joint list will include most of the people in the city who are prone to let merchants wait, while they spend money in something else.

The Retail Grocers' Association here is active, and that such good work is being done, is causing the merchants to take an interest in it. Since Thomas Duke has retired from the presidency, owing to his having sold out his business, W. Walsh has been elected to the principal chair.

WHOLESALERS TALK TO RETAILERS.

London, Ont., Nov. 16—(Special)—The Retail Grocers' Association held a successful smoker last Wednesday night in Duffield Hall. Speeches were made by a number of wholesale grocers, including Wm. Turnbull of Edward Adams & Co., Jno. Dillon, of A. M. Smith & Co., Jno. Garvey, and A. McPherson, of Elliott, Marr & Co.

They explained the folly of price-cutting, and urged the retailers to have more confidence in each other. Cyril Hayes, former secretary of the association, gave a recitation. Solos were given by Messrs. Drennan and Webb. President McLeod was in the chair. Harry Ranahan moved a vote of thanks to the wholesalers for their good advice. Thos. Shaw in seconding it, urged the grocers to turn out to all the meetings and discuss all the numerous grievances that crop up from time to time.

OXO



Commands Large Winter Sales in cubes —The Right Amount for a cupful

Now is the time to place your heaviest winter orders through your jobber or direct. There is a large demand for ***OXO Cubes.*** Its high qualities as a food are being told the public in extensive advertising. Its wide range of usefulness in the kitchen is becoming more widely known daily.

Suggest it to your customers—once they try it, you will find it will be the means of many repeat orders.

You can build up and increase a very ready turnover with this line that will mean extra business and extra profit. Your customers are satisfied, and you are handling an easy, attractive and well packed article. There is no article that can compete with it. Get your share of our business.

PUT UP IN 10c. and 25c. BOXES

CORNEILLE DAVID & CO.

25 Lombard St., TORONTO 334 Clarence St., LONDON, ONT.
52 Nicholas St., OTTAWA 41 Common St., : MONTREAL
ST. JOHN, N.B.

CURRANTS

We are proprietors of

"AFRODITE" brand, the best AMALIAS currant on the market,
"NAUSICAA," fine FILIATRA dry, cleaned, carton currants,
"VICTORIA," fine FILIATRA dry, cleaned, carton currants,

and importers and distributors of
Highest-grade PATRAS and VOSTIZZA currants.

We aim to give the trade the best grades of currants obtainable from season to season. We solicit the opportunity to quote on your CURRANT needs at all times.

CANADIAN REPRESENTATIVES:
JAMES S. MacDOUGAL, London
A. B. LAMBE & CO., Hamilton
W. G. A. LAMBE & CO., Toronto
H. D. MARSHALL, Ottawa
ARTHUR P. TIPPET & CO., Montreal
J. W. GORHAM & CO., Halifax
W. H. ESCOTT CO., Winnipeg, Man.
McKELVIE & CARDELL, LTD., Calgary, Alberta
W. S. CLAWSON & CO., St. John, N.B.

GREEK CURRANT CO.
124 WARREN STREET NEW YORK
THE LARGEST CURRANT HOUSE IN GREECE



"The King of all Package Cheese"

This is what Meadow-Sweet is styled by a prosperous dealer.

He gave us a small trial order. Now he sells dozens a week and makes good profit.

MEADOW-SWEET : RETAIL 10c.

We are perfectly sure you can sell at least two packages a week to 90% of your customers. 20 cents a head is not much, but multiply the amount by the number of your customers. Nice total, eh?

FRESH, NIPPY, APPETIZING

Make it your leader. Others have done it. Are now well pleased.

Meadow-Sweet Cheese Co., Montreal

AGENTS: Laing Bros., 307-309 Elgin Ave., Winnipeg, Man. Fred Coward, 402 Spadina Ave., Toronto; W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; Dominion Fish & Fruit Ltd., Que.; Densult Grain & Provision Co., Sherbrooke, Que.; McLeod & Clarkson, Vancouver, B.C.; W.A. Simonds, St. John, N.B. Ottawa Cold Storage Ltd., Ottawa, Ont.

G. C. Koopman, Amsterdam—Rotterdam

Agent, Broker and Commission Merchant in all kinds of Dried and Evaporated Fruits

Cable Address: "Nimrod, Amsterdam"
Post Box, Amsterdam, 149.

Cable Address: "Diana, Rotterdam"
Post Box, Rotterdam, 225.

Sundried and Evaporated Apples, Waste and Chops

a specialty. Correspondence and offers solicited. Liberal advances on consignments. Offers wanted f.o.b. shipping ports, payment against shipping documents in New York. Ask for reports about every article you wish to sell. Highest references on application.

ROYAL SHIELD BRAND TEAS



Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention.

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Montreal Traveler on Early Closing

Cites Case Where a Grocer is Being Discriminated Against—Closes Two Nights When Other Merchants Selling Similar Goods May Keep Open.

(By T. H. H.)

A down-town Montreal grocer discussed the early closing situation, so far as he is concerned, with the writer recently, and the conditions with which he has to contend are undoubtedly common to quite a number of the trade. He cited some experiences to illustrate the unfairness of compulsory early closing in particular cases. His store is closed on Wednesday and Thursday evenings. A few doors along the street is a nameless sort of a shop in which is sold cooked meats, canned goods, pickles, olives and cakes and confectionery. On the same side of the street at the corner is a Greek "confectionery" store. Here one may buy grapes, oranges, bananas, figs, dates, chocolates, nuts of all kinds and other lines the grocer carries. Across the street a restaurant sells all kinds of liquids, but this grocer states early closing cuts off his chance of securing share of this trade. Then there is the small butcher shop which remains open as long as the proprietor desires and retails butter, eggs, canned goods, pickles, bacon, ham and other articles.

"About the only articles these stores do not handle are the dirty and heavy goods," said the grocer in question. "They do not carry molasses, coal oil, potatoes, sugar, soap, etc."

The authorities have accepted this grocer's license money to sell ales, wines and liquors, and yet he declares he must close his store on certain nights because he is a grocer. The Greek candy store, the provision man, the butcher and the provision-confectioner are all permitted to remain open. The grocer alone must close.

This situation may not strike upon a responsive chord in those grocers whose business is finished at six-thirty. Some of the trade have little or no demand at night, and it would simply be a waste of money to keep lights burning for a few straggling customers. There is, however, the man who puts quite a dependance upon the custom that comes his way after six o'clock. In the city these grocers are more numerous than one might imagine.

The writer strongly favors early closing, but it is scarcely fair to legislate against the grocer and permit this horde of nameless shops to sell the very goods that form a large percentage of the grocer's stock and trade.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving--without a doubt--the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

Women are

being converted to the "Fels-Naptha way" of washing every day in the year.

Won't you do your part by displaying Fels-Naptha soap and giving it the push of your salesmanship?



No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

¶ **RICE** at 3½c per pound is good buying, in 100-pound bags and sacks of about 225 pounds. We purchased freely in this line several months ago when markets were more favorable.

¶ **NEW CURRANTS, RAISINS, FIGS, PEELS, NUTS,** now in stock at interesting prices.

¶ **JAPAN TEA,** very choice quality, early May pickings, in ½ chests of 80 pounds at 19c per pound. You will find this tea difficult to match in the regular way for less than 22c per pound.

¶ **CEYLON and INDIAN BLACK TEAS,** very choice cup quality, in ½ chests and chests, at from 17½c to 19c per pound.

¶ We get the business because we have the values.

R. SIMPSON & CO.,

Importers of Teas, Coffees, Spices, Etc. Wholesale Grocers.

29-31 Charles St., Hamilton, Ont.

One of our seasonable Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine grade for fancy trade.

ROYAL Brand—put up especially for regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in cartons 3 doz. to a case.

No other quite so good!

GUNNS Limited Packers **Toronto**

MINCE MEAT

Purity is the first consideration in the Mince Meat which we offer you.

Fresh Beef, Good Apples and Finest Dried Fruits only are used in making it.

The most scrupulous cleanliness is required in putting it up.

5-lb. tins; 12-lb., 25-lb. and 75-lb. pails.

MADE UNDER GOVERNMENT INSPECTION

F. W. Fearman Co. LIMITED

HAMILTON

Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evaporation to the consistency of Cream, perfectly sterilized, yet retaining the natural fresh Cream flavor. No smoky taste on REINDEER-JERSEY BRAND. Ask your customers to try it in the next oyster stew they make and when they reorder, as they always do, be sure your reserve stock of REINDEER-JERSEY BRAND is complete, as present demand exceeds supply.

REINDEER LIMITED

Truro, - Nova Scotia



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID STAPLE LINE

D. SPINELLI & CO.

REGISTERED

MONTREAL - - QUEBEC

New Laid Eggs are Scarce and High

Production Small and Prices Soaring—Storage Stocks in Good Demand—Live Hogs Still Holding Firm Tendency Under Limited Supplies—Lard and General Provisions in Good Demand—Butter Holds Steady—Export Demand Has Fallen off.

If the housewife wishes to keep the cost of Christmas cake within reasonable amount, her recipe must call for only a limited number of eggs. This commodity at all centres has been advancing with marked rapidity for the new laid article, and now on the threshold of the big baking season, the price is not only high, but article itself is scarce. With the moulting season for the egg producers not quite past, the production is small. Storage stocks being more reasonable in price are in good demand, and the supplies laid away in past months are being well cut into.

Live hogs continue with the hardening tendency in price they assumed last week. Quotations are generally a little higher under more stinted supplies, and steady demand from packers. The high price of feed is said to have induced free deliveries of September and October, and there are those who hint this will be shown by small receipts later on.

The demand for provisions is on the whole fair. True, it is, that smoked goods are not getting the attention which was theirs in past months, but this is well made up by increased activity in other lines, most noticeably the heavier pork products. Lard is in good demand. This is attributed partly to the high price of butter, and partly to increased cooking, which the housewife at this season of the year indulges in.

Butter is holding a position of steadiness. Receipts are at present on moderate scale. In some districts the yield has been slightly increased, due to the closing down of cheese factories. The demand from England has fallen off of late on account of difference in values existing, but there is good domestic trade.

MONTREAL.

Provisions.—Slightly lower prices for pure lard are quoted this week. Lard is in good demand, a sign of more activity in the pantries throughout the country. Some lines of hams are a little lower also. Sales in these lines are not as heavy as earlier in the season, but are made up by heavier demand for pork, which during the winter is a leading "seller."

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	17 00
Plate beef, 100 lb bbls	7 00
" 200 "	14 50
" 200 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 50 6 75
" dressed, per cwt	9 25 9 50

Eggs.—With new laid eggs as scarce as May flowers (almost), it is not remarkable that price is up to 50 cents a dozen. There is a fair demand, but there is an exceedingly limited supply. Selects quoted at thirty cents are of fair quality.

New laids	0 50
Selects	0 30
No. 1	0 26

Honey.—There is a steady trade in honey. It is of the usual order.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

Provisions.—About only feature of change in evidence this week is further tightening in live hog prices. Values this week are 40 cents per cwt. higher than a week ago, country point quotations ruling at $6.40, as compared with $5.75, but two weeks ago. This is only reflection of the change in size of arrivals during this period. Prices are steady at present figures.

Provision prices are unchanged. The demand for smoked meats is still slacker. On the whole, trade is fair, lard at present moving quite free.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 11½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 40
Live hogs, local	6 75
Dressed hogs	9 00 9 25

Butter.—A little freer delivery of butter is reported, explainable by the closing of cheese factories in certain sections of country. However, receipts have not been heavy enough to have any weakening effect on prices. In the face of good demand, values hold steady.

	Per lb.
Fresh creamery print	0 28 0 30
Creamery solids	0 27 0 28
Farmers' separator butter	0 26 0 28
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 22 0 24
No. 2 tubs or boxes	0 19 0 21

Eggs.—New laid eggs are scarce article of diet at present time, and prices rule high. This week quotations range from 35 to 40 cents per dozen. Considerable storage stocks are moving out at the present figure.

Storage eggs	0 24 0 26
New laid eggs	0 35 0 40

Cheese.—About all that can be said of cheese is that prices are holding steady with nothing just at the moment pointing to any great change in either direction.

New cheese—		New twins	0 15½ 0 15½
Large	0 15 0 17½	Old Stiltons	0 16½
Old cheese	0 17		

Honey.—Dealers' ideas of the value of comb honey are higher. No 1 comb is being generally held at $2.50 to $3 per dozen. Trade is on a moderate scale.

Clover honey, strained, 60-lb. tins	0 12
Clover honey, No. 1 comb, 14 oz. per doz	2 50 3 00

Poultry.—There is not a great deal being done in poultry just now. Supplies seem to be adequate for the demand, although the quality is not always the

WE BUY

Poultry

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

FINEST

ENGLISH KIPPERS

AND

EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

best to be desired. Prices rule about the same as a week ago.

The Canadian Produce Co. quote :— Chickens, over 4 pounds each, crate fed and fat, dressed only, 14c. per lb.; chickens, well fed and plump, 11c.; ducks, young, 1911 hatched, over 4 pounds each and fat, 10c.; hens, fat, live only, 6c.; ducks, old, fat, 8c.; turkeys, young, over 7 pounds each, well fed and plump, 16c.; geese, young, over 7 pounds each and fat, 9c.; pigeons, live only, 20c. per pair. Good quality dressed poultry : Fowl, 9c. to 11c.; chickens, 12c. to 14c.; ducks, 12c. to 14c.; geese, 11c. to 12c.; turkeys, 17 to 20c.

Fowl, live.	0 06	0 '8	Ducks, live . ..	0 10	0 1'
Chicken, live...	0 9	0 10	Geese, live.....		0 69
			Turkeys, live		0 15

E. A. White, Halifax, who has been representing the Surprise Soap Co., of St. Stephen, N.B., in Nova Scotia, for several years, will resign soon and move to Montreal to become sales manager of the Snap Co., Limited, manufacturers of Snap Hand Cleaner. Mr. White's many friends in and throughout the Maritime Provinces are wishing him every success. Snap is a good article, and under his management should boom greater than ever.—Advt.

CURRANT SITUATION FROM HEADQUARTERS

Strong Demand This Season—More Than 8,000 Tons Sent Abroad in Excess of This Time Last Year—Probable Size of the Crop.

Patras, Greece, Nov. 1.—Owing to the short crop of currants and an unusually strong demand from abroad—so far more than 8,000 tons have been shipped this season in excess of last year's by this time—the currant market has been almost throughout the season firm with prices advancing.

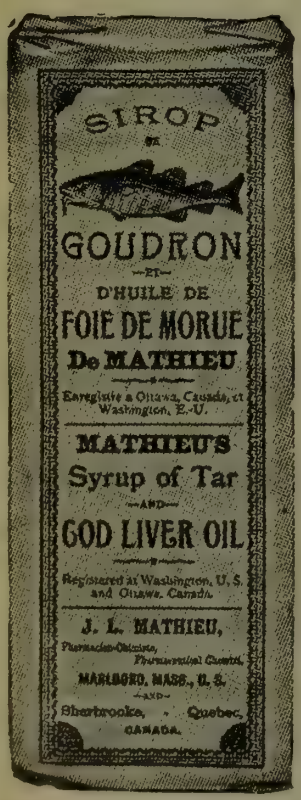
A peculiar feature this season is that owing to the specific weight of the currant on account of the big drought being particularly light and varying in the different districts, the size of the crop is not yet ascertainable, and may not be until the beginning of next year. Opinions vary between 148,000 and 160,000 tons. Adding thereto about 10,000 tons old stocks, and deducting about 40,000 tons to represent 35 per cent. retention tax on probable export of 115,000 tons, would mean a disposable quantity of about 118,000 to 130,000 tons, and of course with so small a crop the difference between the highest and lowest estimate is very material and large enough to cause two extreme effects.

It will depend upon the actual size of the crop and the demand shown abroad, what course our market will adopt in the future. Whilst after the enormous shipments made the market here may calm down somewhat, it seems to us that, if so, a re-improvement could be only a question of time.

THE STRONG TEA MARKET.

"Current reports on this market from India are exceedingly unfavorable," says a report on tea from London, England. "The output last month is considerably shorter of what was expected, and the estimate for this month is now eight million pounds, as against fifteen millions as expected. This is due to severe frost setting in, and it is feared that this season will fall much short of last year's returns. There are hardly any stocks in this country (England) and very little stocks abroad, and yet the demand is steadily increasing for Ceylon and India tea."

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something" —and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest **Mathieu's Nervine Powders** —the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

Quaker Brand SALMON

The Advent Season will be here in two weeks. This means extra fish consumption.

We have received all the **Quaker Brand Salmon** possible this year.

Orders will be filled in rotation as received.

Fine quality salmon is scarce just now. Get your orders in immediately.

Mathewson's Sons
WHOLESALE GROCERS
MONTREAL



Just Read the Directions!

GROCERS—

get familiar with the many uses of

GILLETT'S LYE

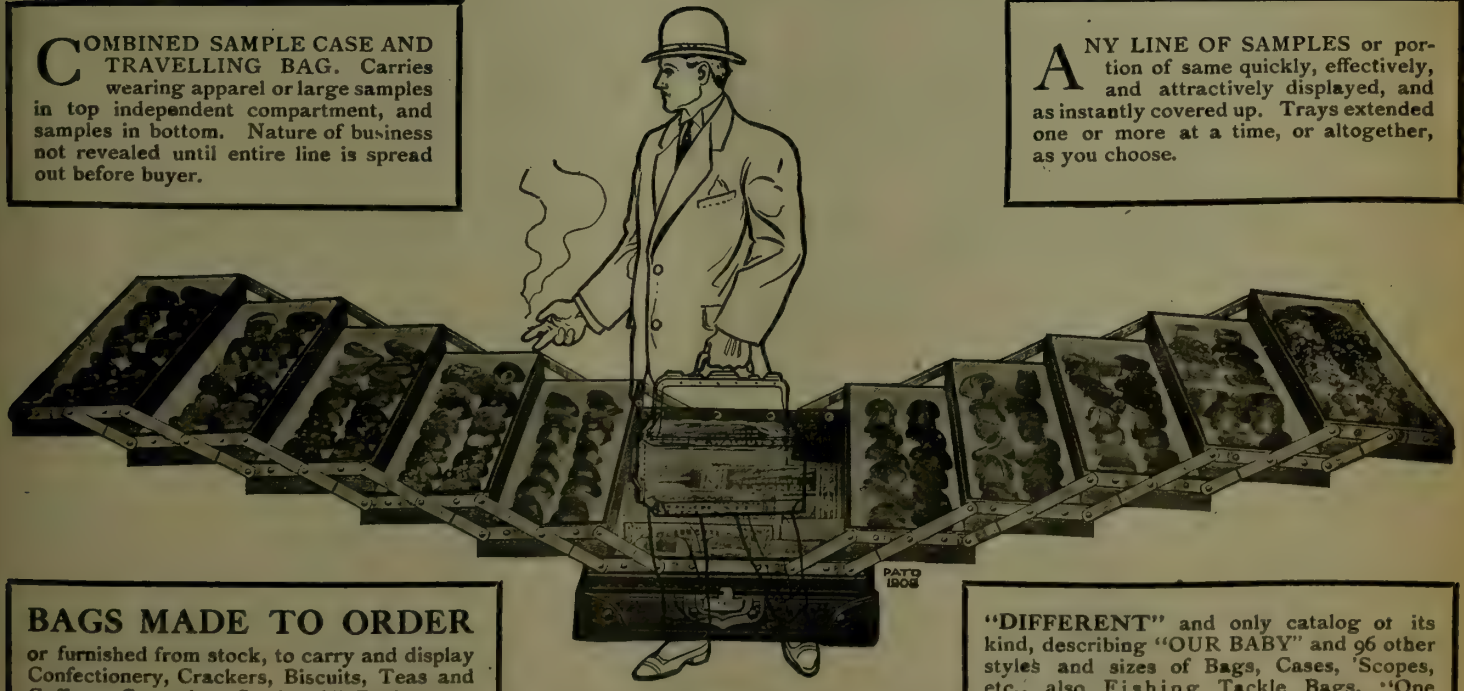
and recommend it to your customers for making soap, cleaning of all kinds, and as a disinfectant. It's a sure trade bringer. REFUSE SUBSTITUTES and the various "Just as good" kinds. They may cost you a few cents less per case, but do they pay you as well as the old reliable—the standard—**GILLETT'S LYE?**

E.W.GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



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BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

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Specialists and Original Designers

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

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Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you.

ORDER FROM YOUR NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

TOMATOES

CANADIAN PACKED TOMATOES

TECUMSEH Brand
Guaranteed Standard Pack

In Car Lots, $1.55 per doz.
Less than Car Lots, $1.60 per doz.

F. O. B. Tecumseh, Ont. Terms: Net Cash against Documents. Immediate Shipment.

WRITE

National Preserving Co. :: Montreal

Export Trade in Flour Lacks Briskness

Canadian Millers Unable to Compete With British Millers Who are Getting Big Price for Offals and Can Offer Flour at a Lower Price—Home Trade Good—Wheat Market Shows Little Change —Visible Supplies are Increasing—Argentine Crop a Big Factor in World's Situation.

A good healthy state of affairs that should be pleasing both to retailers and millers apparently rules at the present time in domestic trade of both flour and cereals. The export side of business unfortunately is not so gratifying to the milling trade. In truth, trade in this direction is quite slow, dealers here contending that it is impossible to compete in prices with British millers, who are getting such a high price for their bran and shorts that they can underprice Canadian exporters on flour. Mills are still sold considerably ahead on rolled oats and are running full time in turning out the commodity.

The movements of wheat quotations on the different markets have not been in unison of late. At the beginning of the week Eastern Canadian markets weakened to some extent. This was in accordance with Liverpool, which also eased off, the favorable report from Argentine being the chief factor in bringing this about. Although with an undertone of nervousness, Winnipeg held steady while the Chicago market turned upward under the apparent smallness of the increase in visible supplies.

The Canadian visible wheat last week increased by 3,231,000 bushels as against an increase of 1,253,000 a year ago. Total Canadian visible wheat now is 13,965,000, against 13,222,000 a year ago. The wintry weather may possibly interfere with the receipts this week.

The Canadian supply of wheat is not being worked off for export with the rapidity that some expected. The Argentine crop is expected to have a considerable bearing on the world's situation. Conditions just at the present are favorable, but much will depend on what happens between now and its final ingathering near six weeks hence.

MONTREAL.

Flour.—Business is at its busiest. The market is reported steady with a heavy country demand. Mills have been working seven days a week a steady grind to supply flour and cereals for the present seasonable trade. There are no changes in prices to report.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 20
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Cereals.—Rolled oats are in good demand and it is stated that mills are working as much overtime as possible to provide supplies. In [illegible] the many other kinds of breakfast foods, rolled oats seems to have lost no ground, particularly at this season. There is possibly a lighter demand during the summer months, but throughout the fall, winter and spring there is as much business as can be handled. The market is steady and prices remain unchanged.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—Local trade in flour is considered quite good. Retailers who are pushing it find season favorable for its sale. The demand from millers is in proportion. Export trade is, however, dull, as prices are not on shipping basis. Local millers say they cannot compete with British millers on account of the remunerative price that the latter are getting for offals.

The wheat market is just a little easier in accordance with bearish tendencies abroad. The easiness is not, however, marked.

The movement of Ontario wheat is still slow. There is a considerable range of prices from 86 to 90 cents. Prices on Ontario flour are, therefore, quite firm.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 20
Blended	4 50 5 00

Cereals.—The cereal markets are in a healthy state. Rolled oats are selling well, as are also other lines of cereals. Mills are still sold considerably ahead on the former line and are running full capacity in order to catch up. There is a general steady tendency.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 85
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

TO RENEW STOCK FROM GROCER.

Editor Canadian Grocer.—Kindly discontinue my subscription to The Grocer for the time being, as I am leaving Dawson for good, but as soon as I am located will take it again.

Expect to go into business some place and will have to send for The Grocer before renewing stock. Can't get along without it.

FRANK J. MURPHY.

Dawson, Yukon.



PERFECTION

Cream Sodas

Embody the first qualities of our absolutely perfect biscuit with their own crisp, palatable lightness and rich, creamy flavor. You, to be right with your customers, must give them the best value for their money. In doing this you are making a lasting name for yourself and giving your business a sure foundation.

Mooney's Perfection Cream Sodas will bring trade and keep it, besides allowing you a fair profit.

The MOONEY

Biscuit & Candy Co.

LIMITED

Factories at

Stratford, Ont., - Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B.; Halifax, N.S.; Fort William, Calgary, Vancouver, St. John's, Newfoundland.



MAPLEINE

(THE FLAVOR DE LUXE)

Sells
Satisfies
and
Sells Again

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE. - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.



LEITCH ANCHOR BRAND OAK LAKE

"Always The Same"

Milled from the very best wheat, with every advantage given by intelligent use of modern equipment,

ANCHOR BRAND FLOUR

is "always the same," of uniform excellence, the highest standard of flour quality.

Manfd. by Leitch Brothers Flour Mills,
Oak Lake, Manitoba, Canada 10

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

When writing advertisers kindly mention having seen the advertisement in this paper

TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS.

The credit customer is all right, if he pays regularly, BUT THAT'S IT. He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

Goods That Sell

You have more than one opportunity during the day to introduce high-class lines to your customers and a little energy on your part in this respect will pay you.

Italian Concentrated Tomato Extract

Here's a line that's a winner. Your customers will like it. Put in a stock and see how well it will sell.

Black and Green Olives

Always be in a position to meet all needs. BLACK OLIVES will appeal to the more particular.

Roman, Parmesan, Gorgonzola, Cacicavallo, Swiss } CHEESE FINE STOCK

Imported Macaroni and Olive Oil, (Bertolli and Invictus brands.)

SAMPLES and PRICE LISTS on Application

H. E. VIPOND

197 St. Paul St. :: MONTREAL

We are headquarters for Green Fruits and Nuts of all kinds, Italian Peeled Tomatoes, Peas, Artichokes and String Beans.

The Cream of all Preserves

E.D.S. PRESERVES

afford you protection. You get good value by reason of their saleable qualities and good profit. Your customers get honest value for their money by reason of the **absolute purity** of all E.D S. Products.

In these days of scrutinizing purity, E.D.S. goods will pass the most rigid test---their government brand of 100% **pure** carries enormous weight, but this is not all that commends them to the particular buyer of preserved purity. The attractive packing and the delicious flavor commend them for repeat orders.



MADE ONLY BY

E. D. SMITH

WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Flour Sense

is a sense very much like common sense, which comes to a grocer after a while, and tells him his best interests are served by handling only flour of whose quality and purity are known and proved.

"Laurentia," "Daily Bread,"
"Regal," "National."

Four brands of unequalled purity; flour which will establish confidence and build you a steady flour sale.

The best dealers all over Canada are handling the St. Lawrence line of flour. Get in touch with us for a trial order.

The St. Lawrence Milling Co.
Limited
MONTREAL

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer, See to your stocks.

Order From Your Wholesaler

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

Oranges, Late Valencias, Floridas, California Navels
Florida Grape Fruit
Cape Cod Cranberries
New Messina Lemons
New Figs, Dates
Nuts, Layer Raisins
Spanish Onions
Sweet Potatoes
California and Almeria Grapes

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Navel Oranges Make Their Debut

First California Navels of Season Appear on Canadian Markets —Big Yield Expected in That State—Cranberries Moving Upward—Florida Grapefruit Coming Along Freely — Firmer Tendency in General Potato Situation—Firmer in Manitoba—Ontario Crop Short—Big Demand for New Brunswick Stock.

Advance shipments of California navel oranges have made their appearance on Canadian markets. Heavy shipments as suggested last week will not be in evidence until close on first of the month. Quality of the first arrivals is reported fair. They are a little later than last year, especially in the southern portion of the state. Florida oranges are moving out well.

Information from one source says that the crop of California oranges this year is expected to be nearly as large as last season, which was far in excess of other years. That is, present indications point to a heavy yield, unless unusually adverse weather conditions should prevail. The total shipment of oranges from California during the past year amounted to 39,630 cars, as compared with 28,317 cars the previous season.

Cranberries are soaring in price. Early in the season, reports from Cape Cod, the big producing section in the United States, indicated a big yield. Frost, however, considerably reduced the production, and now they are scarce and firm in price. Nova Scotia has this year been sending out a nice quality of cranberry, but supplies from that province are small. There is a duty of 25 per cent. on those coming from across the line.

The general position in potatoes is one of firmness, and prices at most centres have been taking on that tendency. Manitoba reports receipts more stinted of late, while cold weather has interfered with shipment. Crop in Ontario this year was exceedingly small, and does not measure nearly up to the demand. Already there have been large imports from New Brunswick and they still require to continue. New Brunswick reports big shipments westward, and one report says there is a feeling there will be no difficulty in disposing of the surplus of the potato crop. Dealers at the moment at any rate are holding firmly.

MONTREAL.

Green Fruits.—The market is rather uneventful. Apples are a feature of the trade, with quite a quantity of grapes selling. Oranges are beginning to come to the front. Other lines are in fair demand, but there is nothing unusual in the trade. Cranberries are receiving quite a share of attention.

Apples—			Lemons	3 50	4 00
Spies	4 50	5 50	Limes, a box	1 25	1 50
Fameuse	3 75	5 00	Oranges—		
Ba'dwins	3 75	4 50	Valencia	5 50	5 75
Bananas, bunch	2 00	2 50	Jamaicas, box	2 75	3 00
Bananas, crated	1 75	2 00	Sorrento	3 25	3 50
Cocoanuts, bags	4 00	4 50	Mexican	2 75	3 00
Grape fruit, Florida, case		4 00	Pineapples—		
Grapes, Malaga, per keg	4 50	5 00	Floridas, case	3 25	4 00
Grapes, Cal., box	2 50	2 75	Plums, California box	1 50	2 00

Vegetables.—There is a good general demand, but only a small percentage of the vegetable trade passes through the hands of wholesalers. Spanish onions are receiving quite a share of attention, and the business in domestic vegetables is large, with the retailer being the particular medium between producers and and consumers.

Beans, green, hamper		3 00	Leeks, doz	1 50	1 75
Carrots, bag		0 90	Onions—		
Cabbage, doz	0 75	0 80	Spanish, crate	3 75	4 00
Celery, doz	0 50	0 60	Canadian reds, 100 lbs		3 00
Cranberries, Cape Cod, bbl	9 00	9 50	Sweet potatoes, per basket		1 75
Cranberries, N.S.		8 50	Montreal potatoes, new, bag	1 15	1 20
Cucumbers, doz.		0 60	Tomatoes, Canadian, box	0 60	0 75
Garlic, 2 bunches		0 25			
Green Peppers, bushel basket	1 75	2 25			

TORONTO.

Green Fruits.—First shipments of California oranges have arrived. A few car loads of fair quality stock came in this week. They are quoted at $4 to $4.50. Floridas are selling well just at the present time. Under the larger arrivals, there is a slightly easier tendency in lemons. Cold weather should help the sale of this line. Cranberries are firm and scarce, with prices getting to an almost prohibitive figure. They are now quoted at $10 and higher per barrel.

Bananas	1 25	1 75	Grapes, Almeria per keg	5 50	6 50
Lemons—			Canadian pears, 11-qt. basket	0 75	0 50
Messina, new crop	3 50	3 75	Grapes, small	0 25	0 30
Limes, box		1 50	Grapes, California box	2 00	2 25
Oranges—			Cranberries, Cape Cod, brl		10 00
S. Am. navels	3 50	4 50	Apples, brl.	3 25	4 00
Florida	3 50	4 00	Snowapples, brl	4 00	4 50
Late valencias	5 00	5 50	Pineapples, case	3 25	3 50
California nave's	4 00	4 50			
tan. tomatoes, 11-qt. baskets	0 15	0 25			
Grapefruit, case	5 50	5 75			

Vegetables.—It will be remembered we mentioned in our last week's market that potatoes were firming up. The hint was well warranted. This week prices are about 10 cents per bag higher. New Brunswick are quoted at $1.40 to $1.45 and Ontario at $1.30 to $1.35. As stated before, crop in Ontario this year was small. Indeed, in some sections only about one-third the quantity of the previous year is reported. Large quantities have been coming in from New Brunswick, and in that province prices are steadily moving upward. The majority of dealers here look for a continuance of strength. "I look for potatoes to reach $2 before spring," said one dealer. That is one opinion of the market. Others have less bullish views.

Sweet potatoes are also slightly firmer this week. Shipments of Valencia onions are not quite so free.

Trade in general lines is fair.

Canadian beet, per bag		0 75	Onions—		
Cabbage, Canadian, dozen	0 50	0 65	Spanish, case	3 50	3 75
Carrots, bag		0 65	Spanish, ½ cases		1 85
Celery, per doz.		0 40	Canadian, 75-lb. bags		1 85
Cauliflowers, dz.	0 60	0 75	Potatoes, N. B. stock, bag	1 40	1 45
Green peppers, basket	0 30	0 35	Potatoes, Ontario, bag		1 35
Parsnips, bag	0 65	0 75	Sweet potatoes, barrel	4 50	5 00
			hamper	1 50	1 65

FRESH TOMATOES

OUTDOORGROWN

Now arriving in Splendid Condition.
PACKED IN FLORIDA STYLE
6 Baskets to Crate

Under the "CROWN BRAND" every Tomato IS CAREFULLY EXAMINED AND ALL GREEN OR POOR TOMATOES ARE REMOVED.

Good Shapes Good Color Clean and Firm

Every Crate Guaranteed

We can quote for Weekly Deliveries.

If you try a sample crate we guarantee you will want more.

WEST INDIES FRUIT CO.
30 William Street, Montreal

LONG ISLAND NATIVE OYSTERS

In sealed tins, 1, 3 and 5 gallons. Oysters of delicious flavor—large, clean and appetizing.

HADDIES, CISCOES, BLOATERS
FRESH, FROZEN AND SALTED FISH

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON
WHOLESALE FRUIT AND FISH

FOR—
"Green Mountains," "Delewares"
or other varieties of
POTATOES
for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

CALIFORNIA LATE VALENCIAS

For a real good eating Orange, order **VALENCIAS**—they are sweet and full of juice.

NEW CROP NAVELS
First arrivals due next week.

CRANBERRIES, SWEET POTATOES, SPANISH and DOMESTIC ONIONS

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

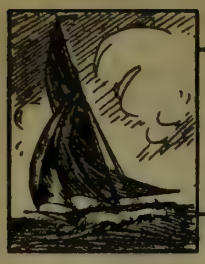
All Ripe Oranges are Good, but Florida Oranges are Best of All

Parson Brown variety is the earliest and sweetest orange known. Order "PARSON BROWN" FLORIDAS.

THE RED MARK
FLORIDA CITRUS EXCHANGE
ON EVERY BOX

If you do not have Parson Brown, packed by the Florida Citrus Exchange, you have not the best.

W. B. Stringer - - - Dis. Manager



Fish - Oysters



Cold Weather Beneficial to Fish Trade

First Wave of Winter Weather Improves Sales of Fish—Handled Easier and Induces Dealers to Buy More Heavily—Advent Close at Hand and Dealers Are Preparing for It and the Winter Season's Business—Oysters Moving Freely.

The colder weather prevailing throughout the Dominion has been beneficial to the fish trade. It makes handling of this line easier work, and dealers are induced to buy more heavily, while others who at other times do not deal in fish are taking to it now. With Advent not far off, and with King Winter about to really assert himself, preparations are being made for fall and winter season's business.

Oysters are going out on liberal scale. Prospects are apparently bright.

The leading lines of fresh and frozen fish are in quite liberal supplies. New haddies, bloaters, kippers and smoked herring are arriving freely. The character of supplies are changing more from the fresh to the frozen article

Nova Scotia sends out report that the herring catch along the south-western shore was the greatest ever known. Only small catches of mackerel are now being made. Codfish prices remain firm, and considerably higher than earlier in the season. About half of the Lunenburg catch has been disposed of and the balance is being firmly held. Reports from eastern provinces state that foreign markets for dried fish seem to be in better condition than for some time.

QUEBEC.

Montreal.—Colder weather will at least made the handling of fish an easier matter. The winter is about due to assert itself any time now, and the intervening few weeks to Advent should pave the way for a good trade during December. New supplies of halibut are more liberal, and the price is reduced a few cents. Fresh B.C. salmon is being offered now and Gaspe salmon of fine quality is quoted at 25 cents. Fresh mackerel is lower, and the leading varieties of fresh and frozen fish are in good supply. Skinless cod is scarce, and is higher in price. New haddies, bloaters, kippers, and smoked herring are arriving freely and selling well. There is a steady demand for oysters, a good business being generally reported.

FRESH

Bluefish, per lb.	0 15	Herring, each	0 03
Dressed perch, per lb	0 10	Steak cod headless, per lb	0 06 0 07
Dressed bullheads, per lb.	0 10	Halibut, per lb.	0 10
Eels, fresh, each	0 25	Salmon, Gaspe	0 25
Flounders, per lb	0 08	Salmon, B.C., lb	0 18
Mackerel	0 10	Sea trout	0 10
Haddock, per lb	0 05 0 06	Sea bass, per lb.	0 12
		Smelts, fancy	0 10
		Lake trout, lb.	0 10 0 12

FROZEN

Haddock	0 04	Round red salmon	0 10
Halibut, per lb.	0 09	Gaspe salmon per lb.	0 18
Pike, round lb	0 06	Qualla salmon	0 09
Pike, dressed & headless, lb.	0 07	No. 1 Smelts, boxes, 10 and 15 lbs. each.	0 07
Steak cod	0 05	Whitefish, large, lb.	0 09
Mackerel	0 10	Whitefish, small	0 06
Dore or Pickerel	0 08		

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Strip cod, boneless, 30-lb. boxes, per lb	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	7 00

SALTED AND PICKLED

New green cod, medium, per lb	0 04½	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl.	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl.	3 00	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, half bl.	8 00
Labrador sea trout, half bbls.	6 50	Salmon, Labrador, trcs, 300 lbs.	21 00
No. 1 mackerel, pail	2 00	Salt eels, per lb.	0 07
No. 1 mackerel, ½ bbls.	8 00	Salt sardines, bbls.	5 50
Scotia herring, No. 2, bbl.		Salt sardines, ½ bbls.	3 50
Lake trout, half bbl.	6 00	Sea trout, ½ brl.	6 50
Choice mackerel, half pail	2 00	Sea trout, bbls.	12 00
		Scotch herring	5 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Haddies	0 06½ 0 07
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 10
Herring, new smoked, per box	0 18
Kippers, (fancy, large) per box	1 25
Kippers (small)	1 00

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

ONTARIO.

Toronto.—Lower temperature especially at this time of the year is conducive to trade in the fish department. The cold weather of week has been beneficial. Retailers who are pushing fish and oysters are finding good results. Fresh halibut is now done, and the frozen is being sold. The fishing season for trout and whitefish is over, and the available supplies of the fresh article are about cleaned up.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught whitefish	0 12
Fresh halibut	0 09 0 10	Fresh caught herring	0 05 0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 09 0 11		

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb.	0 04½
New Pink sea salmon	0 09	Sea herring, 56-lb. brl	2 25
Whitefish	0 10 0 11	Mackerel, lb.	0 12
Red salmon, headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	0 08 0 09	Fillets of haddie	0 12
Digby herring, bundle	1 00	Cisco es, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gal	1 75	Labrad r herring, half bbls.	3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

Halifax.—The catch of herring on the south-western shore (referred to in last week's Grocer), was the greatest ever known in that vicinity. Total catch was over three thousand barrels. There were enormous schools of fish all along the south-western shore, and in eight hours the fishermen in the vicinity of Clark's Harbor had landed fourteen hundred barrels. Large quantities of these fish were salted, the balance being disposed of for bait.

Small catches of mackerel are still reported at some points along the coast, the most of them being placed on the local market. The fish are large, and fat. Fresh mackerel are also reported fairly plentiful on the Boston market—and price is low.

Cold storage plants are now busy. Large quantities of cod and haddock are being received daily from Canso, Petitie de Grat and Port Hood, most of which are made into smoked finnan haddies and cod fillets.

Codfish prices remain firm, and predictions are being made that they will go higher.

R. G. Blackburn has been appointed manager in Western Canada for W. G. Patrick & Co., and his territory comprises that bounded by Fort William and the Rocky Mountains. A branch has been opened at 110 James St., Winnipeg, in connection with which a spacious warehouse has been leased, and which is connected with convenient trackage facilities. Mr. Blackburn was formerly traveling representative for W. G. Patrick & Co., covering all western territory between the Great Lakes and the coast.—Advt.

The West Indies Fruit Co., Montreal, have just received a cable from the West Indies, stating that a cargo of fresh tomatoes, open air grown, is on the way to Montreal. This company will be in the course of a few days in a position to supply the trade every week throughout the winter with the choicest tomatoes, everyone guaranteed sound, at a wonderfully low figure. It looks as if the retailers of Canada are now going to have the means of overcoming loss from crushed and decayed tomatoes.—Advt.

No Sharks, No Whales

YOU don't need them, but you certainly require a choice selection of the finest fish every week—something that you can show your customers and sell them in a minute. Quick sales mean money quickly made. Be quick, before the best of the season is gone.

"CANADA" Brand Pure Boneless Cod Fish

Here's a line that even the dullest clerk could sell. The goods are so nicely done up that they create a desire to eat.

CANADA TABLETS, 20 1 lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk and SKINLESS FISH.
MARINER BRAND, 25-lb. Boxes, Bulk.

Boutilier's Fillets

These are not the "just as good." They are absolutely the best fillets on the market today. A trial will prove it.

"Ocean" Brand

HADDIES, KIPPERS, BLOATERS

Make a fish department look good, fleshy and tasty.

We Offer for Immediate Shipment by Carload
NEW FAT JULY SALT HERRING

WRITE

Halifax Cold Storage Co., 47 William St., Montreal

ASK FOR BOOK OF RECIPES FOR CUSTOMERS

Points to Consider When Buying Oysters

First, be careful that all the oysters you buy are over four years old.

See that they come from "Communities" (as oyster breeding grounds are called) that are noted for flavor.

Be sure that they are matured sufficiently firm to retain their full flavor for the longest time possible.

Decline all stock that has been watersoaked.

Insist that all the stock you buy be refrigerated at a low temperature, but never frozen.

VERY IMPORTANT

It is of the utmost importance that oysters be refrigerated properly all the way from the point of shipment to your store.

If this is not attended to it may well happen that your stock becomes unsaleable in a very short time.

DISPLAY HINTS

Display is another very important consideration—or rather, display and storage.

The "Coast-Sealed" Cabinet is to be recommended for this purpose. It has a vacuum insulated chamber between the inner and outer walls—a construction that results in great saving of ice. The interior arrangement of this cabinet allows part of the stock to be stored under ice continually, while the other part—for current sales—rests on ice.

We recommend "Coast-Sealed" Oysters, because they conform to every requirement mentioned above, and have never yet been known to disappoint a customer in quality, quantity or flavor.

We shall be glad to communicate with any merchant regarding constant supply of the best oysters grown and the closest prices going.

Connecticut Oyster Company

CANADIAN BRANCH

50 JARVIS STREET - TORONTO

A FLOUR CUSTOMER WITH A COMPLAINT

Dealer Made Test to Prove to Himself She Was in Error—Her Ability as a Cook Not Great—Patience of the Dealer.

Montreal, Nov. 16 (Special).—Grocers have to exercise their patience a great deal with some customers who would scarcely be satisfied if there was not something to complain about. A week ago a woman ordered a small bag of flour from a west end grocer, but on using it she found there was something wrong with the quality. The results from the first trial of the new delivery were not what she expected. So she told her grocer who offered to send another bag of the same kind of flour and remarked afterwards that "it was splendid."

The grocer divided the flour she returned into two parcels and sold it to customers whom he knew had used that brand before. He felt safe in telling them the circumstances and asked them to let him know how they found it. Some time after reports from both customers were to the effect that there was nothing wrong with the flour, perfect results having been secured in baking. The first woman was a good customer and for that reason the grocer tries to respond to her whims. In the flour case, however, it was clearly evident that it was her own lack of ability that was at fault, for even without a test the grocer knows what brands are generally uniform.

CARE OF CRANBERRIES.

Should be Kept at Even Temperature—Never Alternately Hot and Cold.

Grocers sometimes complain that their cranberries do not keep well. This to a large extent may probably be their own fault. They do not give the necessary care to their stock.

Most important is it to keep cranberries in an even temperature, and never where it is alternately hot and cold. They should be stored in a cool, dry ventilated room, cellar preferred, if dry. Barrels should be laid on the bilge. The darker the room the better. If cranberries are received in cold weather, never put them in a warm room or cellar; if you do the berries will "sweat" and such conditions will soon spoil the best cranberries produced. Open the room or cellar and cool it to about the temperature of the berries; then let them warm up gradually.

It is perfectly safe to change cranberries from warm to cool air, and it is advisable to do this if the cooler temperature can be maintained.

The man who comes down to business in the morning with a smile on his face has taken a long step towards making the day a successful one.

Three Good Lines For the Grocer

Choice Lake Erie Large Ciscoes
Rich, Sweet and Fat
We are SMOKERS of THEM

Golden Brand Finnan Haddies Fillets, Etc.
The finest in the sea

Neptune Brand Oysters
in Sealed Cans. Carriers Free.

JOHN FITCH
Hamilton - Ontario
P.O. BOX 103

You Would Be Surprised

if you knew the value we give our customers. We are the largest house in the Fish and Oyster business to-day.

We want you just to try a sample order of our BEACON BRAND Oysters and Haddie.

As one of our customers said, he was very much surprised at their superiority over the much-advertised brands of oysters now on the market. We think they would be surprised, too. Let us have an order at once. It would pay you.

THE F. T. JAMES CO., LIMITED
FISH AND OYSTERS
Church and Colborne Streets, Toronto

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa Ont.; A. E. Richard, Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.





SMALL SIZE SEALSHIPTEN

This is the new individual ice-cold container—holding 1|12 Im. gal., 14 ounces, enough for a small family.



LARGE SIZE SEALSHIPTEN

This is the new individual ice-cold container—size holding 1|6 Im. gal., 28 ounces, enough for a large family.

Sealshipt Oysters
—Now Sold a New Way

In sealed, ice-cold, individual packages called Sealshiptens.

Just as the Sealshiptor and the Sealshipticase were the inevitable successors of the open tub, in shipping and displaying oysters, just so this new Sealshipten must supersede paper pails and all other methods of selling.

It saves slop.

It saves time.

It necessitates less investment on the dealer's part.

No shrinkage—at least 7% more net profit assured.

It puts an end to substitution and all unfair competition.

It affords you a known profit, no guesswork as with bulk oysters.

It reaches the user under air-right seal—no possible contamination.

It makes an attractive package of what formerly was a leaky, bunglesome paper pail. It requires no careful handling—it cannot spill.

Unscrupulous dealers cannot always be stopped from selling bulk oysters as Sealshipt, but they can and will be stopped from counterfeiting this trade-marked package.

Your Sealshipticase has the same advantage as before—the same advertising advantage—the same advantage as a refrigerator for keeping the Sealshiptens properly.

It enables you to offer Northerns and Blue Points in either Standards or Selects, in two different sizes of package, without extra investment on your part.

Sealshipt Oysters come right in and go right out. They do not linger. You have practically no capital invested in them.

The Sealshipticase enables you to meet a ten-gallon-an-hour demand—or to keep your oysters in perfect condition against a call of only three pints a day.

The new Sealshipten makes the oyster business the cleanest, most profitable business a store can have.

We have made it easy for you to get and keep oysters at their best.

We have, by our advertising, created a demand which will send a stream of customers to your store.

Will you be content to deal in "just oysters" when Sealshipt Oysters offer you so certain a profit?



This is the Dealer's Blue and White Porcelain Sales Refrigerator—Equally valuable for keeping stock of the new Sealshiptens as for keeping stock of Sealshipt Bulk Oysters.

WHOLESALE DISTRIBUTORS:

Eastern Canada: Producers' Sales Co., 159 King St. E., Toronto.
Western Canada: Swift Canadian Limited, Winnipeg.

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

Are You A Salesman ?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

Rock City Tobacco Co.

Quebec Winnipeg

SUCCESSFUL

merchants always make sure of stocking trustworthy goods and you should certainly consider the

7-20-4 CIGAR

when fixing up your tobacco show case.

It Has Merit

and provides a most refreshing smoke at a reasonable figure, both you and the consumer getting money back all the time.

We Don't Want

to overstock you but we do want you to give our goods a fair trial. We know that you'll be a good customer in the end.

The Sherbrooke Cigar Co.

SHERBROOKE, QUE.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about $4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems Business Systems Limited, Manufacturing Stationers Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

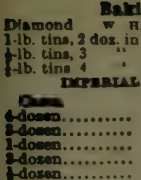
Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 65
" 1-lb.	4 90
" 3-lb.	13 65
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4 oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 90
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 ds	0 45
No. 16, 12-oz., 4 dz	2 10
No. 10, 1?-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.



DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 85	Jellies	
Raspberry	1 85	Red currant	2 00
Black currant	1 85	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 85	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

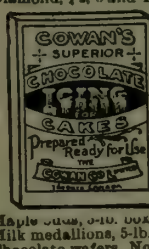
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ¼-lb. packages, 2 dozen in box, per dozen	0 90

Chocolate Confections—

	Per lb.
Maple Buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ¼'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, ½'s, 5-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 2½ bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

	90 per dz
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ¼s	0 38
" " ½s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 33c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16
White Moss in 5 and 10 lb. square tins, 21c.			

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 90

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " " ground			0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins, "	"		0 31
" " ½ lb. tins, "	"		0 32
Anchor Brand, 2 lb. tins	"		0 31
" " 1 lb. tins	"		0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 33c lb.
Mo-Ja, ½-lb. tins 30c. lb.
Mo-Ja, 1-lb. tins 28c lb.
Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 30	0 40
1 and ½	0 35	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 90
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 50
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

Perfection Computing Cheese Cutter

Made in Canada

Encased in our Standard Automatic Cabinet—a handsome glass and wood cabinet, highly polished and very practical.

Adds Greatly to the Appearance of the Store

Modern equipment gains business. The well fitted store, being distinctive, wins the trade of the fastidious buyer, and the confidence of every customer. No fixture in the grocery store performs a more useful duty than the "Perfection" Cheese Cutter, both in appearance and actualcash savings.

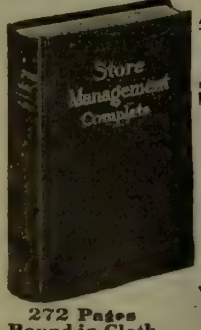


Automatic Cutter Cabinet

American Computing Company of Canada
HAMILTON, ONT.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., - Toronto, Canada.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	[6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Sou.	11 00
" " tins	½ kilo	100 tins	18 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 4s	20 00	½ gal., 42s Sq.	17 00
1 gals., 10s	35 00	½ gal., 42s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
" 36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50



BLUE, LAUNDRY (Moody's Royal)

Squares, in neat carton..... per lb. 0 15
6 lbs. in a box. 5 boxes in a crate.



CHLORIDE OF LIME

(Moody's Royal)

	Per doz.
1 lb. Carbonized Fibre packages	0 85
½ lb. Carbonized Fibre packages	0 45



DRUDGE.

(Moody's Anty) Extra Fine.

Handy Sifter, top package, doz.	0 85
100 lb. Kegs ..lb.	0 05½
300 lb. Barrels "	0 05



QUICKSHINE STOVE POLISH.

No. 10, Fancy tins, tall shape.....doz. 0 85
3 doz. in wood box.

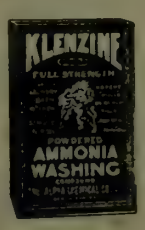
HALF TIME SHOE PASTE

(Moody's Extra Fine)

4 doz. in wood box.....per doz.	0 85
1 doz. in carton, 12 in wood box "	0 75

HAND CLEANER Moody's Electric)

In Fancy tins, 3 doz. in wood box, doz. 0 85



KLENZINE AMMONIA POWDER (Moody's)

Washing Compound—

	Doz
Large size, 1¼ lbs.	0 90
Small size, 10 oz.	0 45

Packed 3 doz. in wood bo

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

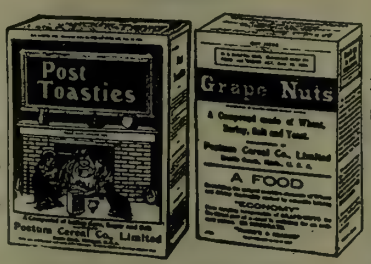
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkgs., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only.	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's 4 50
Gusto, 36 s..... 2 35

Jelly Powders



Assorted Case,	Contains 2 doz..$1.80
Lemon (Straight)	Contains 2 doz..$1.80
Orange (Straight)	Contains 2 doz..$1.80
Raspberry (Straight)	Contains 2 doz..$1.80
Strawberry (Straight)	Contains 2 doz..$1.80
Chocolate (Straight)	Contains 2 doz..$1.80
Cherry (Straight)	Contains 2 doz..$1.80
Peach (Straight)	Contains 2 doz..$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.. $2 80
Chocolate (Straight)	Contains 2 doz.. 2 50
Vanilla (Straight)	Contains 2 doz.. 2 50
Strawberry (Straight)	Contains 2 doz.. 2 50
Lemon (Straight)	Contains 2 doz.. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 18.75.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins..	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins..	0 85	" ½-lb. jar	0 85

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal



Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins.	$2 00
60-lb. tubs per lb...	10½
3-lb. tins, 20 to case per lb...	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins, 6 to the case, per lb	0 10½



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.



SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

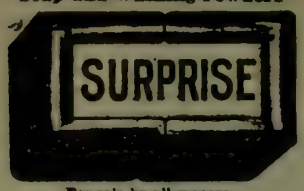
Fine.

4 lbs. box	"Special"..... per box	0 22
8 lbs.	" ..... "	0 44
5 lbs.	" "Standard"..... "	0 27½
10 lbs.	" ..... "	0 55
6 lbs. cases or 75 lbs. bbls	..... per lb.	0 05
25 lbs. cases	1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box	"Standard"..... per box	0 30
10 lbs.	" ..... "	0 60
25 lbs. cases (loose)	..... per lb.	0 06
25 lbs. cases, 1 lb packages	..... "	0 06½

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Oriole soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

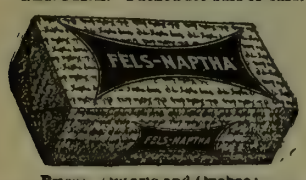
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 85

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
20 lbs.	Edwardsburg silver gloss, 1 lb. ohromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60
	Culinary Starch	
40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 20 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 80 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Ontario and Quebec Prices.

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

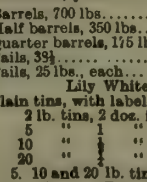
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

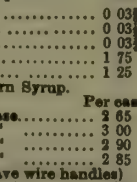
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup. Case

1 lb. tins	2 doz in case	$3 50
5 "	1 " "	4 00
10 "	½ " "	3 95
20 "	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.
Maritime Provinces and Ontario:

2's, 2 doz. case per doz.	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

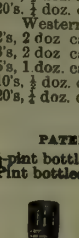
Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz.	1 80
3's, 2 doz case. per doz.	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½ pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per dozen
H P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED
PUNCH SAUCE

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	60
Starlight, 7s	56
Cut Smoking—Great West Pouches, 8s	50
Regal Cube Cut, 9s	70



Blue Label, ¼'s	0 21	0 25
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 28	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 40 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails. 9 pails in crate, 37½c per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 62½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pail sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 55c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.



White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - - ONTARIO

PURE **RELIABLE**



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents

HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

"WELLINGTON"

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

SALT?

Your Fall Stock?

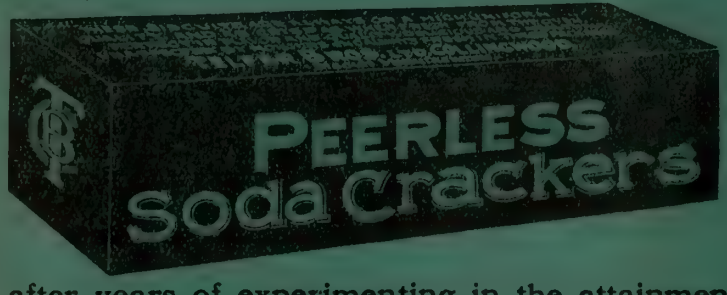
Write to-day

TO THE SALT SELLERS

F C Harkness (DH)
34 Royal Bk Bldg

Verret, Stewart & Co., Limited

MONTREAL



The Sodas that Bring Sales

Telfer's Peerless Soda Crackers possess a reputation for unvarying excellence which has been won only after years of experimenting in the attainment of perfection in quality.

PEERLESS SODA CRACKERS

MADE BY TELFER'S

contain more biscuits of better quality than any other kind. The careful packing allows them to be delivered to your trade in equally as fresh a state as when you first stocked them.

You will find there is a big demand for Telfer's —and besides it gives you good profit.

TELFER BROS., Ltd., Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

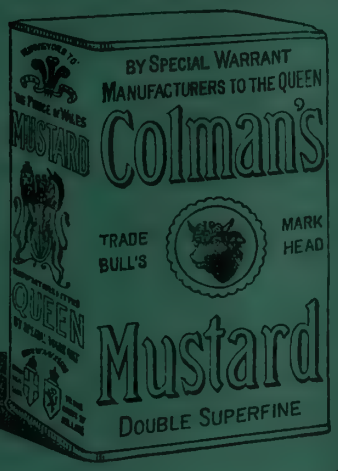
VOL. XXV. PUBLICATION OFFICE: TORONTO, NOVEMBER 24, 1911 No. 47



Toronto Office:
30 Church Street

For Years in the Lead
——Still Leading

is the unparalleled record of these two brands of staple condiment.



COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.

AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St. ;; MONTREAL



This is the Corn Syrup Season

From now on throughout the colder months of the year Crown Brand Corn Syrup will be used on thousands of tables, and where the grocer is doing his share and reminding his customers of

CROWN BRAND CORN SYRUP

he can place it in the homes of every one of his customers. It is only necessary to say a word or two to make sales; for instance, you can just tell your customers that folks who find that other syrups do not agree with them can eat Crown Brand freely.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

The Satisfactory Soap For Both The Consumer And The Dealer

The kind of Soap which every woman in Canada prefers is the Soap which washes everything to a healthful cleanliness without the necessity for hard, tiring work in hot, unhealthy steam—the Soap which actually makes "Child's play of Wash Day."

The kind of Soap which every dealer should prefer is the Soap that is no trouble to sell, the Soap that requires no explanation or recommendation. That Soap you know is



The St. Croix Soap Manufacturing Co.

FACTORY AT
ST. STEPHEN, N.B.

BRANCHES:
MONTREAL, TORONTO
WINNIPEG, VANCOUVER,
WEST INDIES

Fish From Scotland

The "Moir" Brand of canned Scotch fish has all the delicacy and richness of flavor of the freshly caught fish. It is a satisfactory brand to buy because it is always the same—you can judge the quality of the entire year's output by a single can.

Moir, Wilson & Co., Aberdeen

are specialists in the packing of Scotch Fish—nothing can possibly be finer than their product. Their reputation has been made entirely on this one thing. It is their hobby to offer only the "best"—*and they do it.*

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal — 84 Victoria St., Toronto

Sterilized Prunes

Griffin and Skelley pack only Sterilized Prunes—Sterilized with hot steam—Not dipped—No abnormal shrinkage—No living animal matter—No bacteria or germs—when "Sterilized" in this way.

The Best Only **Always the Best**

Arthur P. Tippet & Co., Agents

8 Place Royale, Montreal — 84 Victoria St., Toronto

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW SCOTLAND

CANADIAN DISTRIBUTORS—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec. Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



THIS NEW SOUP PRODUCT

provides rich, nourishing soup without any bother in preparing it.

Practically every woman in Canada sees the big advertisements of

EDWARDS' DESICCATED SOUP

Every woman who sees it on your shelves or counter is eager to try it.

Every woman who has bought it keeps on buying it.

That is why EDWARDS' DESICCATED SOUP is having such a splendid sale.

New customers are flocking to stores which feature this new Soup and display it prominently.

EDWARDS' DESICCATED SOUP is made in three varieties—Brown (made of best beef and fresh vegetables), Tomato, and White (both vegetable). Retails at 5c a package, and in canisters at 15c and 25c.

If you haven't already stocked this Soup, send in a sample order, or write for a package of each variety with wholesale prices. Novel Window Cards and other sales-producers with each order.

Distributors:

WM. H. DUNN, 396 St. Paul St., Montreal;

W. G. PATRICK & CO., Toronto;

W. H. ESCOTT & CO., Winnipeg.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

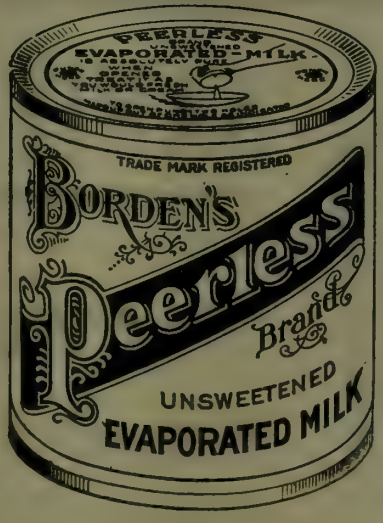
NEW IDEAS — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

BORDEN'S EVAP-ORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN

Montreal, Toronto and Vancouver

THE NAME "FAIRBANK" MEANS SOAP SURETY

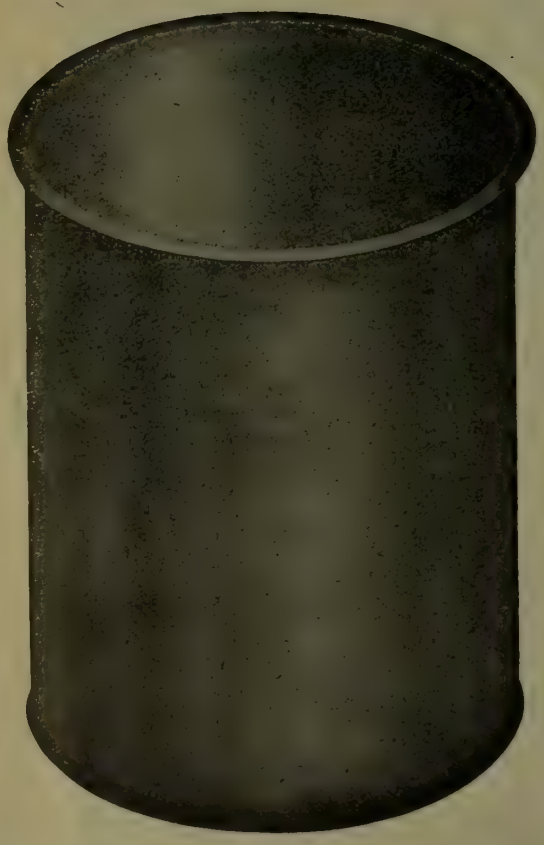


GOLD DUST

saves work for your customers by its cleansing power, and GOLD DUST advertising saves work for you by its selling power. One is as searching as the other—just as GOLD DUST itself goes into every nook and corner of the household after dirt, GOLD DUST advertising goes into every corner of the country after customers and sends them to your store.

MADE BY

THE N. K. FAIRBANK COMPANY, MONTREAL



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



As Good as Home-Baked —and Cheaper

"Simcoe" Baked Beans

Send for our pamphlet on Valuable Hints on Storing Canned Goods.



Dominion Canners, Limited

Hamilton, Canada



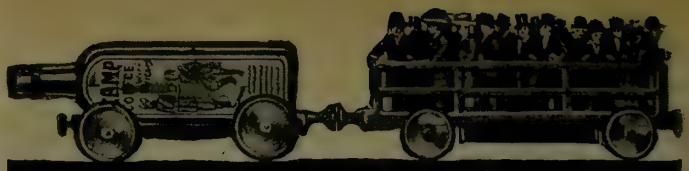
We know of no trade-mark that covers a product that is nearer perfection, or that is more universally used in Canada, than the

WINDSOR SALT

trade-mark shown on this bag.

Windsor Salt is the only satisfactory salt for a good grocer to sell.

THE CANADIAN SALT CO.,
LIMITED
WINDSOR, - ONTARIO



'CAMP' COFFEE

Pulls the Customers:

Let it pull them your way. The public like 'Camp' because of its fine flavour, and because it is simple and quick to prepare. For these reasons 'Camp' is frequently taken in preference to any other beverage, and at times when coffee isn't customary.



Thus, 'Camp' has a powerful 'pull' to the shopkeeper's advantage. 'Camp' carries a substantial profit—don't miss your share of the big trade in 'Camp.'

Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow.

By Royal Letters Patent.

NELSON'S
Gelatine and Liquorice
LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

An International Reputation



For pleasing the palates of particular people, by reason of it lending a piquancy of flavor to all kinds of cold meat, fish, fowl, etc. Right in that paragraph is the sum and substance of every grocer's success with

BRAND'S A 1 SAUCE

It has the ingredients that will please particular people. Made of an English recipe of the olden days.

Brand's A 1 Sauce should be given prominence by every Grocer. It will sell at a good profit, and moreover it will give the satisfaction that will command repeat orders.

BRAND & CO., LIMITED Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND

NEWTON A. HILL, 25 Front St. East, TORONTO H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER, B.C.



Extendea tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE" Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses." And the pump is positively accurate—" Enterprise " make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



PERFECT PICKLES

They are appetising and piquant, having a delightful flavour which no other maker can equal.

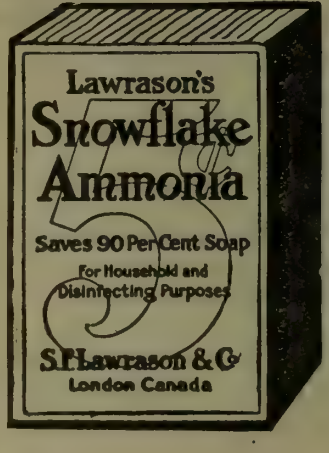
Packed in lever topped glass bottles, Pink's Pickles will make an effective display on your shelves. They sell easily and bear a good profit.

The Manufacturers' Agency Co.

Montreal, - -	J. W. Windsor, - -	22 St. John Street
St. John, N.B., - -	S. Cecil Irvine, - -	48 Princess Street
Halifax, N.S., - -	C. E. Creighton, - -	Bedford Chambers
Boston, U.S.A. - -	Gen. Sales Office, - -	330 Board of Trade Bldg.

E. & T. PINK, LONDON, ENG.

Size of Package Sells Ammonia



You believe that, Mr. Grocer, don't you? We do. But we are not asking you to buy

LAWRASON'S Snowflake Ammonia

because it is the ***largest*** package, but rather because it is the ***best.*** And to substantiate the ***"best"*** statement we have a guarantee of $500 that it equals in power any similar powder—selling at half the price.

Another feature that commends Lawrason's to housewives is because of its ***purity.*** They say there is nothing to equal Lawrason's for its purity and cleansing properties.

There is a big sale to be done in this line. Order a stock and get your share.

S. F. LAWRASON & CO., London, Ontario



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON ONLY A LIMITED QUANTITY BEING PACKED

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - - Canada

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver

A Woman's Whim

can be satisfied every time with a food product that proves itself the equal in quality of home-made.

Sterling BRAND

MINCE MEAT

will stand the severest test of purity, being made under "Sterling" conditions, which means cleanliness is first thought.

Now that the winter season is under way, you will find Sterling Mince Meat a seasonably, profitable line to handle.

The T. A. Lytle Co., Limited

Sterling Road, - - Toronto, Canada

The Right Thing

Shows a good profit

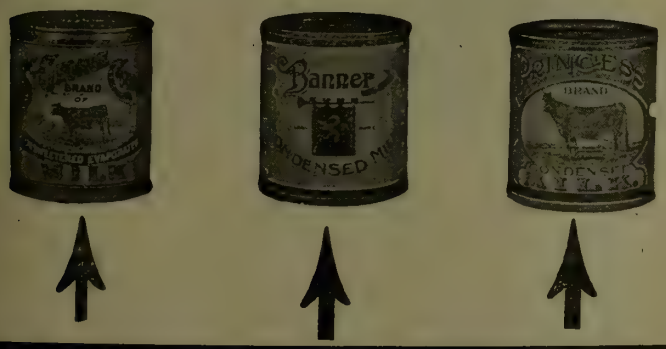


Take no substitute

Reliable Quality Packed in Finest French Olive Oil

ORDER TO-DAY FROM YOUR WHOLESALER OR WRITE TO

MONTREAL—J. W. Windsor
QUEBEC—Albert Dunn
HALIFAX—A. B. Mitchell
ST. JOHN, N.B.---W. S. Clawson & Co.
TORONTO---A. E. Richards & Co.
HAMILTON---A. E. Richards & Co.
LONDON, ONT.---Geo. L. Gillespie
WINNIPEG---W. H. Escott Co.
CALGARY---H. Donkin & Co.
EDMONTON---Dominion Brokerage Co.
VANCOUVER---H. Donkin & Co.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.



¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

ALL GROCERS SHOULD STOCK

Borwick's
BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

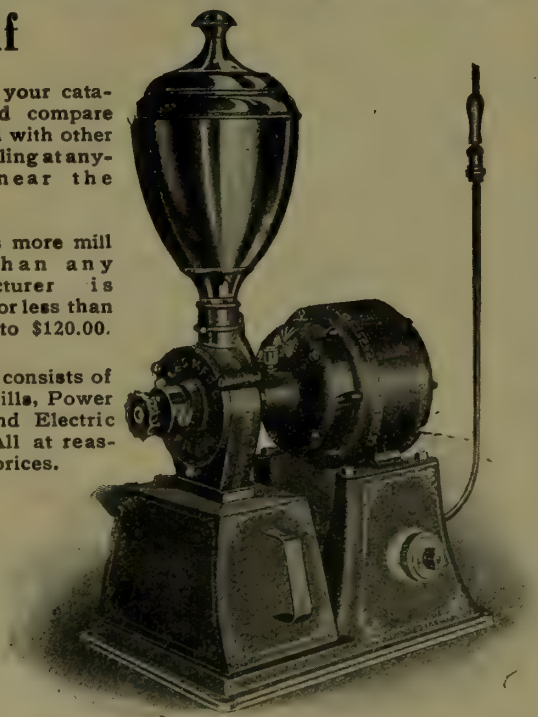
Halifax, - N.S.

More Than Ever in a Class by Itself

Get out your catalogs and compare this mill with other mills selling at anywhere near the price.

There is more mill here than any manufacturer is giving for less than $100.00 to $120.00.

Our line consists of Hand Mills, Power Mills and Electric Mills—All at reasonable prices.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



THE DELICIOUS FLAVOR OF "Kit" Coffee

CANNOT BE COPIED

That is why anyone who compares "Kit" Coffee with its imitations keeps using "Kit" right along.

The manufacturers of "Kit" Coffee have the secret of obtaining in bottled form a highly concentrated essence of the finest coffee and chicory with a **delightful flavor and aroma.**

It will pay you to get full information from our

CANADIAN AGENTS:

ALEX. TYTLER.....Temple Building, London, Ont.
J. A. CROOKS.....Bedford, Halifax, N.S.
KIRKLAND & ROSE.....312 Water Street, Vancouver, B.C.
G. C. WARREN.....Regina, Sask.

KIT COFFEE CO., Govan, Glasgow



Staple Significance

The brand of staples carried by a grocer bespeaks a reputation for that store, a fact alone that is worth much consideration.

THE DOMINION MATCH

through its all-round qualities is a popular staple. Every match is made of good quality wood, with a head that lights silently every time without spluttering. The demand is steady--and your profit good.

The Dominion Match Co., Limited

DESERONTO, ONT.

Or the Canada Brokerage Company, Limited, Toronto
A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Quebec

SEASONABLE FOODS

CLARK'S

Christmas Plum Puddings

A perfectly delicious pudding, full of "morishness."

IN CANS, No. 1's and 2's



CLARK'S

Fine Old Mincemeat

Every **Can, Jar** and **Pail** is full of **Goodness.**

Both of above are made from very old English recipes of the finest of selected Fruits, Peels and Spices, and are absolutely guaranteed.

THAT

New style can
as per cut is on the move.
See that you get your supply in.



W. CLARK

MONTREAL

Manufacturer of the

Celebrated Pork & Beans



Confectionery and the Rise in Sugar

The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

John Gray & Co. Ltd., of Glasgow, Scotland

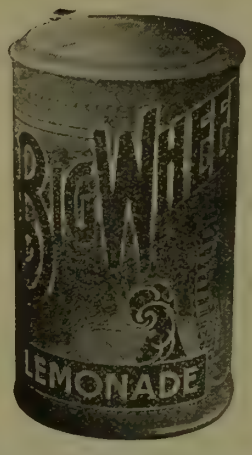
bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit.

We have a reputation of over one hundred years for high-class candy making.

Prices and particulars from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

Your Opportunity!
Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto

Tartan BRAND
THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Tell Your Jobber You Want

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

This Mark on Every Box Insures the Best

Place Order Now for
Fall Delivery



THE ELGIN
National
Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

ARE YOU AWAKE

to the opportunities QUINQUINOL offers you to keep your country patrons interested in your store? If not, let us explain.

QUINQUINOL

(Pronounced Kin-Kin-all)

is a STOCK FOOD of very HIGH QUALITY and has been awarded three diplomas as well as receiving the recommedation of the Minister of Agriculture.

50% PROFIT
and Exclusive Territory

$4.00 per dozen gallon tins. Retail at $6 00. We are now allotting territory for next spring trade. Are you interested? Only one dealer in each town wanted.

The American Pure Food Company
MONTREAL

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along—

H.P. is no shelf-warmer, it's no sooner on than it's off again—
off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto, Montreal, Winnipeg, Man., and Vancouver, B.C.
R. B. Seeton & Co., Halifax, N.S.
Donnelly, Watson & Brown, Ltd., Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.

H.P. SAUCE



THE
"WALKER BIN"
SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

DO YOU SELL

FOREST CITY BAKING POWDER

THOUSANDS DO, WHY NOT YOU?

You want the best, then buy FOREST CITY PROFITS.

Try our special Christmas offer.

1 c/s	6	oz.	6 doz.	at	75c.
1 "	12	"	6 "	"	$1.25
1 "	16	"	6 "	"	1.75

and we will give you 1 doz. each size free and pay the freight to any Ontario point.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

Canada First



Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario
Head Offices: Hamilton, Ontario



As Winter Advances

make an attractive display of Bovril—the best winter beverage, a valuable food and a splendid preventive of chills and colds.

The highest medical authorities are agreed as to the high nutritive and force giving qualities of Bovril, and people the world over have endorsed medical opinion by preferring Bovril to imitations.

Thousands of grocers are reaping the benefits of its popularity.



BOVRIL LIMITED, Montreal



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO

(J. A. Henderson)

YOUR BUSINESS

should be profiting by the general prosperity of the country. The demand is now more and more for the higher qualities of goods, and the higher the quality of YOUR stock the more permanent your business will be.

WE SPECIALIZE on quality! Quality is our motto, and we are *direct* representatives for Quality Lines from all parts of the world. We back this up with a thoroughly efficient organization and a careful personal supervision of our business, which ensures our customers prompt and satisfactory deliveries of all their requirements at the *Right* prices. We would like to place our business experience and our special facilities at YOUR service. All that you want we have.

RICHARDS & BROWN, - WINNIPEG

WHOLESALE COMMISSION MERCHANTS

The demand for **JAPAN TEA** is steadily increasing. **WHY?** Because it is **PURE** and **NON-INJURIOUS.** There is a vast shortage in this season's crop. **JOBBERS,** therefore, must be on the alert.

FURUYA & NISHIMURA

SHIDZUOKA NEW YORK CHICAGO MONTREAL

WRITE AND MAKE NO MISTAKE

The busy season is coming along and you must have supplies of

Macaroni, Vermicelli and Spaghetti

because either of these lines will be in good demand for soups, etc.

Ask for Our Prices Very Reasonable

L'Etoile is THE Brand

We never "Knock" but we firmly believe that we have better goods than the "other fellow" and our prices are most reasonable considering the high quality of the goods.

GIVE US A TRIAL
OR ASK FOR SAMPLES

We'll be pleased with either; So will you.

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St, St. John, N B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO, Pickford & Black's Wharf, Halifax.

St. Lawrence Granulated

is the choicest and most reliable sugar refined in Canada, certified by Government analysis to contain $99^{99}/_{100}$ to 100 per cent. of pure cane sugar with no impurities.

IT WILL PAY TO SUPPLY YOUR CUSTOMERS WITH

St. Lawrence Sugar

and thereby earn the reputation of selling only the finest quality of sugar that money can buy.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

Particular People Select McLean's

"WHITE MOSS" COCOANUT



You need not look for "White Moss" to be returned with—"Don't like this, it's ground, we want shredded cocoanut.",

Canadian Cocoanut Co., Montreal

SOLE MAKERS

THE PRIDE OF THE KITCHEN

is generally the stove. You can both please and satisfy your customer by supplying

JAMES DOME BLACK LEAD

A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit Gives Great Satisfaction

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

The Sapho Lines Lead to Success

and make good cogs for your business wheels. Here are some of them, profit makers and satisfaction producers:



"Sapho"
Liquid Bluing

The housewife wants this line. The cloth bag will soon be a "dead head." The attractive bottles show up well on the shelves.

Ask us. Tell your customers.



"Sapho"
Household Ammonia

Put up in such a form that the housewife can always keep it in good condition No loss to her and a gain to you.

We'll tell you all. You tell the housewife.



"Sapho"
Anti-Dust

A disinfectant with a good reputation. The "bane" of other manufacturers. Going strongly. Keeps the house clean and sweet.

Write about Anti-Dust. Worth while.



"Sapho" "Mine Grasse"
Stove Polish

This is the polish which we calculated would take the shine off the others. It has done so. Once used becomes a regular friend.

Just drop a card. Full particulars later

The Sapho Mfg. Co.
Genuine Specialties - Montreal

A New Bottle But
The Same Good Goods



"Pride of Canada"
Maple Syrup

may well be called the "lonely" syrup, because while it has a legion of friends throughout the country, yet it stands absolutely *alone* in its class. No other brand can compete with it. It is 100% pure. *Never* has been adulterated.

The PURITY AND GENUINENESS of our goods is established. We are not making this statement without knowing that we can back it up. We put up the highest quality on the Canadian market to-day. Do you believe us?

WRITE

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO
"PRIDE OF CANADA" and N-O O-T-H-E-R

NOTICE!

We have quite a lot to tell you about KO-KO-BUT, about its great qualities, and why the Canadian housewife regards it as **the Perfect Cooking Butter.** We will have a short talk with you every fortnight and hope you will look out for future messages.

KO-KO-BUT Talk, No. 1

KO-KO-BUT is a **pure** vegetable butter, hygienically prepared from the carefully selected fruit of the cocoanut palm.

KO-KO-BUT is absolutely odorless, has no distinct flavor, yet brings out the full taste of all foods cooked with it.

KO-KO-BUT is recommended by the highest medical authorities for its purity.

1 lb. KO-KO BUT goes as far as 1¼ lbs. Butter, etc.

PACKED IN TINS TO SUIT YOUR TRADE.

Write and ask about our "Free Advertising" Plan.

Dominion Cocoanut Butters
Montreal LIMITED

COOK'S FRIEND

BAKING POWDER

Contains

NO ALUM

You Can Win a Larger Trade

You can sell Weston's Soda Biscuits to nine women out of ten if you tell them the truth about Weston's Sodas. The truth is this:

"The finest blend of flour and the purest shortenings are used in their manufacture, making them the lightest biscuit made in Canada.



Fac-simile of Package

"Weston's Soda Crackers are packed in 24's and 48's, with 24 biscuits to the package — the largest 5c. package put up in Canada."

If you are after a larger biscuit trade, get in touch with us. Commence now by writing for samples — and say you saw the ad. in Canadian Grocer.

George Weston
Limited
TORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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TORONTO

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Grocery Brokers and Agents.
Established 1885

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New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
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MONTREAL

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OF DURABILITY
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No. 8 Plain Cloth Holder. } Stamped Steel Heads
No. 10 Combination Brush }

Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by

TARBOX BROS., - Toronto, Ontario

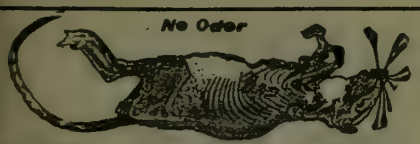
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JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON
"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax



It dries them up **Common Sense** **KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

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ESTABLISHED 1886

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CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.

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TORONTO, ONT. GEO. J. CLIFF, Manager.



Not like Noah's Dove, which could not find a rest for the sole of its foot.

WHITE DOVE COCOANUT

finds a resting place in almost every store in Canada.

THE BIG DEMAND

resulting from the recognized purity of our goods makes it hard for us to fill all orders. Yet we will divide our output and let you have a share.

Let Us Know Your Wants

W. P. Downey

MONTREAL



The ***BROWN*** is the ***Perfect*** Bag Holder

Size required can be seen at a glance.

Handy, saves time and therefore money.

For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the

Irish Grocer, Drug, Provision and General Trades' Journal

10 Garfield Chambers, Belfast, Ireland.

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

STOP!

Mr. Grocer, are you fully prepared for Xmas trade? Perhaps you have overlooked getting your supplies of

Poultry Dressing

Very important that you should be ready to supply this line. It will naturally be in demand and we can furnish the highest quality goods. Write about it.

Sage and Savory

You will also want these. Be sure to get your order in early.

WRITE IMMEDIATELY

S. H. Ewing & Sons

Montreal - Toronto

ESTABLISHED 1849

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Offices Throughout the Civilized World

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St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO



Banner Brand Sells on Merit!

The unequalled quality and consistency of this popular line makes it an excellent stock for you to handle—one that will increase your trade and incidentally enlarge your profits.

Banner Brand is the BEST in Jams and Jellies, only pure fruit and highest quality granulated sugar are used in their manufacture. The price is popular—Ask for particulars.

Lindner & Benner, Toronto

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

Seasonable Specialties

Genuine French Fruits---Cherries, Pineapple, Assorted Fruits, in both glace and crystallized fruits. Boxes, 1 and 8 lbs.

Leard's Boneless Chicken. 1 lb. tall tins, the finest quality packed. On account of the very short pack, it's advisable to order NOW.

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Griffin & Skelley's, Seedless, 12 oz. pkgs., for immediate shipment.
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Our assortment is worth your attention. Pascall's, Needler's, Packer's. Our travellers are showing samples.

Send us your RUSH Orders for any of your Christmas wants.

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

"NUGGET" POLISHES

WILL NOT FREEZE

SHOW YOU A GOOD MARGIN OF PROFIT

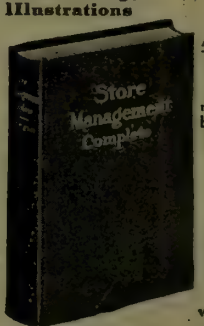
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

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Every successful grocer knows the business building value of good tea.

"SALADA"

has the qualities that get business. The simple fact that we have for nineteen years consistently maintained the high standard of quality for which **"SALADA"** is famous, and the many facts and figures which we have given lately showing the wonderful growth of **"SALADA,"** are proofs positive that we are serving the public well.

THE "SALADA" TEA COMPANY

TORONTO MONTREAL

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Prices of Xmas Dried Fruits and Nuts

How Those Ruling Now Compare With a Year Ago—Certain Similarity in Quotations on Ingredients of the Christmas Cake—No Overplus of Peels—Almonds are High—Scarcity and High Price of Brazils—Prohibitive Price on Peaches and Apricots—Large Prunes are Scarce.

The season of demand for dried fruits and nuts is now with us. Especially during the three or four weeks previous to Christmas there is a good demand for these lines. The housewife must purchase currants, raisins, dates, figs, peels and other essentials of the Christmas cake, and the consumption of nuts around the festive season is large.

There is a certain similarity between the prices now ruling on the chief ingredients of the Christmas cake and those of a year ago. Readers, no doubt, have been following the markets during the past four months. They will know for instance, that Valencia raisins have been slowly, but gradually going upward from the opening price, until now they are quoted at nearly as high a figure as a year ago. Seeded raisins are higher than a year ago, while currants are just about the same. A comparison of prices on the Toronto market now and a year ago shows the following :—

	1911	1910
Currants—Fine Filiatras	7½-8	7½-8
" —Patras	8 -8½	8 -8½
Raisins—Sultanas	11-12	10-12
" — " —Fancy	12-13	11-13
" —Valencias	8-8½	8-9
" —Seeded—Choice	9¼-9½	8-9
" — " —Fancy	10	8¾-9¼

Off Year for Figs.

Figs have been on the market now for some little time, and already considerable trade has been done in them. There appears to be "off" years in figs and dealers find it difficult work in judging what quantity to order. Some years there are not enough. In others there are some left over. Last year was of the latter variety, despite the fact that other dried fruits were scarce and high in price. So far this season, dealers report, demand quite fair.

New dates are just arriving. The market has been pretty well cleared of old stock, and the first arrivals have been well sold ahead. On Hallowees, the price this year is somewhat higher than last, while Fards are about the same.

Here is how prices compare :—

	1911	1910
Dates—Hallowees—Full boxes	7¼	5½
" —Package, per 1 lb.	7½	6¾
" —Fards, choicest	9½-10½	9½-10½
Figs—2 to 2½ inches, lb.	12½-13½	10½-12¼
" —Tapnets	4½- 4¾	4- 4½
" —Bag	4½- 7	4½- 6

Lemon Peel Higher.

There is little difference in the price of peels now and a year ago. The big season for their sale is during the next month. Supplies apparently seem to show no surplus over expected sales. Prices compare as follows :—

Peels—Candied	1911	1910
Lemon	10-11	9-11
Orange	10-12½	10-12½
Citron	15-17	15-17

Almond Market Strong.

The arrival of the first real touch of winter with its fireside gathering, puts activity into the nut market. Then follows the usual strong demand around the holiday season. Most retailers already have their orders in for these lines. New almonds have arrived, but walnuts are not yet in. The market on almonds this year is high, and shows an advance over last year. France has had a fairly good yield of walnuts, and the new arrivals are expected to ease prices somewhat from present quotations.

The retailer knows that peanuts have been moving upward in the past four months. New crop, while just slightly higher than last year's opening prices, are on a more favorable basis than the quotations ruling of late.

Brazils Above Last Year.

Brazils show an advance of several cents over last year. The crop this year was much smaller than the previous one, and prices accordingly opened high. There seems to be no relief at hand, for reports from all sections show scarcity of supplies, which the good season of demand now about to commence will not help any. A comparison of Toronto prices now and a year ago shows :—

Almonds—	1911	1910
Formigetta	16	14-15
Tarragona	15½-16	16
Shelled	35-38	35-38
Walnuts—		
Grenoble	16½-17	15½-16
Bordeaux	15	14
Shelled	38-40	39-40
Filberts	12-12½	12½-13
Brazils	18-19	14½-15
Peanuts	11-14	9½-12½

Interest in Apricots and Peaches.

Dried apricots and peaches as the trade well know are extremely high in price. Last year was bad enough. This year is worse, and prices are nearly prohibitive. Some jobbers say that the price is so high they are not handling them at all. However, even at the high price, there will, no doubt, be sales made. This table shows how much higher they are than last year :—

	1911	1910
Apricots—Choice	23-24	16-17
" —Fancy	25	19-20
Dried Peaches	17-18	9½-10

Larger Prunes Higher.

Prunes seem to have ascended out of the boarding house class, especially last year and this. A look over the comparison below brings out the fact that while small prunes are about on a par with a year ago, the prices of the larger sizes are much higher. This is explainable by the fact, that while last year large prunes were comparatively quite plentiful, this year they are a decidedly scarce article. Wholesalers' stocks of anything below 60's are generally quite small, while they can hardly be had on the coast. If the state of the primary market is an indication, prune prices can well be expected to hold, especially in the larger sizes, already in such small compass.

The following is a comparison :—

	1911	1910
Prunes—30 to 40's	16	12½-13
" —40 to 50's	15	11½-12
" —70 to 80's	10	10½
" —80 to 90's	9½	8½- 9½
" —90 to 100's	9	9

LOOKING AFTER CREDITS.

Work of Canadian Credit Men's Association—Forming Adjustment Bureau.

Winnipeg, Nov. 22.—The Canadian Credit Men's Asso. Limited, has evolved from the Canadian Credit Men's Association which was born in Winnipeg 18 months ago. H. H. Piggott is president, R. R. Wilson vice-president, and Henry Detchen the secretary. Now that the association is incorporated, the adjustment bureau will go into immediate effect. The only difficulty standing in the way, is the securing of the services of a satisfactory adjustor. This department will look after the investigation of weak accounts, and the handling of the proceeds of sales carried out in accordance with the Bulk Sales Act; the control of businesses where extensions have been granted and the liquidation of estates that have become insolvent. It is hoped that when this branch of the association is running, that considerable saving will be effected for all concerned, and that prompter distributions will be made amongst the creditors interested.

There is at present in the hands of the printers the draft of a diary, which will be published soon, containing a digest of the laws affecting credit men with important decisions dealing with the Assignments Act, Bulk Sales Act, sale of goods, exemptions, Chattel Mortgages and Bills of Sale, partnerships Joint Stock Companies, Foreign or Extra Provincial Corporations, King's Bench Act, Prosecution of Fradulent Debtors, Mechanics' Lien Act, lien notes and conditional sale of goods, limitations of actions, interest, and various forms in daily use by credit men. The diary will also provide a space for daily memoranda, interest tables, etc. It will be the only book of its kind published in Canada.

Handling Confectionery Systematically

Results Obtained by Kelowna, B.C., Dealer—Advises Care in Weighing—Sells High-class Lines — Use of Silent Salesmen—A Splendid Profit-producer.

*By Geo. S. McKenzie, Kelowna, B.C.

A grocer should handle confectionery because it belongs essentially to his particular business; he should handle it because of the profits which accrue from a properly conducted department and he should handle confectionery, and good confectionery, because of the boost it will give his business in increasing his good trade and interesting his best woman patrons.

The usual way a grocer handles confectionery is to carry lines of candy which he displays more or less in pails or in a showcase and better lines in a showcase in the original boxes which cannot help but get mussy. Or he keeps it in the original boxes behind the counter or on the ledge and makes no effort to push sales.

Over-weight Given.

It is also customary to give too much for the money rather than appear "small" or stingy by weighing out each separate sale.

To my mind, the correct method of handling confectionery and making it a paying proposition is as follows: Have a good silent salesman with a top section for trays, in which empty your five pound boxes of best chocolates to sell at say 50 and 60 cents per pound "and put a price ticket on them." Adhere strictly to the price, weighing each sale and refusing to sell less than a quarter-pound.

Advises Showcases.

In the lower portion of the silent salesman display your package confectionery, pricing each variety. Have another smaller showcase in which display gross goods which appeal to the children and which yield a fair profit selling at one cent each. Have one or two small upright cases in which to display five cent goods, such as nut bars and milk chocolate. Besides this there are the ordinary cheaper varieties selling at about twenty-five cents per pound which can be sold in smaller lots of five and ten cents, such as hard chocolates, caramels, creams, etc.

Results Experienced.

We have followed this plan, having displayed the last mentioned in modern bin fixtures behind the counter with the following result: The sale of gross goods, nut-bars and other five cent sellers has increased a little (we used to display these openly and lost a lot from lifting). The twenty-five cent lines have remained about as before, whereas the package chocolates have increased about twenty per cent. But where I claim the profit on confectionery warrants a grocer handling it, if for no other reason, is the increase in sales in the better grade of bulk chocolates. We formerly handled one line at fifty cents. We now handle two lines at fifty and sixty cents and where we used to sell twenty pounds at a doubtful profit, we now handle one hundred pounds at a good, safe, fair margin.

Trade and Profit-getter.

Of course in an eastern town the result might not be so noticeable, but from my point of view, a British Columbia store handling high class goods and catering to the best class of customers, confectionery is an essential, a trade-getter and a profit-maker.

*Winner of Fourth Prize in The Grocer's Confectionery Contest.

A RUN ON FIGS.

Montreal Wholesale House Experiences This Situation—Different From Last Season.

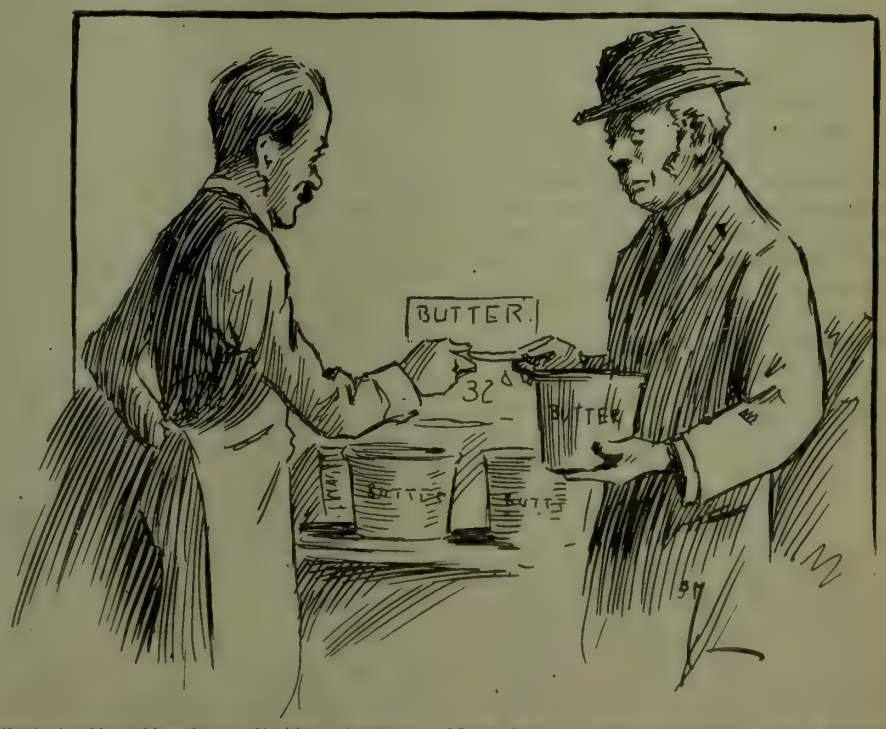
Montreal, Nov. 23.—(Special)—Why has there been a run on figs? Likewise, why was there a run on table raisins last year? and generally speaking why is the demand concentrated on one kind of dried fruit this year and on another, the year following?

These questions were asked by the representative of a wholesale house who remarked that the firm was sold out of figs although there had been no diminution in the orders for the year, and hat they could easily sell fifty per cent. more than they had already disposed of. Last season figs were a little off in flavor, at least they seemed to be, for this particular house offered a quantity at a reduction when the warm weather began to assert itself last summer. This did not affect their purchases this year, however, and now they are cleaned out. Another firm reports a good demand for figs, but states that the first shipments of Malaga raisins have been attracting particular attention and some lines are now exhausted.

The experience of the first informant is to the effect that last year it was table raisins that went particularly fast while the year before fruit was very slow in coming to its own and that it was not until after the holiday season that the bulk of the trade was felt and to such an extent that a large additional quantity had to be purchased.

Have any other firms experienced these situations?

George Lorenz, of Hanover, Ont., has sold his general store to E. H. Lorenz, his son, who has been connected with the business there and in Elmwood for the past twenty years. George Lorenz conducted the branch at Elmwood for 11 years, when it was under the management of Mrs. E. H. Lorenz.



What do You Use for a Butter Taster? Here is a Grocer Handing the Slicing Knife to a Possible Purchaser.

Many Western Farmers Short of Labor

Although Value of Western Crops Greater Than Ever Before Several Farmers Have Been Held up Through Lack of Help—Splendid Building Prospects—$31,800,000 of Wheat Already Delivered.

(Special Correspondence.)

Winnipeg, Nov. 23. — Business and building prospects are very bright. A number of large business buildings are planned and there promises to be quite a boom in erection of residences next spring.

The cause of this expansion and of this confidence in the immediate future is the fuller realization of the value of the crop. A careful calculation as to the value of the wheat already marketed, or which has passed inspection, on the basis of current prices, during September and October, shows $31,800,000. This is a substantial sum for the preliminary deliveries of a big crop. There is no longer any concern as to the value of the crop being larger than ever before, but anxiety does exist with regard to the safety of many acres on which the stooks are still standing unthreshed.

Labor Difficult to Obtain.

The amount of wheat inspected, to the end of October, was 35,093,050, as compared with 33,106,870 last year. But though the harvested and threshed crop is heavy, there never was a time when so much grain still lay out in the fields waiting for labor to take it off. In Saskatchewan, outfits are idle in some cases for want of labor, and this seems regrettable in view of the fact of hundreds of men returning east. This migration homewards of so many laborers is due to the cold. They come to give their services in the normal harvest season when the weather is not cold. If they remain for the November threshing they will be put to the necessity of buying warmer clothing. This is but one of the excuses many of them make for returning home. Others feel aggrieved because of having to pay for their board during the time the weather makes threshing operations impossible. The net results of the labor shortage will be serious.

Railways and Crop Moving.

From the returns of the grain inspection department at Winnipeg, the distribution of the traffic is ascertainable, and a report issued by that department shows the amount of the crop that has been handled by the several Western roads as follows:

September 1 to October 31.

Road	Crop of 1911	P.C. of Crop
C.P.R.	19,979 cars	54.4
C.N.R.	12,687 cars	34.6
G.T.P.	2,881 cars	7.8
G.N.R.	1,165 cars	3.2

Total 36,712 cars.

Road	Crop of 1910	P.C. of Crop
C.P.R.	21,474 cars	61.6
C.N.R.	10,658 cars	30.6
G.T.P.	2,124 cars	6.1
G.N.R.	590 cars	1.7

Total 34,846 cars

C.P.R. Decrease	1,495 cars
C.N.R. Increase	2,029 cars
G.T.P. Increase	757 cars
C.N.R. Increase	575 cars

SASKATOON'S POPULATION.

Saskatoon, Sask., Nov. 23.—The Government census figures did not at all touch a popular chord in Saskatoon. As a result they have taken the census under municipal direction and have carefully checked the results. In fact, the commissioner of the Board of Trade is now engaged in checking off a supplementary list of a thousand names. The final result will show Saskatoon to have a population of 19,000, in place of 12,002. Don't forget the two. As a small boy remarked to his mother: "Wasn't it a good thing that Mrs. Jones had twins to make up the two?"

The city took the census on October 25th, the actual count being 19,300.

Grocers Should be Put Right in Public Eye

Members of Association Think Effort Should be Made to Show Public They are Not Exacting More Than Fair Profit—Incorrect Prices Quoted by Daily Papers—Peddlers Not Made Obey Display By-law—New Members Added—Smoker in December.

Toronto, Nov. 23 (Special).—The Toronto Retail Grocers in monthly session at the Temple Building on Monday night discussed a number of problems of interest to the trade.

President Wm. C. Miller was in the chair.

G. W. Hall commented on the report of the Vegetable Growers' Association, in which they accused the "middleman" of exacting an exorbitant profit on their goods which went through his hands, and recommended that the council should follow the example of some United States cities, by buying these goods from the grower and make arrangement for distributing them to the consumer.

"I think these reports that are being sent out broadcast to the public should be denied," declared Mr. Hall, "for it is true that the grocers are not getting more than a fair profit on them."

Incorrect Prices in Papers.

"The market reports of nearly all the daily papers are also unfair to us. Because these reports go out to the farmers and producers, the figures given by the commission and wholesale men are generally clipped low and the city people reading them expect to get their goods at those prices."

D. W. Clark drew attention to one daily paper which had pointed out to readers that while certain berries were selling at 10 cents up town, they could be bought for 6 cents at the Yonge St. fruit market. That day he had paid 9 cents for his supply.

Neil Carmichael thought it would not be a bad idea to form a committee to approach the daily papers in an effort to get more correct prices quoted.

Display Law Violated.

Mr. Carmichael complained that while grocers were being forced to comply with the sanitary display law, the peddlers were allowed to travel all over the city without complying with the law in respect to them. He did not think it fair that only one portion of the trade should be obliged to comply with regulations.

"This new display law was enacted with a view of giving us redress by making the peddlers cover their goods," said D. McLean, "but apparently the peddlers are the ones who are being benefited by it."

On motion of N. Carmichael and R. Matthews, a resolution was passed that a committee wait upon the medical health officer. and ask that the law be enforced upon the peddlers as well as the grocers. The committee appointed consists of Neil Carmichael, D. W. Clark and J. S. Bond.

Need of Publicity.

It was also advanced by Mr. Carmichael that the grocers should put themselves right before the public.

"I think the public should be acquainted with the fact that in dealing with hucksters they are helping those who do not live up to the sanitary display laws, and are purchasing goods that in most cases are not properly stored or handled. I think that the grocers should institute a publicity campaign to let the public know they are trying to obey the law in every particular."

It was decided to hold a smoker in St. George's Hall on Thursday, Dec. 14. The wholesale and retail trade will receive invitations. The executive have

charge of the arrangements, David Bell, R. W. Davies and Bailey Snow comprising the printing committee.

Membership Increasing.

The association organizer, Frank Johnston, proposed the following grocers for membership; G. J. Melhuish, Yonge St.; B. McHardy, Yonge St.; W. J. Gillespie, Crawford St.; T. F. Gibbs, Shaw St.; J. W. Garner, Shaw St.; D. Knox, Shaw St.; W. Ross, Yonge St.; A. O. Gibb, of Gibb Bros., Yonge St.; A. Snider, Roncevalles Ave.; R. A. Dutton, Roncesvalles Ave.; W. A. Island, Dundas St.; S. Bone, Davenport Rd.; R. A. White, Church St.; R. Bell, Yonge St., and A. Good, Church St.

Comments.

"The peddlers are handling everything," said one dealer. "They are even selling haddie now."

"Customers are getting very particular about their goods," said C. F. Thorne. "A lady who was ordering haddie over the phone the other day, wanted to know if there was any dust on it."

"This is the first meeting I have attended," said Charles Page of Yonge St., "but the association has every appearance of being a live one and I intend to attend every meeting."

Preventing Customers Escaping Payments

In Some Stores a Customer Can Purchase in Provision Department and Leave Through Store Proper Without Settling—How a Montreal Store Overcomes This—Cashier's Office Looks Out Into Both Store and Department—Value of Cash Register—A Handy Refrigerator.

Montreal, Nov. 23 (Special).—On the subject of cash payments in a grocery store with an adjoining provision department, Albert Bouthier, manager of the Park Provision Co., St. Viateur St., believes that it is next to impossible for a customer to avoid paying for goods he or she purchases in either the store proper or in the provision annex.

The plan of the store as shown herewith is quite similar to those already referred. One marked exception is the office which is both in the store and in the provision department. There is a pay window looking out into each and the separating partition is almost entirely glass.

Hears Cash Register Ring.

Besides, there are two cash registers, one in the store proper, and the other in the department. When a customer makes a purchase of meat or provisions, the clerk gives her a ticket from the cash register and the payment is made at the office. The cashier has the entire place under her eye and if she suspected that people were trying to evade paying she has the warning ring of the register.

Again, those who make a purchase on either side have to pass before her to reach the other part of the store and, in addition, the office is close to the two street entrances.



Plan of The Park Provision Co. Store in Montreal. Note the Location of Office Between Grocery Store Proper and Provision Department.

However, as before stated mentioning this subject is merely a hint to the retailer to arouse his attention to any loophole of this nature that may be costing him money.

The Refrigerator.

The refrigerator system in this store is worthy of comment. A glance at the diagram shows its position relative to the store and the meat department. It is built in the storeroom and receives ice on that side. The iceman draws up to the back door and fills the refrigerator without having to pass through the store proper. This work is done from the rear.

The refrigerator has two wide windows, one looking into the department the other into the main store. These windows are raised up and down and anything required is obtained without confusion. Besides, the articles contained therein are displayed to the entire view of customers. It will be admitted that this refrigerator has been well placed. It simply does the work of two and is close at hand to clerks in the store or in the provision department.

Buying Poultry.

Poultry forms an important part of the fall, holiday and winter trade in the meat department.

Mr. Bouthier stated he made provision ahead for his supplies, and was thus prepared for special demand. Quality in fowl is a necessity. People who depend upon their grocer for their goods expect consideration, and sales of old birds only acts as an obstacle to future business. As with other articles quality should be a first consideration.

Bright Fixtures.

The fixtures of this store are bright and attractive. There are more show cases than is usually found; confectionery and cakes, meats, in glasses, choice preserved fruits, etc., have their special silent salesmen, and there is another for tobacco. The shelving is well arranged, is attractive and there are no conspicuous vacancies caused by the neglect to replace goods that have been sold.

A concluding reference may be made to the fact that Mr. Bouthier endeavors to give the store customers a quick delivery, believing that satisfaction rendered in this manner is appreciated.

Jas. A. Macness, Chatham, Ont., who has been conducting two grocery stores, one on St. Clair St. and the other at the corner of Grand and Vanallen Ave., has closed the former, which was his original store, and moved his entire business to the Grand Ave. store. Mr. Mackness purchased his first business on the demise of O. I. Dolsen, a couple of years ago.

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NEW MANAGER APPOINTED.

D. B. Gillies, for the past four years business manager of Industrial Canada, published by The Canadian Manufacturers' Association, has been appointed manager of The Canadian Grocer.

Previous to his engagement by The Canadian Manufacturers' Association, Mr. Gillies was connected for a number of years with The Canadian Grocer, first as editor and later as manager.

Mr. Gillies is familiar with the many problems confronting the grocery trade in Canada having called personally on the trade in every province of the Dominion.

We have outlined a progressive policy for 1912 and will add a number of new features which will make the paper more interesting and more instructive than ever before.

DRIED FRUIT SITUATION.

Those who purchased dried fruits early in the season have without doubt gained considerable this year. That is on the whole. There may have been an odd line which fell back slightly since the opening price, but these were the varieties which were high in price, and were accordingly dealt in cautiously. In general, the markets on dried fruits have been taking on a stronger tone since the first opportunity was presented to purchase.

Those who bought sparingly, or deferred purchases until now, will in several instances, have to pay higher prices than ruled earlier in the season.

A review of conditions in different commodities both here and in primary markets will be of assistance to dealers in deciding on their action if they have not as yet purchased what they consider will be necessary to run them through the season.

Valencia raisins are already held quite firmly on Canadian markets. They cannot be bought now at the figure they could earlier in the season. The market in Spain has been slowly but gradually rising in price from opening figure, and values there are about 2 cents above what they were at one time this season. With sellers in Spain even now firm in their ideas, it is only natural to expect a firm tendency here. Currants are also held with confidence, especially with a month of strong selling just ahead.

Prunes show no signs of wavering. They are in greater abundance than a year ago, but prices are still quite high. The pack has run into the smaller sizes, making the larger sizes, comparatively scarce, both spot and on the coast. The primary market would seem to indicate continued strength. While considerable purchases were made by Canadian houses earlier in the season around a 5½ cent basis they are now ruling at 6½ cent basis on the coast and 50s to 60s and larger ruling above that.

Peaches and apricots do not create a great deal of interest. They were not purchased freely, and only small stocks are held on Canadian markets. At the moment, on the coast, apricots are steady and peaches just slightly easier. The production of both this year was comparatively small. This would indicate firmness unless the high price curtails selling and causes prices to ease to force sales.

California seeded raisins have been easy for some time, and are now. The fact is, they opened quite high. Just how far seeded raisins will have to go before the market begins to react is a question. With the big sales in prospect spot goods should hold steady at least over the festive season. Seedless varieties show no weakness in values.

Figs have so far this year met with good reception. Some houses, on account of the "off" season of last year, bought sparingly, so that the future appears quite firm. The markets have been cleared up pretty well on old dates and the new stock has been eagerly awaited.

As usual there has, on the whole, been some wide fluctuations since opening prices. The markets now, however, appear more settled. On the whole, the future appears firm, and Valencia raisins, currants and prunes already bought look like good property, while others appear almost as much so.

SEASON TO PUSH LEMONS.

From the time the warm weather begins to slacken off in early fall, there is a tendency among grocers to give little or no attention to lemons.

The fact of the matter is that once the temperature begins to drop back it needs to swing to the opposite extreme in order to again revive the demand for lemons. The weather must be either hot or cold.

The weather dial has now swung far enough in the direction of the zero mark to warrant dealers again giving attention and prominence to this line. With changeable weather now prevailing, colds are not infrequent and the good old remedy, hot lemonade, is resorted to.

Again in many sections, poor water causes an increased consumption of this drink. The favorite lemon pie also assists in the consumption of lemons, so that, everything considered, the grocer has good reason to push sales of this line just now.

New crop Messina lemons of good quality are now on Canadian markets. The fact that "the new lemons are in" should also help to some extent in their sale.

NEW DATES ARRIVE.

After some delay, the first shipment of new crop dates has arrived at New York and has been brought on to Canadian markets. Old stock had been pretty well cleaned up, so that the first steamer was awaited. Jobbers had a good-sized portion of their shares of first arrivals sold ahead. Retailers are now featuring this line to good advantage.

Prices on Persian dates are considerably higher than last year, the highest in fact for several years. This is

due in the first place to the short Persian crop and secondly, the Turko-Italian war has so greatly increased risks in Eastern water shipments that shippers of dates have had to pay much more on insurance and freight charges than in normal years. Thus, the higher price to the retailer. One redeeming feature however, is that the stock is of excellent quality.

The new dates now held are of the advance shipment. The larger and later shipments will come at a slightly lower figure, about ½ cent below the first. The second steamer will arrive about December 8.

A SIDE-LINE FOR WINTER.

During the winter months some grocers make a Saturday special of sausages, with good results in most cases. Arrangements are made with some manufacturer for a supply on Saturday morning, and on Friday afternoon the clerks tell customers about the supply for the morrow, and orders taken then are among the first filled.

The success of the attempt will depend largely upon the location of the grocer, and upon the manner with which he takes up the proposition. The writer knows of several grocers who built up quite a Saturday trade in this article. It did not amount to a very great deal, but it amply paid for the extra effort, and customers came to like the easy arrangement by which they could secure this change of meat diet. Most of the sales were apparently for the Sunday morning breakfast.

ANOTHER UNINFORMED.

No less a personage than C. C. James, Deputy Minister of Agriculture for Ontario, has come out against the retailer dealer. He urged elimination of the middleman at a meeting of the Ontario Beekeepers' Association held recently, and thereby classes himself among the mass of uninformed on trade conditions.

Mr. James recommended the beekeepers "to go in with the consumer by organization and thus share the middleman's profits between them."

As The Grocer has emphasized in the past, business done through the channel of wholesale and retail dealer has been proven to be the most economic method.

"Share the profits of the middleman!" says C. C. James. Does Mr. James stop to consider that if the beekeeper went direct to consumer he would have to figure on a much higher expense in marketing his goods; that he would continually be up against hundreds of "poor pays" whom now the much abused dealer has to contend with? Has Mr. James any idea of the extra work, worry and expense the beekeeper would experience in distributing his product; in looking after accounts, bookkeeping, shipping, expense in postage, stationery, etc.?

If the beekeeper is wise he will continue to sell through established trade channels where he is practically sure of his money, where work, worry and expense is reduced to a minimum and where he has plenty of time to attend to his bees.

There has been altogether too much talk lately about "eliminating the middleman." And what is it all about? Merely for effect. The masses hear and read about it and think there is another champion of their rights established.

The dealer—if he is called the middleman—will never be elimnated. If the consumer stops to think about it he will be the last man on earth to attempt to do without the "family grocer"—the man around the corner ready at a moment's notice to supply his smallest want.

KEEPING PACE IN COLLECTIONS.

Some grocers state they have not found collections better than ordinary years. There has been work for every laborer during the past twelve months, and during the summer vacancies went begging for men. This would lead one to expect the average family is possessed with more money than is usually the case.

Business on the whole has been heavy throughout Candada, showing that more money was spent this year, but several Montreal travellers have remarked that the trade they meet are not enthusiastic over conditions. Collections are fair, but not as good as might be expected. The people have earned more money, but they have likewise spent it almost as readily as it came in. Clothes, excursions, picnics and other outlets could account for a great deal of the money that was made. The wise grocer pressed for his money while it was being made, and he begins his Christmas trade with a sense of security.

There is no pessimism expressed, for there are no grounds for it, but some retail grocers have remarked that while the people made more money during the past year they spent more than usual, and while generally speaking they are in a better position with the beginning of winter, a little more thrift would have left them even better prepared for the season when outdoor labor is almost out of the question.

ASSISTING THE CLERK.

"I often tell my clerks to take The Grocer home with them and read it carefully. There are many good things in it that would be useful to them. I obtain many good points from it myself, especially in regard to the markets."

This statement, coming from a prominent grocer in eastern Quebec, Ernest May, of May & Houlahan, Sherbrooke, can be read by many of the trade throughout the country with profit to themselves. The education of the clerk should receive the proprietor's careful attention. He owes it to the young man who has chosen a walk in life which is admittedly none too alluring at the start. Besides, the trade in general is uplifted with every improvement in the individual, and, lastly, the grocer himself is a direct beneficiary. As his clerk advances the employer may expect from him better salesmanship, a keener interest in the business and a better comprehension of groceries and the grocery trade. Mr. May has the right idea, and it is suggested that others may profit by some encouragement to their clerks to improve themselves.

EDITORIAL NOTES.

Grocery dealers, in common with other retailers, sometimes complain of the inroads the department stores make into their business. It is worth noting that all the large Montreal department stores advertise their grocery department well, while but a small number of the regular dealers consider it worth while to let the people know what special Christmas lines they are carrying.

* * *

The Canadian dealer should give every attention to the quality and purity of the goods he buys. He should know definitely whether any food is adulterated, by what and how much. He owes it to his customers to sell them pepper when pepper is asked for, and not shells and pepper.

A Cash Business as Opposed to Credit

Can it be Successful in Town of 4,000, Where all Other Grocers Give Credit?—Prominent Merchant Says it is Possible in Any Town if—— — An Interesting Patent Medicine Experience.

*By Henry Johnson, Jr.

Henry Johnson, Jr., Canadian Grocer:—

Dear Sir,—Referring to item in Grocer of Oct. 20, "Advice on Changing to Cash Business," would you please answer another question? In a town of 4,000, where all the other grocers give credit and time, ranging from a week to several months, can a man make a success of a strictly cash grocery business without cutting prices on some lines or giving a cash discount on some lines? I think the above will be of general interest to readers of The Grocer.

Yours very truly,

C—— H—— N——.

* * *

It is difficult to answer such a question intelligently and helpfully without knowing the town; but I may hazard the statement: Yes; but it depends on the man. One can make a success of a cash business in any town, provided he has in himself the elements of success. The fundamental error into which merchants are apt to fall lies in the intention to radically and suddenly change from credit to cash. Any sudden change is dangerous—even a change for the better. Maybe I can exemplify this by one of my experiences.

Handled Patent Medicines.

For upward of 20 years Johnson & Son carried a line of patent medicines and family remedies. It began in 1882 with a few of the staples of that day, and continued until 1905, when the department was sold out. The original stock did not exceed a dozen items, but we made it a practice to obtain new items as they were introduced, so that after a few years we had an assortment of probably 300 odd remedies. Of some we bought and sold heavily, handling jobbing quantities when we could obtain them. I have bought 2½ gross of some of the dollar preparations and sold them on special offerings for 79c, 81c, 88c, etc. The druggists' associations and the manufacturers often made it hard for us to get the goods, but we kept on for over 5 years after we had really serious trouble.

When I decided to do away with the department, the decision was based not on the trouble we had experienced but on two other important considerations. First; we had grown into a very high-grade, high-priced, exclusive credit trade and the "patents" partook of a kind of bargain department not in keeping with our general business. Second, the fact that we had difficulty getting supplies put us in the embarrassing position of being constantly out of goods which we professed to keep.

Its Loss Was Felt.

The change was not made until after careful, thoughtful consideration; for we felt its importance. Here was a peculiarly clean department. We bought a dozen and sold a dozen—practically no waste or loss—about 96 per cent. of the goods were sold for cash without delivery—making the department very economical. Thus the 20 per cent. we averaged on the sales was very clean money—so it behooved us to think before we took that radical step. However, as I say, we did it; and, little as it amounted to in comparison with our whole business, we were immediately very strikingly astonished to note what a hole was apparently left where the department used to be. The great trade in "patents" was in the evenings; and, after doing away with the sale, for a considerable time it seemed to us that all our evening business had been patents. It was many months before we ceased to feel the loss of that trade.

Now note the points about that experience: Beginning in a small way that department had grown to be an integral part of our business. It was just as much a portion of our stock in trade, as much an item in the minds of those who knew us well, as was flour. Then, even after such difficulties as might have served to discredit that end of our business with part of our customers, after many had suffered disappointment and gone elsewhere for supplies, after careful thought of all consequences, we discontinued—and then suddenly we knew how much of a factor it had become.

An Important Decision.

If, now, this is the case with such a minor matter as one department which in no way hitches with the grocery business generally, does it not seem to you to be infinitely more serious to think of making a fundamental change which will inevitably affect every portion of your business?

It can be done, but first

Make SURE you want to do it and, second,

Go about it slowly, with careful thought for the future.

All of which may serve to explain what I mean when I say that one can make a success of a cash business in any town. The point I wish to dwell on is, that such business must be built up on Cash lines, not jumped into by anybody. And the way in which it will be built up, the character reflected through it, will determine its measure of success. I am sure that a man can make just the same kind of success of a cash business as he can of a credit business, for the difference is not nearly so great as we are often inclined to think it is.

All in the Man.

You will immediately think of the big cash dealer of whom you have more or less intimate knowledge and information and you will be apt to say that such a man shows that the cash business is the right business if you know how to run it. I answer that the same man you refer to is successful because he is made that way and, had he done a credit instead of a cash business, he would have stood just as high above the rest of us as he now stands. It is the man—not any magic in the method.

* * *

Specifically to refer to the question of cut prices: Yes, you will make some special prices if you sell for cash, but actually you will not make more of them than you would as a live credit-giving man. When we sold "patents" we sold them on the average for 85c for the dollar preparation, 40c for the 50c preparation, etc. But this was actually about the range at which the druggist sold. The difference was that we displayed and advertised these things while the druggist cloaked himself in more or less mystery and pretended to get regular prices. I noticed only a few days ago an offer of a dollar-and-a-half article at $1.10 for which we always got $1.25. The actual cost was $1.06, which is surely worse than anything even the cash grocer will do on sugar.

Profits Must be Watched.

What I want to get out of your mind is the idea that you can have such an immense leverage on price, if you are going to make any money for yourself. Suppose you do $12,000 per annum, of which $5,000 is presently credit. In the way of actual expense, what can you save through changing from Credit to Cash? Counting all time taken on those accounts and all wasted time on these matters, can you actually figure that you would save $30 a month? If that is the extent of your saving, you have 3 per cent. to use in the way of a general reduction in your prices. Where will you put that percentage to make it show up strikingly to your trade? You can see it does not amount to anything.

You can do a cash business or a credit business anywhere, and the same ability

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

which will make you a success in one will aid you in the other. But the same firmness of character which is absolutely essential to your success in the cash business—the ability to say NO firmly yet without needless offence—will see you safely through the credit business. From which you may gather that it is my opinion that if you are not successful with credit you will not be successful with cash.

So, with your eyes open, with careful study of the question from all standpoints, after thoughtful consideration of ALL factors in your local situation, decide which kind of business you want to BUILD UP and then proceed carefully and industriously to BUILD. You cannot successfully PLUNGE or JUMP, and you will have some trouble and discouragement in either.

Retailers Want Standard Package Law

This Was Asked of Specialty Manufacturers at Convention in New York—The Reasons Why—Some Manufacturers Criticised for Advertising Goods to Consumer at Price Showing no Profit to the Dealer—Offering Bonuses to Wholesalers' Salesmen.

New York, Nov. 23.—(Special)—The convention of the American Specialty Manufacturers' Association held on Thursday and Friday of last week considered some important questions affecting the trade. Among these were, "National Legislation on Weights and Measures," "Food Legislation from the Standpoint of Justice," "Elimination of the Jobber," "Standard Package Law," "Free Deals to Jobbers," "Contract Selling Plan," "Leaders at Cut Prices," etc.

The new officers elected were :—

President, Walter H. Lipe, Beech-Nut Packing Co., Canajoharie, N.Y. ; first first vice-president, Louis Runkel, Runkel Bros., Inc., New York ; second vice-president, A. J. Porter, Shredded Wheat Co., Niagara Falls ; third vice-president, W. M. McCormick, McCormick & Co., Baltimore ; treasurer, Louis H. Soule, the Bon Ami Co., New York.

The Dealer's Profit.

Secretary John A. Green, of the National Association of Retail Grocers referred to package goods advertised to the consumer at cost or below it by some manufacturers.

"I have received more than 50 letters from various sources complaining about these advertised goods. They hurt the retail dealer because the consumer sees them and demands to have them at the cost price. The retailer has to explain. The consumer, as like as not, smiles cynically and takes away his patronage. He may owe a bill, too. This matter of advertised goods at cost as a flyer is an injustice to the dealer. We as retail grocers are the outlet, the medium through which the goods of the manufacturer are distributed to the consumer.

"I have sought a conference with manufacturers and jobbers, and I believe that a meeting between all of us would be of benefit to the entire trade. I have looked into the co-operative system of doing business in Europe, and God forbid that we should try those methods here. In this country you cannot eliminate the jobber. He is here to stay."

To Offset Political Talk.

"It is your duty, and it is my duty to see to it that the consuming public is protected," said George B. Wason, president of the National Wholesale Grocers' Association. "Our vocation in life is not only to make money out of our business, but our special line gives us the opportunity to help our neighbor, our state and country ; by so doing, we elevate our business to a high plane— a plane beyond criticism. It seems to me that it is up to the manufacturer and wholesale grocer to show the common people just why food products are higher, instead of letting a lot of politicians lay the blame on us. No legitimate manufacturer or jobber is getting excessive profits on the goods he handles. I believe the people to-day are, and have been for years, wasting the natural resources of this country.

"The tendency of the times is for our people to flock to the city and become consumers and not producers, and if we cut our producing force down 50 per cent. and raise our consumption it is easy enough, and it will not need a very great mathematician to figure out that food products must be higher, for it is an undisputed fact that the farmer feeds us all."

A Standard Package.

"I believe a federal law," declared Jno. W. Lux, president of the National Association of Retail Grocers, "compelling the use of standard packages for goods sold in cartons or packages would greatly relieve the honest manufacturer and protect the consumer as well. The present plan of manufacturers to start in a 16-ounce package, then to reduce it to 14 ounces, and finally to 12 ounces or less, is ridiculous. The idea of the manufacturer boosting the sale of the short package by giving a premium should not be permitted. Some of our most vicious trusts have killed honest competition by the use of these tactics.

"I believe it would pay the business men of this country to take a day off and help Congress establish a uniform standard of weights and measures for this country, and a law compelling the use of that standard with penalties for violation as heavy as that for counterfeiting the coin of the realm.

"The oil and the tobacco trusts are the most greedy the retail merchant has to purchase from, because they generally sell the consumer and retailer at about the same price. They maintain retail stores in nearly every city in the country. If the other manufacturers of the country adopted the tactics of the trusts mentioned, the end of the present year would see the end of the retail business in this country, with perhaps higher prices to the consumer, as they take all the consumer will stand now without driving him on the warpath."

Would Stop Free Deals.

J. H. McLaurin, president of the Southern Wholesale Grocers' Association, said that bonuses and free deals represent only two of the many ills in the problem of the distribution.

"This is a propitious time to put before you the injustice and irregularity of the free deal. A free deal is the method by which some manufacturers seek to secure a wider distribution of their product. The free deal is more often than not unprofitable to the jobber. The handling of it causes him loss, and is furthermore of no advantage to him. Therefore he does not take kindly to it. We believe the manufacturer is broad-minded enough to see when injustice has been done, and he will not needlessly burden the jobber with things that are unprofitable. Our association has gone on record as refusing to handle the free deal packages. This is our policy. We shall stick to it.

Bonuses to Jobbers' Salesmen.

"The matter of bonuses to jobbers' salesman," he said, "is unjust and unbusiness like. It is the passing over the head of the jobber by the manufacturer who desires the salesman of the jobber to do a special service for him for compensation. The salesman who accepts the bribe of the manufacturer is dishonest to his employer, the jobber, and serves to demoralize the sales force."

B. F. Kastner, Sebringville, Ont., has disposed of his business to John Taylor and J. Barthel.

Nova Scotia has a large crop of apples this year and not only does it almost constitute a record as to quantity but the quality is good. It has been estimated that 1,500,000 barrels will be the total crop.

Latest Review of the Grocery Markets

New Season's Dates Arrive on Canadian Markets—Old Stock Was Pretty Well Cleaned up—Dried Fruits and Canned Goods Continue Steady—Prunes Score an Advance in Montreal—Some Canned Fruits Higher There Also—Rice Steady at Last Week's Advance—Sugar Shows no Change.

QUEBEC MARKETS.

POINTERS—

Molasses—Price up 2c.

Prunes—Sharp advance.

Brooms—Up 25c per doz.

French Alimentary Pastes—Up.

Canned Fruits—Some higher prices

Montreal, Nov. 23.—A feature of this week's grocery markets is the continued activity in all lines of dried fruits. The demand is heavy and deliveries amount to substantial total these days. There is a firmness in fruits that is worth noticing. A sharp advance in prunes during the past week and the promise that prices are practically certain to reach a higher figure during the coming week are facts that the grocer cannot overlook no matter how well supplied he may be.

Another point worthy of notice is the tendency of preserved fruits to assume stronger feeling. It is known that jams are pretty well exhausted, at least this is the report of more than one house. Just now canned strawberries, raspberries, Lawtons and others are firmer and —well it is a long time until next June when the new fruit will be on the market. The fact that jobbers are refusing to dispose of their stocks of strawberries at good lump sums is in itself an indication of what may be expected. The grocer who is not well supplied in dried fruits and canned goods will hardly gain anything by a further delay in the purchase of his requirements.

Sugar.—The market continues unchanged. The U.S. market gave evidence of weakness of late, but locally the opinion holds that prices will scarcely change for a time. Buying seems to be of the hand-to-mouth variety.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs.	6 55
" " " 50 lbs.	6 65
" " " 25 lbs.	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	6 55
" " 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 30
" " 50-lb. boxes	6 20
" " 25-lb. boxes	6 70
Powdered, bbls.	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Another advance in the price of molasses testifies to the strength of this market. The new crop will not be ready for delivery before February. Recent heavy sales have been made at a figure 50 per cent. higher than last year's opening price. Molasses have been influenced by the high price of sugar and the fancy grade is firm. Advances locally have been made for both fancy and choice, and there is every reason to look for their maintenance. The corn crop in the Barbadoes has been a good one, but sugar has been holding on so well that molasses was bound to be firm. The demand for syrup is seasonable and steady.

Fancy Barbados molasses, puncheons	0 38 0 40
" " " barrels	0 41 0 43
" " " half-barrels	0 43 0 45
Choice Barbados molasses, puncheons	0 34 0 36
" " barrels	0 37 0 39
" " " half-barrels	0 39 0 41
New Orleans	0 25 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03½
" ¼-bbls.	0 03½
" 38½-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—A number of features are noticeable in this market. Prunes are higher and there has been no voice to suggest that this fruit will not continue to go higher. Some shippers were unable to fill their orders to a greater extent than 75 and 80 per cent. and supplies are limited. Thirties to forties were short in supply some time ago and the small grades were fairly plentiful. Now, conditions are reversed and there has been a run on the smaller varieties. Europe has bought heavily of the United States crop and Italy has been heard from with a strong demand for the smaller fruit. This is unusual and is an evidence of the failure of the Bosnia crop to meet the Italian demand. Last summer, it will be remembered, that 90-100's sold as high as 18 cents. Where, it might be asked, will the price be at the same time next year? A prominent dried fruit man holds that the best value in raisins can be secured this year by buying fancy seeded raisins and remarked that his customers seem to be of the same opinion. The market is unique in the fact that the grades usually quoted at a low price are higher than those which in an ordinary year command a high price and which are now easier. Currants remain firm, peaches, apricots and pears are steady and of good quality.

Evaporated apricots	0 22 0 24
Evaporated apples	0 10½ 0 11½
Evaporated peaches	0 18 0 19
Evaporated pears	0 18 0 19
Currants, fine filiatras, per lb., not cleaned	0 07 0 07½
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09½
" Patras, per lb	0 09 0 09½
" Vostizzas, per lb	0 09½ 0 10
Dates, 1-lb. packages	0 07½ 0 08
Dates, Hallowee, loose	0 05
Fards	0 11
Figs, 3 crown	0 07½ 0 10½
Figs, 4 crown	0 08 0 12½
" 5 crown	0 08½ 0 13
Figs, 6 crown	0 09 0 14
Figs, 7 crown	0 10 0 15
Figs, 9 crown	0 14 0 17
Comadre figs, about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½

Prunes—

30-40	0 16 0 18
40-50	0 15 0 16
50-60	0 13 0 14
60-70	0 12 0 13
70-80	0 11½ 0 12
80-90	0 11 0 11½
90-100	0 10 0 11

Raisins—

Choice seeded raisins	0 09½ 0 10½
" fancy seeded, 1-lb. pkgs	0 10½ 0 11½
" loose muscatels, 3-crown, per lb	0 08 0 08
" " 4-crown, per lb	0 09
Select raisins, 7-lb. box, per box	0 63½
Sultana raisins loose, per lb	0 12
Sultana raisins, 1-lb. cartons	0 13 0 13
Malaga table raisins, clusters, per box	2 50 5 75½
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb	0 07½ 0 08
" select, per lb	0 08½ 0 09
" 4-crown layers, per lb.	0 08½ 0 09

Nuts.—Bordeaux halves walnuts of last year's crop are quoted at lower price. Brazils are slightly higher, as are also Tarragona almonds. Valencia shelled almonds new crop are quoted at a fair price and meeting a good demand. There is, in fact, a brisk business in nuts just now and it will surely continue through the holiday season.

In shell—

Brazils	0 18½ 0 19½
Filberts, Sicily, per lb	0 11½ 0 13½
" Barcelona, per lb	0 10½ 0 12
Tarragona Almonds, per lb	0 16 0 17½
Walnuts, Grenobles, per lb	0 18 0 19
" Marbots, per lb	0 13 0 14½
" Cornes, per lb	0 10 0 11
Hungarian	0 13½ 0 15

Shelled—

Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb	0 27 0 28
Valencia shelled almonds, new crop	0 33 0 35
Cashews	0 15 0 17

Peanuts—

American—

Coon, roasted	0 09 0 09½
Coon, green	0 08 0 08½
Diamond G, roasted	0 10 0 10½
Diamond G, green	0 08 0 09
Bon Ton, roasted	0 12½ 0 13½
Bon Ton, green	0 11 0 11½
Sun, roasted	0 11
Sun, green	0 10
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 16 0 18
Extra large pecans	0 15½ 0 17½
Pistachios, per lb	0 75

Walnuts—

Bordeaux halves, bright	0 33 0 35
Brokens	0 28 0 30

Tea.—Firmness prevails in the tea market. Prices are stiff and the supply is limited. The manager of one firm, illustrating this condition, pointed to his Japan tea shelves, stating that he had only four samples instead of two shelves of tins as is usually the case.

According to consular reports, black tea shipments from Ceylon to the United States for the first nine months of 1911. totalled 6,465,645 pounds, an increase of 1,309,932 pounds over the same period

last year. Canada received 4,384,187 pounds, an increase of 305,671 pounds and much of this quantity was for the United States.

One report on Ceylon tea says the shipments to the United Kingdom up to October 2 were 1,500,000 lbs. below the shipments for the same period last year. During the three last months of 1910, shipments were small indeed, and there is but little doubt that last year's total will be reached before the end of December. Considering that the total crop for 1910 was behind the previous year to the extent of 8,000,000 pounds, it would have been serious for distributors of Ceylon tea had this year's crop again shown a shrinkage; as it is, with probably the same quantity as last year forthcoming, the present high prices are almost certain to be maintained for many months to come.

Coffee.—Market conditions are practically unchanged. Prices remain high, but there is a good steady demand reported from the trade. The primary market shows slight changes, but for the most part nothing has occurred that will affect the retailer.

Mocha	0 25	0 28	Santos	0 22	0 24
Rio	0 21½	0 23½	Maracaibo	0 23	0 26½
Mexican	0 25	0 28			

Spices.—Spice grinders report a brisk business with prices firmly held. The trade is now passing through a good season which accounts for the keen interest being shown in the market.

	Per lb			Per lb	
Allspice	0 13	0 18	Cream of tartar	0 25	0 32
Cinnamon, whole	0 16	0 18	Ginger, whole	0 17	0 30
" ground	0 15	0 19	" Cochin	0 17	0 20
Batavia cinnamon		0 25	Mace		0 85
		0 30	Nutmegs	0 25	0 60
Cloves, whole	0 25	0 35	Peppers, black	0 16	0 18
" ground	0 23	0 35	Peppers, white	0 22	0 27

Peel.—A steady demand is felt for peel which is now at the height of its season. Prices are firm.

Lemon	0 11	0 12	Citron	0 14	0 15
Orange	0 11½	0 12½			

Brooms.—Still another advance in the price of brooms. This time it is 25 cents a doz., and the market is firm at the rise. Those who have followed this market remember the references made to it but a short time ago.

French Alimentary Pastes.—An advance of three francs per 100 kilos has been announced in French alimentary pastes. The kilo is equal to 2 1-5 lbs. and the franc has a value equal to twenty cents for practical purposes.

Rice and Tapioca.—Reports from Rangoon say 363,000 acres under rice have been destroyed by heavy floods in Lower Burma. There may be 100,000 acres replanted. The acreage of the crop from which exports are being made amounts to 7,485,853, the total quantity being about 2,500,000 tons. There will probably not be over 2,000,000 tons available for export when the present crop matures. The supply of rice now available for export is nearing exhaustion on account of unprecedented demands from China, Java, and other countries. Only small quantities are available for export. Any attempt to purchase 5,000 tons or over would cause prices to go up still higher. There is grave danger of a rice famine in Burma until the new crop is harvested. Retail prices have advanced 50 per cent.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 25 lbs	3 75	3 85
" " ¼ pockets, 12½ lbs	3 90	4 00
" " C.C., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ¼ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 09
Brown Sago, lb	0 05	0 06
Tapioca, medium pearl, lb	0 07	0 07
Seed, lb	0 06½	0 08½

Canned Goods.

Montreal.—There is a noticeable firmness in certain lines of canned fruits. For instance, rhubarb, strawberries, raspberries, and Lawtons, are all at a price much in advance of the opening figures. Spinach, beans, tomatoes, corn and peas, are vegetables that have left the opening prices behind, and as the season advances changes in prices may be expected, as various lines become exhausted. There is a good demand just now, and the shipping of canned goods is an unbroken labor. The grocer with a liberal supply of canned goods foresees a stock which will certainly not become cheaper. In fact, he is in a position to make money out of this department before next summer comes, if prices continue to advance as they have done this early in the season.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 5
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 12½	8 5
Gal.—Cherries, red, not pitted		
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 0
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup		1 90
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved		1 80
8's—Rhubarb, preserved		2 00
Gal.—Rhubarb, standard		3 00
2's Strawberries, heavy syrup	2 40	2 50
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal.—Apples, standard		3 05
Gal.—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums, green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

Toronto.—Price changes in canned goods have been lacking this week. Deliveries of late canned goods still continue, and the retailer having his winter supply feels more secure. Already there are many lines which could not be duplicated at the price at which he bought. Most noticeable in this regard is tomatoes. Peas, beans, and corn, are other vegetables that have left the opening price. In fruits, strawberries and raspberries have advanced the most. There are none of these lines but which wholesalers consider goods worth having. With the situation in tomatoes and peas so well known, with jams and berries in small supply, and with the small pack of sockeye salmon and other features that have been mentioned before, general canned goods are good property. At least, this is the general opinion of the wholesale trade.

FRUITS	Group A
3's—Apples standard	1 10
3's—Apples, preserved	1 80
Gal—Apples, standard	3 05
2's Blueberries (huckleberries) standard	1 50
Gal—Blueberries (huckleberries) standard	5 30
2's Gooseberries preserved	2 00
Gal—Gooseberries, solid pack	8 80
2's—Grapes, white Niagara, preserved	1 55
Gal Grapes, white Niagara, standard	3 55
2's—Peaches, white heavy syrup	1 90
3's—Peaches, white heavy syrup	2 90
1½'s—Peaches, yellow flats, heavy syrup	1 55
2's—Peaches, yellow flats, heavy syrup	1 90
3's—Peaches, yellow flats, heavy syrup	2 00
3's—Peaches, whole, yellow, heavy syrup	2 10
3's—Peaches, pie, not peeled	1 50
3's—Peaches, pie, weeled	1 70
Gal—Peaches, pie, not peeled	4 40
Gal—Peaches, pie, peeled	5 55
2's—Pears, heavy syrup	1 80
3's—Pears, heavy syrup	2 40

2's—Pears, light syrup, globe	1 35
3's—Pears, light syrup, globe	1 75
3's—Pears, pie, not peeled	1 40
3's—Pears, pie, peeled	1 55
Gal—Pears pie peeled	4 55
Gal—Pears, pie, not peeled	4 10
2's—Plums, light syrup	0 90
3's—Plums, light syrup	1 30
2's—Plums heavy syrup	1 05
3's—Plums, heavy syrup	1 45
Gal—Plums, standard	3 55
2's—Plums, egg, heavy syrup	1 45
2½'s—Plums, egg, heavy syrup	1 70
3's—Plums, egg, heavy syrup	2 20
2's—Plums, greengage light syrup	1 00
2's—Plums, greengage, heavy syrup	1 30
3's—Plums, greengage, standard	1 90
Gal—Plums, greengage, standard	4 05

Group B is 2½c less than above.

2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal —Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	....	2 25
2's—Pineapple, grated, heavy syrup	....	2 25
2's—Pineapple, whole, heavy syrup	....	2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	....	2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	....	2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberri s, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 00	2 25
2's—Strawberries, preserved	2 05	2 25
Gal'—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES

2's—Beans, red kidney		1 15
2's—Beets, blood red Simcoe		1 00
2's—Beets, whole, blood red Rosebud		1 30
3's—Beets, sliced, blood red Simcoe		1 35
3's Beets, whols, blood red Simcoe		1 40
3's—Beets, whole, blood red Rosebud		1 55
3's—Cabbage		1 00
2's—Carrots		1 00
3's—Carrots		1 30
2's—Cauliflower		1 67½
3's—Cauliflower		2 10
2's—Corn	1 10	1 15
Gal—Corn on cob		4 80
3's—Corn on cob, golden dwarf		1 80
2's—Parsnips		1 15
3's—Parsnips		1 30
3's—Pumpkins		1 00
Gal—Pumpkins		3 12½
3's—Squash		1 15
Gal—Squash		3 35
2's—Succotash		1 15
3's Tomatoes	1 65	1 80
Gal—Tomatoes		4 80
3's—Turnips		1 15

Group B is 2½ p.c. less than Group A.

2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 10	1 15
2's—Beans, golden wax, midget, Auto brand	1 10	1 15
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax	....	4 25
2's—Beans, refugee or valentine (green)	1 10	1 15
3's—Beans, refugee (green)	1 37½	1 40
2's—Beans, refugee midget, Auto brand	....	1 30
2's—Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2	....	1 40
2's—Peas, early June, size 3	....	1 35
2's—Peas, standard, size 4	....	1 30
2's—Spinach, table	....	1 60
3's—Spinach, table	....	2 25
Gal—Spinach, table	....	6 00

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 45	Cohoes, per doz.	1 90 2 00
½-lb. flats, dozen	1 55	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 50	Northern River Sockeye	2 45
Other salmon prices are:—		Lobsters, halves per dozen	2 75 2 85
Humpbacks, dz.	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

ONTARIO MARKETS.

POINTERS—

Evaps—Easier.

Dates—New stock arrived.

Valencia Raisins—Continue firm.

Canned Goods—General steadiness.

Toronto, Nov. 23.—If there is any lack of new business with the local wholesale houses, it is well made up in the business of getting goods previously ordered, out to the retail trade. There is a rush at present to get what orders that are left, out before the close of navigation. Transportation companies are setting the dates of the closing of acceptances of goods over water routes. The total amount of goods going out from the wholesale houses reaches a big figure.

Wholesale grocery travelers report a general healthy trade throughout the country districts. Merchants are now planning and arranging to care for the Christmas trade. Farmers are now reaping the proceeds of their summer's work and with the good prices that have ruled for butter, eggs and other commodities, money appears to be fairly free. At least, wholesalers report that collections are quite good, which is generally a reflection of existing conditions in the finances of the farmers.

"Just as bad as ever" is the report in reference to the slow delivery of goods by the transportation companies, which is causing wholesale houses considerable trouble and delaying the shipment of certain lines to the retail trade. One wholesaler said he has had five cars of goods here for over a week and has not yet received them. Others report conditions equally as bad. Needless to say, the railway companies are getting their "calls" from the wholesale men for not being able to handle their freight with greater rapidity.

Sugar.—The market shows little change from a week ago. United States prices continue to adjust themselves to the new conditions, but Canadian prices remain stationary. Indeed, in Europe, the market is a little stronger than 10 days ago. The Brussels Convention on Dec. 8 to consider export of surplus sugar from Russia apparently holds the key to the situation. Even if Russia is allowed to export her surplus supply, some believe that no difference will be felt here until first of the year, while others look for an immediate weakening. Perhaps the most important feature this week is the dispatch that Great Britain is preparing to withdraw from the Brussels Convention unless the powers concerned agree to let her have more sugar. Present increase in price of sugar in England has aroused considerable protest among British consumers and the foreign secretary announced that unless the powers permit Russia to export at least 500,000 tons of sugar westward during current season, the British Government has decided not to adhere to the convention after September, 1913, which is the earliest date at which she can withdraw.

The prospects for the Cuban crop continue favorable.

Extra granulated, bags	5 95
" 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 75
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—A good seasonable trade is reported in syrups, both corn and maple. Molasses are moving about as well as usual. The market at least shows no weakness. Prices have been expanding elsewhere but no change has taken place here, quotations still being within the ideas of wholesalers.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03¾
Half barrels, lb.	0 03¾
Qtr. barrels, lb.	0 03¾
Pails, 38½ lbs. ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¼ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 60
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—The decks had been pretty well cleaned of old stock dates and the new season's supply which came in this week, were welcomed. Most jobbers had a considerable amount sold ahead for delivery on arrival. The quality of the new crop is good, and retailers are featuring them to good advantage.

General lines continue steady. Valencia raisins following conditions in the primary market, are most noticeable in this regard. Prunes have taken on a stronger tone at some other points, but prices are unchanged here. Large sizes are not plentiful and this helps to stiffen the whole situation. The strength at other points should make prunes well worth watching.

Figs are firm in the primary market and difficulty would be found in repeating earlier values. Evaporated apples continue easy at 8½ to 9 cents.

Prunes—			
30 to 40, in 25-lb. boxes			0 16
40 to 50 " "			0 15
70 to 80, in 25-lb. boxes			0 10
80 to 90, in 25-lb. boxes			0 09½
90 to 100, in 25-lb boxes			0 09
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Choice, 25 lb boxes			0 23 0 24
Fancy, " "			0 25
Candied Peels—			
Lemon	0 10 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs, 2 to 2½ inches, per lb			0 12½ 0 13½
Tapnets, "			0 04½ 0 06½
Bag figs			0 04½ 0 07
Dried peaches			0 17 0 18
Dried apples			0 09 0 09½
Evaporated apples			0 08½ 0 09
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 11
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultans			0 11 0 12
" fancy			0 13 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08 0 08½

Seeded, 1 lb packets, fancy	0 10
" 16 oz. packets, choice	0 09½ 0 09½

New Dates—		Package dates,	
Hallowees—		per 1 lb	0 07½
Full boxes	0 07½	Fards choicest	0 09½ 0 10½
Half boxes	0 08		

Tea.—Tea continues to hold a position of steadiness. The average of the sale prices of India tea at London Auction for October was 9½d. per lb., as against 8½d. per lb. for the corresponding month of last year. In Ceylon tea the average was 9¼d. as against 8½d. per lb. last October.

An important feature to be watched is the fact that shipments from Ceylon for the month of October show an increase of 2,000,000 lbs. over the figures for the same period of last year, and the estimated shipments for November are no less than 3,000,000 lbs. more than the actual shipments of November in 1910, and should this estimate be realized, it is quite possible that this year's production will be quite equal, if not rather more than last year, which result was quite unexpected, even a few weeks ago.

Coffee.—While New York coffee options continue to fluctuate, spot coffee varies little from its high position. A fair demand from retailers is reported, and consumption is apparently holding up pretty well against the high price. Local prices continue steady.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 35
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Spices.—In anticipation of the demand for Christmas baking, retailers are ordering spices quite freely. Nutmegs and gingers are the two lines which now look strong. Some slight reaction is noted in pepper quotations abroad. Other lines are steady.

	Tins	¼-lb. pkgs.	¼-lb. tins or doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	80—90	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 19 0 22

Nuts.—All wholesalers have not received their supplies of new almonds. They are quoted from 15 to 16 cents. Stocks of walnuts are pretty low. The arrival of new crop will bring an easiness in price. One firm quotes new crop at 13½ to 14 cents. The big demand for nuts is expected to set in shortly.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 15½ 0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 16½ 0 17
" Bordeaux	0 15
" Marbots	0 15 0 15½
" shelled	0 35 0 38
Filberts	0 11 0 12
Pecans	0 18 0 20½
Brazils	0 18 0 19
Peanuts, roasted	11 0 14

Rice and Tapioca.—Steadiness prevails in rice at last week's advance. There are no special features. Tapioca is steady. Trade is fair.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.		
Rangoon	0 05½ 0 04	Sago, medium	
Fancy rangoon	0 05	brown	0 05½ 0 06
Patna	0 05½ 0 06	Tapioca—	
Japan	0 06 0 07	Bullet, double	
Java	0 06 0 07	goat	0 08
Carolina	0 08 0 10	Medium pearl	0 06½ 0 07
		Flake	0 08
		Seed	0 06½ 0 07

Beans.—The high prices have caused considerable beans to be sold by the farmers. A good many were bought so that they could be shipped to their destination before the close of navigation. Dealers say they can see no reason why values should recede as there is a strong demand.

Prime beans, per bushel	2 30 2 35
Hand picked beans, per bushel	2 40 2 45

MANITOBA MARKETS.

POINTERS—

Sugar—Unchanged.

Syrup—Weak.

Coffee—Strong and active.

Winnipeg, Nov. 21.—Sharp cold weather has been prevailing during the week with temperatures ranging from zero to 40 degs. below over the entire West. Such conditions following the heavy snowfall of last week assisted materially in handicapping threshing operations. In spite of this, however, many outfits have been busy, yet many acres will be left untouched till the spring in stacks before a single grain is shelled. These unsatisfactory conditions combined with the unreadiness of wholesale firms and railroad companies for severe winter weather, has tied up the movement of incoming and outgoing freight at many points through the West, and Winnipeg is as bad as any. Wholesalers report that at all terminals these conditions exist, but that conditions in Winnipeg will be straightened out before any damage has been done to trade or to the supplies in transit.

In the general lines the situation is identical with last week. One of the largest wholesalers this morning in discussing conditions said briefly: "No change whatever in conditions. The various markets remain unchanged and in the same condition as they were last week."

Sugar.—Market remains in its weakened condition and some surprise has been expressed that lower figures have not been quoted by now. The demand is light, in fact just enough to keep retailers fairly well supplied, while stocks in the city are low.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 60
" in sacks	5 95
Icing sugar, in bbls	6 75
" in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—No apparent increase in trade is noticed as yet, but stocks are of good size and a healthy or normal demand is prevailing.

Syrups—	
2½ 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per case	2 56
3 20-lb. tins, per case	2 57
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Dried Fruit.—An active demand has been in existence for new figs, which arrived on the market last week. Wholesalers report first week's sales to be very encouraging and expect to do a large volume of business before Xmas. Valencia raisins are also moving rapidly and many late orders have been received during the week.

New prunes.	Per lb.	Valencia raisins.	
90-100s, 25, s.p.	0 08½	Fine on stocks, 28s, s.p., per box	1 75
90-100s, 10s, s.p.	0 09½	Fine selected, 28s, s.p, per box	1 85
80-90s, 25s, s.p.	0 09	4 crown layers, 28s, s.p., per box	1 95
80-90s, 10s, s.p.	0 10	4 crown layers, 14s, s.p., per box	1 00
70-80s, 25s, s.p.	0 09½	4 crown layers, 7s, s.p., per box	0 55
70-80s, 10s, s.p.	0 11	Ne plus ultra, 28s, s.p., per box	2 30
60-70s, 25s, s.p.	0 10		
50-60s, 25s, s.p.	0 10½		
40-50s, 25s, s.p.	0 11½		

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16

Coffee.—No signs as yet are apparent of the coffee market weakening, but rather the reverse. Prices are unchanged at recent advances as follows:

Coffee, standard Rio	0 17½
Coffee, choice	0 17
Coffee, extra choice	0 18½

Beans and Peas.—Nothing new in these lines. Normal conditions exist and prices unchanged.

Beans, 3-lb. picker, per bushel	2 45 2 55
Hand picked, per bushel	2 55 2 65
Peas, split, 100 lbs	2 60

Butter.—Fresh creamery bricks have taken a sudden decline of 2c per pound during the week for no apparent reason. This is unusual at the present season.

Creamery butter—	
Manitoba fresh made creamery bricks	0 32
Fresh made boxes, lb	0 31
Manitoba storage boxes	0 29 0 30
Dairy butter—	
Strictly No. 1, delivered Winnipeg	0 21
No. 2, delivered Winnipeg	0 18
No. 3, delivered Winnipeg	0 15½
No. 4, delivered Winnipeg	0 13½

Live Poultry.—There is much speculation as the size of stocks that will be available for the Christmas trade at the present time. Dealers complain that so far receipts of local poultry are not much more than 50 per cent. of what they were at this time last year. They attribute this to some extent to delayed threshing and look for an immediate increase. One large wholesaler who in former years has always visited eastern points to secure his Christmas supply pointed out that in his opinion it would now be a question of marketing the birds in time rather than quantity of available supply. As regards the last respect he believed there were twice as many birds in the country this year, and he was going to take the chances of securing his supply from local stocks.

Live poultry—delivered Winnipeg.

Hens	0 09	Spring chickens	0 12
Roosters	0 06	Ducks	0 12
Turkey	0 14	Geese	0 10

Vegetables.—Further advances are to be noticed in fresh vegetables this week. Native lettuce is up 10c per dozen and several lines show smaller increases. Native Hubbard squash is one of the lines to have declined. Dried vegetables are in active demand and the lines are increasing every week.

Dried Vegetables—	
Native onions, per cwt	2 50
Valencia onions, per crate	4 50
Spanish onions, crate, 50 lbs	1 50
Native carrots, per cwt	1 25
Native beets, per cwt	1 00
Native turnips, per cwt	0 90
Native parsnips, per cwt	2 25
Native cabbage, per cwt	1 50

Green Vegetables—	
Native parsley, per doz	0 30
Native lettuce, per doz	0 40
Native watercress, doz	0 35
Native radishes, per doz	0 40
Native celery, doz	0 40 0 75
Imported mint, per doz	0 60
Imported onions, doz	0 40
Imported lettuce, doz	0 40
Imported head lettuce, doz	2 00
Imported cucumbers, doz	3 00
Native Brussels sprouts, lb	0 25
Native vegetable marrow, doz	1 00
Native pumpkins, per lb	0 02½
Native citron, lb	0 03
Native hubbard squash, lb	0 03

Potatoes.—An advance of 10c per bushel on potatoes in car lots and 5c per bushel on all lots from 5 to 20 bushel lots is reported by dealers today. Owing to the cold weather deliveries have been light during the week and the whole tone of the market is firm.

Manitobas, 5 to 10 bus	0 75
Manitobas, 10 to 20 bus	0 75
Buying price, carlots, f.o.b. Winnipeg	0 60
Virg. sweet potatoes, bbl	4 25
Jersey sweet potatoes, bbl	6 50

NEW BRUNSWICK MARKETS.

St. John, Nov. 23.—Dealers report for past week continuation of quietness which characterized market of late. Few changes of interest have taken place. Business, however, is quite satisfactory and no complaints are heard from trade in general. With many dealers in northern section of the city the business during the last few weeks has been particularly encouraging, because of the approaching close of the up-river traffic, which is not expected to last much longer than a week at most.

Weather has set in cold and increased business is reported on this account as well as from the desire of up-river people to receive their goods before the close of navigation. Orders are being received in goodly quantities, and collections are encouraging.

Although molasses has been firm and with tendency to advance demand is good, and the same is the case with syrups. People are buying no more sugar than is absolutely necessary for immediate use, and because of this sales are none too brisk. There is possibility that sugar may be easier before long, although this is only a conjecture.

Bacon		0 15	Eggs, hennery	0 32	0 35
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 23	0 24
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 25	6 50
Butter, creamery, lb	0 24	0 27	Flour, Manitoba	6 45	6 50
Buckwheat, west. grey, bag	2 80	2 85	" Ontario	5 60	5 65
Cheese, new, lb	0 15½	0 16	Ham		0 15
Currants, 1's, lb	0 08	0 08½	Lard, compound lb	0 10½	0 11
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		4 50
Beans, string	1 02½	1 05	Molasses, fcy. Barbados, gl	0 40	0 41
Corn, doz	1 00	1 05	Oatmeal, rolled		5 75
Peas, No. 4		1 20	Oatmeal, std		6 35
" No. 3		1 25	Pork, domestic mess	22 00	22 50
" No. 2		1 30	Pork, American clear	21 25	23 00
" No. 1		1 80	Potatoes, bbl	1 50	1 75
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03½	0 04
Raspberries, dozen	2 05	2 10	Salmon, case— Red spring	7 75	8 00
Strawberries	1 85	1 90	Cohoes	7 25	7 50
Tomatoes	1 75	1 80	Sugar— Standard gran.	6 00	6 10
Clams	4 00	4 25	Austrian "	5 90	6 00
Cornmeal, gran		5 25	Bright yellow	5 80	5 90
Cornmeal, bags		1 80	No. 1 yellow	5 50	5 60
" bbls		3 75	Paris lumps	7 00	7 25

ARGENTINE WHEAT ESTIMATE INCREASED.

Late predictions of Argentine wheat crop are that it will reach over 50,000,000 bushels more than the bumper yield of 1907. The U. S. expert, B. W. Snow, cables from the Argentine that Republic is capable of producing 250 million bushels of wheat this year, if present conditions continue till harvest, around the first of January. The record crop of 1907 was 192½ million bushels. The basis for raising the estimates was a belief that the acreage had been calculated far too low, although figured at an increase of nearly one-sixth over 1907.

The yield in Argentine will have a considerable bearing on the world's situation of wheat, and, accordingly, flour.

Want Sunday Closing Rigidly Enforced

South Vancouver Dealers Seek Aid From Candidates for City Council—Manufacturers and Wholesalers Selling Direct Again Severely Criticized.

Vancouver, B.C., Nov. 23.—(Special.)—The recently-organized South Vancouver Retailers' Association, at its first meeting took up several local problems of interest. That the meeting was a satisfactory one indicates the need of organization, for it is only in co-operation that successful effort can be made to right things.

One of the subjects for discussion was Sunday closing. The law has been laxly observed in and about Vancouver, and it was stated at the meeting that ten retail stores, carrying full lines of groceries, were believed to remain open Sundays. This action was criticised, and the secretary was instructed to write to all candidates for the council at the coming election, with a view to having practice stopped.

Another subject was the canvassing of the consumer direct by wholesale and manufacturing houses. This trouble crops up from time to time in different places. It was pointed out that these canvassers went to various lengths to obtain orders, and it was thought that this was not altogether fair. A motion was passed that the association go on record as opposed to all canvassers going around among the customers of retail stores.

R. D. Dinning, secretary of the Vancouver Retail Grocers' Association, was present at the meeting and told of the working of the collection department recently installed by the city grocers and of how successful it had been so far. It is not unlikely that as the South Vancouver Grocers' Association is affiliated with the city organization that this collection department will be utilized by them.

NAME ON SIDEWALK EXPENSIVE.

New Westminster, B.C., Nov. 23.—(Special).—The city council of New Westminster will not permit a merchant to have his name stamped in the cement pavement in front of his store. The dealer took advantage of the plastic condition of the cement when it was being laid, and gave himself an advertisement. The city refused to take over that square, and the merchant was arraigned in court on the charge of having unlawfully damaged property. He was fined $5 and costs, and ordered to pay $12, the cost of replacing the damaged section of the walk, which the city demanded from the contractors free from blemish.

W. E. Forbes, Richibucto, N.B., has completed an addition to his store making it now 125 x 40 feet. A large refrigerator is among the additions to equipment.

Ruppell Brothers, Listowel, Ont., have purchased the grocery business of N. Krotz who is retiring.

A. A. Farrar, Tweed, Ont., has opened a grocery store in the stand recently occupied by L. P. Trounce. This will be a "no credit" store.

It cost Montreal $1,700 to seize and examine the now famous Chinese eggs. The analyst gets $1,200 and the consulting attorney $500.

E. Jackson, has purchased the business at the corner of McDonel and Aylmer St., formerly operated by the late J. M. Donovan, at Peterboro, Ont.

California Prunes

It might be of some interest to know the quantity and assortment we have received this Fall, 1911 CROP

9000 BOXES California Prunes

All "Santa Clara" All 25-lb. Boxes

30/40 down to 100/ over

Griffin, Armsby, Feeley, Losse & Co.

ALL RELIABLE SHIPPERS

PRICES ARE ATTRACTIVE

L. CHAPUT, FILS & CIE. Wholesale Importers

MONTREAL, :: P.Q.

You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

Additional Business—Additional Profits



OXO CUBES CREATE TURNOVER THAT COMES FROM NEW SOURCES.

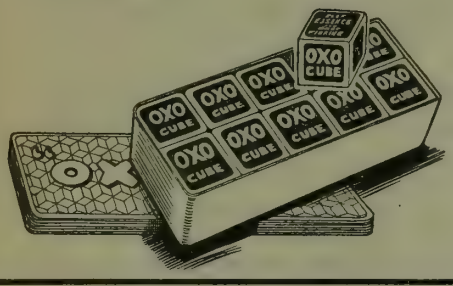
OXO Cubes have made for themselves a great consuming Public, that previously went without any kindred preparation. The economy of OXO Cubes immediately appeals to the purse of a large Public. The handiness, readiness and cleanliness of OXO Cubes have been very effective in building up big OXO Cubes sales. The variety of ways in which OXO Cubes are of great value in the kitchen means lively consumption.

NEW BUSINESS AND A FRESH SOURCE OF PROFIT TO THE MERCHANT.

OXO CUBES

We want you to recommend OXO Cubes to your customers of all classes. They will become buyers of OXO Cubes. A new source of demand, new business, and new profits.

It is worth your while. Share in the big things we are doing.

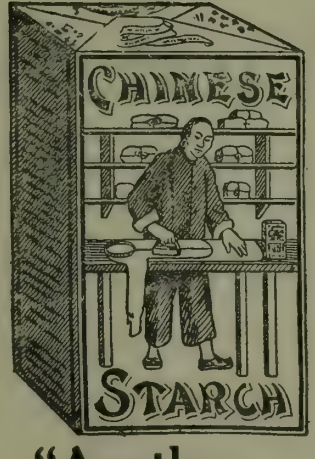


SOLE AGENTS:

CORNEILLE DAVID & CO.

35 Lombard Street : TORONTO
11 Ward Street : ST. JOHN, N.B.
203 Bon Accord Block : WINNIPEG
334 Clarence Street : LONDON, ONT.
41 Common Street : : MONTREAL

CHINESE STARCH



"Another Package of

"Chinese Starch"

is the verdict of every customer who has tried a first packet, and the best proof that it is the starch which meets the needs of the most particular buyers. Stock it and build up your starch trade.

OCEAN MILLS,

MONTREAL

Sweetheart Brand Jelly

Makes a perfect Dessert.

Easily prepared and a favorite with all.

Trade-mark



of QUALITY

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

Your sales increased and satisfaction guaranteed.

I X L SPICE & COFFEE MILLS, LIMITED

LONDON, - - ONTARIO.

ROYAL SHIELD BRAND TEAS



Campbell Bros. & Wilson, Limited WINNIPEG

Wholesale Grocers and Packers of "ROYAL SHIELD" Teas, Coffees, Extracts, Jelly Powders, Baking Powders, Etc.

New Valencia Raisins now in stock, and large shipments are daily arriving of all kinds of Foreign and Domestic Dried and Evaporated Fruits, Canned Fruits and Vegetables. Get your choice of all the well-known standard brands. Your orders direct or to any of the following addresses will receive careful and prompt attention.

CAMPBELL, WILSON & HORNE, LIMITED, CALGARY
CAMPBELL, WILSON & SMITH, LIMITED, REGINA
CAMPBELL, WILSON & ADAMS, LIMITED, SASKATOON
CAMPBELL, WILSON & HORNE, LIMITED, LETHBRIDGE

BEACON BRAND OYSTERS

IF you say you have the BEST oysters, you must know the quality of the different brands.

But do you know this, Mr. Retailer?

Our oysters are produced in the freshest waters on the Atlantic Coast, in Long Island Sound. They are beautiful, large, wholesome stock with a delightful salt sea flavor.

Or if your trade prefers or uses a smaller oyster, why not try our Virginia stock? They are just as choice as Long Island stock, but the oysters do not average such a large size. They are much cheaper, but no better value is given in oysters to-day.

METHODS of up-to-date shipping are one of our points of superiority.

DROP US A LINE and we will have our representative call.

THE F. T. JAMES CO., LIMITED

CHURCH AND COLBORNE STS., TORONTO

MAKE PROVISION FOR QUICK FOOD TEST

System Organized by French Analyst—One Can Have Milk Tested Before Breakfast—Expected to Reduce Sales of Adulterated Goods.

Paris, France, Nov. 23.—The director of the Paris municipal laboratory, M. Kling, has organized a system of rapid analysis mainly for the purpose of providing a means whereby retail tradespeople can test the goods they deal in before offering them for safe. It offers at the same time to the private consumer an opportunity of testing the quality of the food he buys.

Samples are to be accepted every morning except on Sundays and holidays, between the hours of 7 and 9, and the results of the analysis will be given within a few hours to the depositors. Attention is to be given to specially expedite the milk analysis, so as to reduce to a minimum any delay in delivery.

Elaborate directions are given as to the manner of presenting the samples. In the case of milk, the bulk is to be well mixed, so that an average sample can be obtained. It is believed that the new regulations being so simple and easily put in operation, will be the means of detecting quickly all inferior food products, and thereby greatly reducing the possibility of the sale of adulterated goods.

The new system is not, of course, intended to replace the existing method of making a complete analysis. The latter will continue to be made gratuitously, but as it necessitates a delay of several days, the above plan has been devised to provide the trade and public with a quick means of protecting itself against the extensive adulteration of food going on in Paris at the present time.

Are Comparing Business on Cash and Credit Basis

To judge which is the better method of conducting a store, on a cash or a credit basis, is a difficult question.

Burr Brothers, Rockford, Ill., are operating both. They have for a long time conducted a credit business. Now they have opened up another store on a strictly cash basis.

It is a cash store, no delivery, no phones, none of the "expensive" expenses. The other and older store has all the usual expenses that go with a good profitable credit business. Business is good at both of the stores.

The two cater to two different classes of trade. The woman who buys for cash, watchful always of the price, and the woman who orders the best she can get, over the phone and wants the goods delivered.

The inauguration of a cash store by these merchants in a town where they have done a successful credit business for many years, is proof of the statement that it is a difficult matter to say which is the better, a cash or credit plan.

The delivery system at the new store is varied and unique. Baby carriages boy-size express wagons, go-carts, the madame's electric, father's tired arms, etc., carry away the goods.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

FINEST ENGLISH KIPPERS

AND

EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

HOW MUCH IS YOUR NAME WORTH?

We are safe in saying that it will be worth a considerable amount to you if you determine to sell the best of goods all the time.

Macaroni Vermicelli

("SWALLOW" BRAND)

should be stocked and pushed right now. You know the reason.

Make a point of asking for "Swallow"(In French, Hirondelle)' when ordering from your wholesaler. You will get quality goods by specifying this brand.

The G. H. Catelli Company, Ltd.

MONTREAL CANADA

BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada.

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehonses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facliities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

WRITE TO-DAY

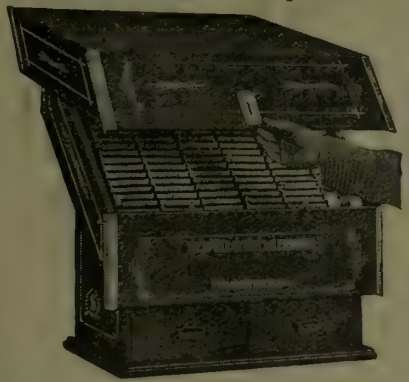
NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

In Case of Fire

which would you rather say, "I might have saved my accounts," or, "I am glad I have saved my accounts?"

WOULD YOUR ACCOUNTS BE SAFE---NOW?

Of course, you may never have a fire' but you can never tell--that is why you pay out a little each year in Fire Insurance to protect the money you have in your stock of goods.



One-writing. Selt-Indexing. Fire-Proof.

Your goods are converted into accounts---almost the equivalent of money---then, why should they not have even equal or greater protection?

The "KEITH SYSTEM" Solves this problem

It begins where Fire Insurance leaves off.

It protects your accounts fully and without costing you one red cent.

This sounds almost too good to be true, don't it? But it's the plain Gospel truth and we can prove it.

Let us send you positive evidence on the fireproof feature along with catalog "H," which will show you how simply and perfectly this system works out its cost, and then continues to make and save money for you.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE

1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces; Sydney McKeever, Box 843, Brockville, Ont.

One of our seasonable Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine grade for fancy trade.

ROYAL Brand—put up especially for regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in cartons 3 doz. to a case.

No other quite so good!

GUNNS Limited Packers **Toronto**

Fearman's "Star Brand" Lard

is good pure lard, made under Government inspection, put up in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and Tin Pails	20 "	" "	3 "

1-lb. and 2-lb. cartons

Pure lard is in great demand. Prices are going to be higher.

ORDER NOW

F. W. Fearman Co. LIMITED

HAMILTON

Reindeer-Jersey Evaporated Milk

(UNSWEETENED)



is enriched by evaporation to the consistency of Cream, perfectly sterilized, yet retaining the natural fresh Cream flavor. No smoky taste on REINDEER-JERSEY BRAND. Ask your customers to try it in the next oyster stew they make and when they reorder, as they always do, be sure your reserve stock of REINDEER-JERSEY BRAND is complete, as present demand exceeds supply.



REINDEER LIMITED

Truro, - Nova Scotia



"GLOBE" MACARONI

The Scientifically Manufactured Food

makes good by its purity and high quality.

The macaroni habit is on the increase and housewives are looking for the best grade for dainty dishes.

"GLOBE" Macaroni is easily cooked, of just the right consistency and moderate in price.

A SPLENDID STAPLE LINE

D. SPINELLI & CO.

REGISTERED

MONTREAL - - QUEBEC

The Fluctuation in Live Hog Prices

Values are Changeable—Many Movements in Market Since May—New Laid Eggs Extremely Scarce and High in Price—Storage Stocks Going Out—Butter Also Firm—Lard in Good Demand and Holding Steady.

Live hog values run up and down with the same inconsistency as the thermometer during the fall season. The changeableness must indeed give some trouble to the farmer who is trying to sell his supply at the high figure. The price goes up and about the time he decides to market his hogs, values begin to decline. Take, for instance, on the Toronto market. At the end of May quotations by Toronto dealers at country points were $5.75. Then values began to ascend and, backed by a high English bacon market, had reached $7.70 around September 1. Then market broke and prices hit the toboggan slide for a total drop of $2, bringing them down to as low point as they had reached in two years. Stinted supplies checked downward rush and started values moving again in opposite direction. Last week as high as $6.70 was reached, and this week values are again back, now ruling at $6.50.

Eggs still continue their upward trend and new laids certainly border on luxury class. Supplies are extremely small under usual inactivity of the hen during this season, which is very marked this year. Storage stocks are moving out freely for the housewife must have eggs.

Butter is in same boat with eggs. The production is becoming smaller, and prices are still firming up. Closing of cheese factories has as yet brought little more butter to market. There seems to be better feeling in England in this line, and it is thought that British demand may set in again, as the Australian and New Zealand shipments are falling behind those of last year.

High butter is having a strengthening tendency in lard. Housewives who use butter in cooking, when the price gets too high, naturally turn to lard, At any rate, there is good sale of this commodity and prices are ruling steady. Pork products are on the whole moving freely. Naturally, demand for smoked meats is not particularly brisk, but other lines are doing well.

MONTREAL.

Provisions—The sales of lard are quite a feature of provision market. Pork is also moving freely and hams are fairly active. The present trade is well maintained with prices showing no change for the week. Live hogs are a little firmer here.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 3, 5 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	23 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Hone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 65 7 00
" dressed, per cwt	9 25 9 50

Butter—Best creamery butter is higher this week and another advance may be quoted before the week is over. Season of production is nearly over and as demand has been appreciable and is certainly not losing ground, market is bound to become firmer.

Creamery	0 30 0 30½
Dairy, tubs, lb	0 22 0 25

Cheese—Old cheese is scarce and dear. The general market is steady with a firm tone.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 16½ 0 17½

Eggs—Jobbers are quoting 60c for new laids this week. They are exceedingly scarce. Supplies last week showed an increase of 1,700 cases over figures for same week year ago. The receipts since May 1 showed an increase of 24,000 cases, but it must beremembered that consumption has rapidly increased.

New laids	0 60
Selects	0 32
No. 1	0 27

Honey—Business is of the routine variety, with prices unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

Provisions—After gaining still further at the latter part of last week, live hog values fell off again, thus breaking upward trend which was for a time quite marked. Quotations now rule at $6.50 at country points and are not firm at that price. The run of hogs has shown some increase lately.

Lard, which is selling freely, is quoted ¼c higher by the majority of houses.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 12 0 12½
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 12
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 50
Live hogs, local	6 80
Dressed hogs	9 00 9 25

Butter—Butter is again firmer and higher this week. Closing of the cheese factories did not bring the increase in receipts that some dealers anticipated. There is brisk demand for this commodity and dealers in general are looking for no break in prices.

	Per lb.
Fresh creamery print	0 30 0 32
Creamery solids	0 28 0 29
Farmers' separator butter	0 27 0 30
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 23 0 25
No. 2 tubs or boxes	0 19 0 21

Eggs—The situation in eggs as set down last week is practically repeated. New laids continue extremely scarce and range all the way from 40c to 50c, sales being known at the latter figure for guaranteed strictly fresh. Storage eggs are firm in sympathy, 25c to 27c per doz. now being asked.

Storage eggs	0 25 0 27
New laid eggs	0 40 0 50

Cheese—Cheese shows no great change. Factories continue to suspend operations for the season. Stocks held are said to be rather small. A fairly steady tendency accordingly rules.

New cheese—		New twins	0 15½ 0 15½
Large	0 15 0 15½	Old Stiltons	0 16½
Old cheese	0 17		

Honey—Honey prices are unchanged, but steadiness still prevails both in the comb and strained article.

Clover honey, strained, 60-lb. tins	0 12
Clover honey, No. 1 comb, 14 oz. per doz	2 50 3 00

Poultry—Strenuous complaints are still being heard of the poor quality of poultry of all kinds arriving, and there

WE BUY

Poultry

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

seems to be no improvement either. Apparently on account of high price of feed, farmers have allowed the poultry to hunt for their own. Then, again, in some cases they have not been starved previous to killing, as is essential in order to have the finished product the best. The merchants in the country who ship poultry should advise their patrons on the best way of preparing poultry for the market.

The general situation shows little change. One dealer in close touch with the situation says that there will be ample supplies of poultry for Christmas. According to information which he has gathered, turkeys are plentiful and of good quality, although they are small in size. Other lines seem to be in good supply, but it is hoped that farmers will see to proper feeding.

The Canadian Produce Co. quote:—Chickens, over 5 lbs. each, milk fed and fat, 11c live, 14c dressed; chickens, under 2 lbs. each, plump, 11c live, 14c dressed; chickens, well fed and plump, 11c live, 13c dressed; chickens, average quality, 10c live, 12c dressed; pullets, any weight, live only, 11c; ducks, young, over 4 lbs. each and fat, 11c live, 13c dressed; hens, over 5 lbs. each, extra fat, live only, 9c; hens, fat, 6c live, 8c dressed; turkeys, young, over 8 lbs. each, well fed and plump, 16c live, 18c dressed; geese, young, over 7 lbs. each and fat, 9c live, 11c dressed; pigeons, live only, per pair, 20c.

Fowl, live.....	0 06 0 08	Ducks, live	0 10 0 11
Chicken, live...	0 09 0 10	Geese, live.....	0 09
		Turkeys, live...	0 15

Dressed poultry 2 to 3 cents over the above prices.

GROCERY TRADE TALK.

The "Canadian Sardine Company, Ltd.," has been incorporated with head office in Montreal to cure and pack all kinds of fish.

McDonald & Forman, Brandon, Man., have opened a grocery business on Rosser Ave., lately operated by H. Bennett.

Chas. Rishor, wholesale grocer, Peterborough, Ont., has moved to his new premises at corner of Simcoe and Bethume Streets.

R. PHILLIPS & SON

92 GREAT TOWER ST.
(Corner of Mincing Lane)

London

Are open to represent a firm in the English Market, or purchase consignments

Headquarters for
Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.



"Dessert 's Coming, and it's Jell-O."

Ice Cream might get such a greeting as the children give Jell-O, but not pie or any of the common kinds of pudding. The little folks like Jell-O and it is good for them.

JELL-O

is pure, sparkling, beautiful and delicious. It is so perfect that it is the delight and pride of every housewife to serve it on her table.

The merchant who furnishes what housewives want has solved a trade problem that has bothered a good many business men.

There are seven Jell-O flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The Name Jell-O is on every package in big red letters. If it isn't there, it isn't Jell-O.

Grocers : Much has been said and many reasons given why a baking powder that contains Alum should not be used. Are there any good reasons that can be given by the manufacturers of Alum baking powder why Alum should be used in baking powder? Do your customers prefer the Alum kinds? In some countries the sale of Alum baking powder is prohibited by law.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED,

TORONTO, ONT.

WINNIPEG MONTREAL



ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY," BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

Alexander Marshall, 144 Water Street, Vancouver, B.C., for British Columbia and Yukon District; Hamblin & Brereton, Limited, corner Notre Dame and Victoria Streets, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John Street, Montreal, for Quebec and Ottawa; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia.

Quaker Brand SALMON

The Advent Season will be here in bouta a week. This means extra fish consumption.

We have received all the **Quaker Brand Salmon** possible this year.

Orders will be filled in rotation as received.

Fine quality salmon is scarce just now. Get your orders in immediately.

Mathewson's Sons

WHOLESALE GROCERS

MONTREAL

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

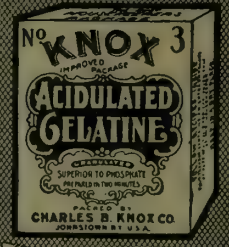
All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO



KNOX GELATINE



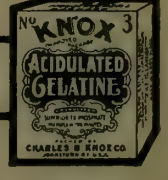
BRINGS BANNER SALES

KNOX GELATINE is easy to sell because it's a "big moneysworth"; each package contains two envelopes of gelatine—the two making two full quarts of jelly. And it's well advertised; we use the best women's publications, all the time, to remind your customers of the delicious desserts it makes. So if you want to PUSH it, you'll find it a ready seller and a sure repeater with a good, big profit for you at 15 cents per package.

"Knox Gelatine Sells and Satisfies"



CHARLES B. KNOX CO.



JOHNSTOWN, N.Y. U.S.A.

Branch Factory - Montreal, Canada

Flour Markets Steady but Unchanged

Same May be Said of Cereals—Export Trade Still Slack—Reports of Damage to Argentine Wheat Crop Instills Some Firmness Into Market—Visible Supply Increases in United States.

"Markets steady, but unchanged," is the way in which the market was summed up by most millers this week. The general situation has much in common with a week ago. A satisfactory activity is generally reported in domestic trade, but fault is still being found with export trade in flour, which still continues slack.

Damage reported throughout the entire wheat belt of the Argentine Republic had a bullish effect on wheat prices at the beginning of the week. The Argentine crop has an important bearing on the world's situation, and up to last week conditions were reported favorable. The crop damage now reported is alleged to have been inflicted by last week's storms, which in some places were said to have been more or less of hurricane character. Prices responded to the damage report, while further firmness was maintained, owing to world's shipments being only about half as large as a year ago.

However, the visible supply of wheat in the United States exhibited a decided increase, while there was disposition in some quarters to somewhat discredit the stories of big damage in the Argentine, so that market still lies in the balance, awaiting further movements to affect a change.

Canadian visible wheat decreased 638,000 bushels last week, as compared with a 840,000 bushel decrease a year ago. Canadian total wheat is 15,427,000 bushels, as against 12,382,000, last year.

MONTREAL.

Flour.—There is but little to report from this market. Flour is one of the staples receiving special attention just now. The local demand is good, and the district is also adding a large share of the trade. Flour is not exactly plentiful and feed flour is scarce. Prices are firm, in sympathy with upward tendency of the price of wheat.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

. Cereals.—Condition of the cereal market remains unchanged. Rolled oats are moving steadily before a good seasonable trade. Cornmeal is also attracting considerable attention. Millers report almost the limit in activity. The primary market in oats is slightly firmer.

Fine oatmeal, bags	2 85
Standard oatmeal, bags	2 85
Granulated oatmeal, bags	2 85
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	3 80
Rolled oats, cotton bags, 90 lb	3 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—There is little change in flour situation from a week ago. Wheat quotations are a little higher, but otherwise there is no change. Domestic demand can hardly be found fault with, but conditions are otherwise in regard to export trade, which still continues slack.

Manitoba Wheat		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

Cereals.—Prices are unchanged, as is also the general situation. Steadiness continues in the market, while trade is active in all lines.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

Flour.—The domestic or home trade in flour continues to be active and encouraging, but export trade has fallen off considerably during the last two weeks. Millers attribute this to enormous demand that has existed in Great Britain for feeds, and say that British millers have been able to sell by-products of mills for almost as much as they paid for the wheat. To meet this demand for mill-feed they have overstocked with flour and as it has cost them little they are offering it at low rates. Prices on the local market remain firm as follows:

1st Patents	2 85 2 90	3rd Patents	2 50 2 55
2nd Patents	2 60 2 65	1st Clares	2 25 2 30

Mill Feed.—The situation shows little change from what it was two weeks ago and the demand continues fairly active. The most noticeable feature is the decline of $1 per ton in bran and chopped oats. The trade with Germany has eased off somewhat and domestic demand is now the chief market. Prices prevailing to-day are:—Bran, $22 per ton; shorts, $22 to $23; chopped barley, $29 to $30; oats, $27 to $28; barley and oats, $29. Rolled oats is still in active demand at $2.15 per sack of 80 lbs.

South Vancouver, British Columbia, has organized its grocers' association, which will affiliate with the central organization in Vancouver. The officers are:—President, F. J. Rolston; vice-president, E. Stigent; treasurer, J. Norbury; secretary, E. Boswell; directors, E. Dudmen, Mr. Robinson, Mr. Hicks, A. C. White, and Mr. Page.



The Unchanging Quality

Makes Mooney's Biscuits Steady Sellers

There are several good features in connection with Mooney's Perfection Cream Sodas that have done much to increase and hold their sale. Prominent among which is their unchanging quality. They are perfectly baked and as a result are always fresh, crisp and delicious. No soft, musty biscuits in a package of Mooney's.

You may offer these sodas to the most critical customer, knowing that their quality will give every satisfaction.

The MOONEY
Biscuit & Candy Co.
LIMITED

Factories at
Stratford, Ont., - Winnipeg, Man.

BRANCHES at Hamilton, Ottawa, Sydney, C.B., Halifax, N.S.; Fort William, Calgary Vancouver, B.C.; St. John's, Newfoundland.



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(THE FLAVOR DE LUXE)

Sells
Satisfies
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Sells Again

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.
SEATTLE, - WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

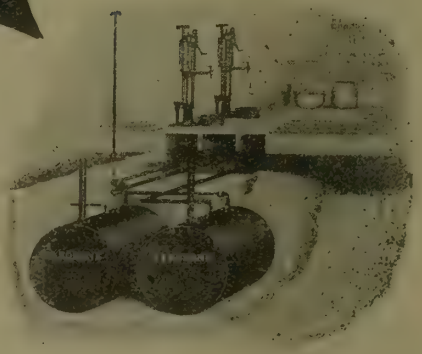
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as the only absolutely clean and accurate way of selling oil. One feature which will bear repeating and is important to the general store merchant is its CLEANLINESS.

From Osler, Saskatchewan, a village of but fifty people, we have received an order to instal a complete self-measuring system in a general store. It augurs well for this merchant's success.

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Ask us for booklet No. 5, explaining how—it is free.

S. F. Bowser & Co., Inc.
TORONTO, ONT.
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Registered Trade-Mark

Our Cocoa and Chocolate preparations are **Absolutely Pure** — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS.

The credit customer is all right, if he pays regularly, BUT THAT'S IT. He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by jobbers everywhere.

Allison Coupon Company
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A Reward

awaits the dealer who writes for our price list, as we can quote low prices on fast selling and h gh class goods which means big profits.

Italian Concentrated Tomato Extract

This is the very best article of its kind imported and should be, in fact is, a quick seller just now.

5 Dollars

clear is not a very big sum, but it can be made any week from sales of our prime CHEESE Let your customers know that you have ordered and try out your selling power You'll be pleased.

Roman Parmesan Gorgonzola Cacicavallo Swiss

The Macaroni Season is now on. Are you selling any? If not, you are losing trade. Order our imported lines. Fine stock. Guaranteed repeats. WRITE

H. E. VIPOND
MONTREAL

Headquarters for Green Fruits and Nuts of all kinds, Italian Peeled Tomatoes, Peas, Artichokes and String Beans. Black and Green Olives, Olive Oil.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

IT WILL PAY YOU

to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

The High Standard of "E.D.S." Brand

makes the well-known products of E. D. Smith much sought after. Your particular trade will not buy food products without some guarantee of purity.





Jams
Preserves

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D S

Jellies
Catsup

have the distinction of passing government inspectors with the stamp of **absolutely pure**, thus eliminating all doubt in the minds of your customers as to their stability, and incidentally raising your reputation in their minds---a point that will result in repeat orders.

Our extensive advertising creates large sales. Get your share by stocking now. It is good profit.

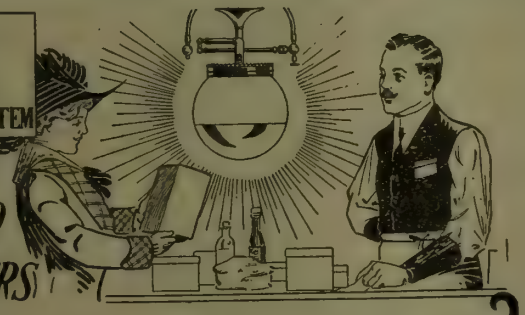


Made only by

E. D. SMITH, at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S; J GIBBS, Hamilton.

THE R-K LIGHTING SYSTEM MAKES PLEASED CUSTOMERS



Think of it from your customers' point of view. People don't know why they dislike a store, but consciously or unconsciously, they avoid a poorly lighted one. On the other hand, in a well-lighted store, customers stay longer, do their shopping better and buy more.

Please your customers and increase your sales by having the best lighted store in town. R-K Lighting System will make it bright as day at a less cost than any other method of lighting. Can be installed anywhere—no matter where you live. You own your own gas plant, always ready to light. Each lamp produces from 500 candle power up, of pure white, brilliant light at an average cost of one cent per hour.

You need a light like this in your store. Write to-day for Booklet "M"—It's free—a postal brings it.

Rice-Knight, Limited

TORONTO

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Oranges, Late Valencias,
Floridas, California Navels
Florida Grape Fruit
Cape Cod Cranberries
New Messina Lemons
New Figs, Dates
Nuts, Layer Raisins
Spanish Onions
Sweet Potatoes
California and
Almeria Grapes

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Potatoes are Holding a Firm Position

Prices Already Considerably Higher Than Last Year—Yield Eight Million Bushels Below Last Year—Light Crop in Ontario —Christmas Cranberries Will be High—Late Valencia Oranges About at an End—Navels a Little on the Green Side.

There is a general firmer feeling in potatoes of late. While it is more marked at some centres than others, the general tendency is one of considerable strength. While the fact of the arrival of colder weather and the storage of supplies by farmers may be held accountable for a portion of this, ideas on values are on the whole firmer.

Values are already much higher than a year ago. On the Toronto market for instance $1.40 to $1.50 per bag is quoted as against 85 to 90 cents a year ago. A report from Ottawa estimates the yield in Canada 8,000,000 bushels smaller than last year. In Ontario the crop was light; although small, they were of good quality, being practically free from rot. In New Brunswick, a brisk demand from outside points has been firming prices, while in Manitoba, on account of the cold weather, deliveries are light.

Cranberries are holding up in price, and this associate of the Christmas turkey will be high in price. The production this year was much smaller than was expected at the beginning of the season.

There are some markets, at least, finding fault with the quality of the California navel oranges that have come forward so far. This season has been later than usual, thus accounting for the present supplies being slightly immature. However, it is hoped that this fault will shortly right itself. Florida oranges are selling fairly well. Late Valencias are becoming pretty well cleaned up on Canadian markets. Prospects are bright for a fair supply of good oranges for Christmas trade.

MONTREAL.

Green Fruits.—Lemons are easier in price on local market, and oranges are showing an improvement in enquiry. Malaga grapes and grapefruit are two other lines that are moving well just now. Apples are steady, and with a good demand prices remain unchanged.

Apples—		
Spies	4 25	5 00
Fameuse	3 75	5 00
Baldwins	3 75	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Grape fruit, Florida, case		4 00
Grapes, Malaga, per keg	4 50	5 00
Grapes, Cal., box	2 50	2 75
Lemons		3 00
Limes, a box	1 25	1 50
Oranges—		
Valencia	5 50	5 75
Jamaicas, box	2 75	3 00
Sorrento	3 25	3 50
Mexican	2 75	3 00
Pineapples—		
Floridas, case	3 25	4 00
Plums, California box	1 50	2 00

Vegetables.—Market is steady and without any special feature just now. Cranberries continue to make good sales and the enquiry for carrots, celery and cabbage is steady. Potatoes are rather firm at present.

Beans, green, hamper	3 00	
Carrots, bag	0 90	
Cabbage, doz	0 40	
Celery, doz	0 50	0 60
Cranberries, Cape Cod, bbl	9 00	9 50
Cranberries, N.S.	8 50	
Cucumbers, doz.	0 60	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 75
Canadian reds, 100 lbs.		3 00
Sweet potatoes, per basket		1 75
Montreal potatoes, new, bag	1 15	1 20

TORONTO.

Green Fruits.—Late Valencia oranges are all but done. One firm says they still have 96's and 288's. Others have absolutely none. There have been more arrivals of California navels. In some instances, at least, the quality is not at all pleasing to dealers, on account of lack of ripeness. Floridas are, perhaps, a little better matured, although the color here is none too good. Some Arizona navels are expected within a week. They are well matured, although high in price.

Cranberries hold high in price. Fancy Cape Cod are quoted as high as $12. Nova Scotia stock is offered at $8.50. Imported grapes with the domestic cleaned up, are in fair demand. Snow apples are a scarce commodity.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 50	3 75
Limes, box		1 50
Oranges—		
S. Am. navels	3 50	4 50
Florida	3 25	3 50
Late valencias	5 00	5 50
California navels		4 00
Grapefruit, case	5 50	5 75
Grapes, Almeria per keg	5 00	6 00
Canadian pears, 11-qt. basket	0 25	0 50
Grapes, California box	2 00	2 25
Cranberries, Cape Cod, brl.	10 00	10 75
Nova Scotia		8 50
Apples, brl.	2 25	4 00
Pineapples, case	3 25	3 50

Vegetables.—Potatoes, as suggested would be the case last week, continue to strengthen up. New Brunswick under a firmer tendency in that province, are quoted at $1.50, while Ontario stock rules around $1.40 per bag. Perhaps one reason that offerings are not quite so free, is that farmers are beginning to store them away. At any rate there is a firm feeling.

Parsnips are held higher, while carrots are also slightly higher. Boston cucumbers are quoted at $2.25 per dozen, and head lettuce at $1.10 per dozen.

The estimate of the yield of potatoes in Ontario as sent out by the government is 3,918,698 bushels, as against 21,927,804 in 1910. Carrot estimates are 815,129 bushels, as against 1,049,348 in 1910, and turnips 39,664,275 bushels, as compared with 49,425,472 in 1911.

Boston cucumbers, doz.	....	2 25	Onions—		
Boston head lettuce, doz.	....	1 10	Spanish, case...	3 50	3 75
Canadian beet, per bag...	....	0 75	Spanish, ½ cases.	1 85	2 00
Cabbage, Canadian, dozen...	0 50	0 65	Canadian, 75-lb. bags.....	1 85	2 00
Carrots, bag....	....	0 75	Potatoes, N. B. stock, bag.....	....	1 50
Celery, per doz.	....	0 40	Potatoes, Ontario, bag.	....	1 40
Cauliflowers, dz.	0 60	0 75	Sweet potatoes, barrel	4 50	5 00
Parsnips, bag...	0 80	0 90	hamper.....	1 75	2 00

FRESH TOMATOES

OUTDOORGROWN

Now arriving in Splendid Condition.

PACKED IN FLORIDA STYLE

6 Baskets to Crate

Under the "CROWN BRAND" every Tomato IS CAREFULLY EXAMINED AND ALL GREEN OR POOR TOMATOES ARE REMOVED.

Good Shapes Good Color Clean and Firm

Every Crate Guaranteed

We can quote for Weekly Deliveries.

If you try a sample crate we guarantee you will want more.

WEST INDIES FRUIT CO.

30 William Street, Montreal

NAVEL ORANGES

FLORIDA ORANGES

These two lines now in their prime.

ROYAL CREST BRAND California Navels stand alone in their class for

HIGH COLOR, FLAVOR AND QUALITY.

In ordering Florida Oranges, specify Parson Brown Variety. This kind is sweet and full of juice.

We are headquarters for ALMERIA GRAPES. 3000 barrels to select from.

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

WHOLESALE FRUIT AND FISH

FOR—

"Green Mountains," "Delewares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

ORANGES

CALIFORNIA NAVELS—First arrivals coming along in good condition.

FLORIDA ORANGES—Good color, sweet and full of juice. Very good eating.

New Nuts New Dates New Figs

Almeria Grapes Cranberries

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 GUELPH, ONT.

All Ripe Oranges and Grapefruit are good but Florida Oranges and Grapefruit are Best of all

Florida Oranges are juiciest, contain 40 to 60 per cent. more juice than California Navels and far more highly flavored.

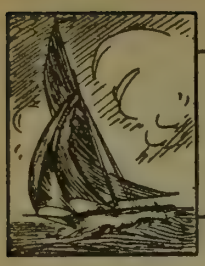
THE RED MARK

FLORIDA CITRUS EXCHANGE

ON EVERY BOX

For the best grapefruit grown in Florida see that the box you receive has our mark on it.

Florida Citrus Exchange, Tampa. **W. B. Stringer, Toronto, Dis. Manager**



Fish - Oysters



Advent Now Only One Week Distant

First Big Season of Fish Demand Opens on December 3—Increased Activity Anticipated—Dealers Preparing for a Good Trade—Oysters Should be Given Attention—Fish Situation in Maritime Provinces and Newfoundland.

Sales of fish have been running along at a good clip for some time, but another week will bring them into the heat of the race and increased activity is expected

Advent which marks the beginning of the big fall season of sales is now but one week away, Dec. 3 being the opening day.

Already good volume of orders has been coming in for delivery before that date. Dealers are evidently expecting good consumption of this line during next few weeks.

This is the season of the "oyster supper" and dealers will do well to give attention to this line, more especially for the next couple of weeks.

Nova Scotia reports that the arrival of fresh fish last week was light, owing to the stormy weather. Finnan haddie are in good demand both from Canadian and export points.

QUEBEC.

Montreal.—Orders have been coming forward for delivery in time for the first week of Advent, beginning December 3, and there is evidence of an increased enquiry for fish throughout the country. Some report their sales to be heavier now than they have ever experienced. Supply of smoked and prepared fish is fairly good, but is continually changing with the result that on some days the situation approaches a shortage. However, the season is getting away to a good start, and it should continue to increase during the next few weeks. Oysters are moving steadily with a heavy demand reported. Enquiry for oysters in the shell is also encouraging.

FRESH

Bluefish, per lb.	0 16	Herring, each	0 03
Dressed perch, per lb	0 10	Steak cod headless, per lb	0 06 0 07
Dressed bullheads, per lb.	0 10	Halibut, per lb.	0 10
Eels, fresh, each	0 25	Salmon, Gaspe	0 25
Flounders, per lb	0 08	Salmon, B.C., lb	0 18
Mackerel	0 10	Sea trout	0 10
Haddock, per lb	0 05 0 06	Sea bass, per lb.	0 12
		Smelts, fancy	0 10
		Lake trout, lb.	0 10 0 12

FROZEN

Haddock	0 04½ 0 05	Round red salmon	0 10
Halibut, per lb.	0 08½ 0 09	Gaspe salmon, per lb.	0 18
Herring, frozen, per 100 fish	2 00	Qualla salmon	0 08
Pike, round, lb	0 06	No. 1 smelts, lb.	0 10
Pike, dressed & headless, lb.	0 07	Extra smelts, lb	0 15
Steak cod	0 05	Lake trout, lb.	0 10
Mackerel	0 11	Whitefish, large, lb.	0 09
Dore or Pickerel	0 09	Whitefish, small	0 06½ 0 07

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	7, 8, 10, 11 12
Strip cod, boneless, 30-lb. boxes, per lb.	0 12
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	7 00

SALTED AND PICKLED

New green cod, medium, per lb	0 04½	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl.	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl.	3 00	Salmon, Labrador, half bl.	15 00
Labrador sea trout, bbls.	12 00	Salmon, Labrador, trcs, 300 lbs.	3 00
Labrador sea trout, half bbls.	6 50	Salt eels, per lb.	21 00
No. 1 mackerel, pail	2 00	Salt sardines, bbls.	0 07
No. 1 mackerel ½ bbls.	3 00	Salt sardines, ½ bbls.	5 50
Scotia herring, No. 2, bbl.		Sea trout, ½ brl.	3 15
Lake trout, half bbl.	6 00	Sea trout, bbls.	6 50
Choice mackerel, half pail	2 00	Scotch herring	12 00
		Scotch herring, keg	6 00
		Holland herring, ½ bl.	1 00
		Holland herring, keg	5 50
			0 75

SMOKED

Smoked eels, per lb.	0 10
Bloaters, large, per box	1 10
Haddies	0 06½ 0 07
Haddies, fancy, 15-lb. boxes, per lb.	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb.	0 10
Herring, new smoked, per box	0 18
Kippers (small), 5 doz. per box, per box	1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls.	9 00
Malpeque Oysters, per bbl	7 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

ONTARIO.

Toronto.—There is good volume of teade in evidence in fish and, for the season of year, dealers are apparently well satisfied with sales. Advent which is now but one week distant is expected to instil even greater activity into this line. Oysters are also moving out freely.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught whitefish	0 13
Fresh halibut	0 09 0 10	Fresh caught herring	0 05 0 06
Perch	0 06	Haddock	0 06 0 07
Fresh trout	0 09 0 11		

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb.	0 04½
New Pink sea salmon	0 09	Sea herring, 55-lb. bx	2 25
Whitefish	0 10 0 11	Mackerel, lb.	0 12
Red salmon, headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Quail-on-toast	0 07
Finnan Haddie, lb	0 08 0 09	Fillets of haddie	0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gal	1 75	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 55		

NEWFOUNDLAND.

St. John's.—Herrings have struck in around different parts of the island in large numbers and fishermen are obtaining good fares which they are salting down, as no American or Canadian herring vessels have as yet arrived to buy them. On account of fine weather conditions the fishermen along the coasts are obtaining good catches of cod-fish with hook and line. Cod fish still appear to be plentiful.

Codfish, large and medium and small merchantchantable, per qtl.	6 50	6 70
Codfish, large, medium and small Madeira	6 50	6 70
Codfish, large and small West India	3 50	4 00
Codfish, Labrador	4 30	4 40
Coufish, Labrador, shore cured	5 80	6 30
Haddock		3 00
Herring, No. 1, large barrel		3 00
" small		2 80
Lobsters, No. 1 flats, case 48 1-lb. tins		17 50
Salmon, per case 48 1-lb. tins		5 70
Salmon, No. 1, large, tierce		18 00
Salmon, No. 1, small		14 00
Cod Oil, hardwood casks, tun	115 00	120 00
" softwood " "	110 00	115 00
Refined Oil, gallon	0 70	0 80

NOVA SCOTIA.

Halifax.—Owing to stormy weather during the past week, the receipts of fresh fish have been light on the local markets. Mackerel are selling well. Shippers are paying $15 per hundred for them. The most of these fish are iced and shipped direct to Boston. There is keen competition among the cold storage companies for fresh mackerel and they are buying up all the fish offering.

Large stocks of herring are being laid up. These will be used by lobster fishermen for bait as soon as the season opens.

Haddocks are more plentiful on the grounds when the opportunity offers for the fishermen to set their trawls. Large quantities of these fish are now being cured and smoked and placed on the market, selling as finnan haddies. These fish sell well and the exports are quite heavy. Kippered herring in boxes are also selling freely for export and the sales of "Digby Chickens" are also large.

The first smelts of the season were placed on the local market last week. The quantity was not sufficient to supply the demand. Prince Edward Island and New Brunswick are shipping large quantities to U.S. markets, principally New York.

Oysters are selling freely in bulk. The high price of the best oysters in shell restricts trade to some extent, but nevertheless the sales are reported to be good. While this is the season that halibut is scarce, there is sufficient quantity on the market to supply the local demand from dealers.



Ready? Get Set

and go after the fish trade right now. The Advent season is practically here and you know that this means two extra fish days weekly. Get a corner of your store fitted up for handling our lines. You'll see the value of it later.

"CANADA" Brand Pure Boneless Cod Fish

Look at the variety. Just ask your wholesaler about it or write us direct.

CANADA TABLETS, 20 1-lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk.

Skinless Fish

"MARINER" BRAND, 25-lb. Boxes, Bulk.

BOUTILIERS — Fillets

OCEAN BRAND — Haddies, Kippers, Bloaters

NEW FAT JULY SALT HERRING FOR IMMEDIATE SHIPMENT BY CAR LOAD.

Halifax Cold Storage Co., 47 William St., Montreal

Clean, firm, full-flavored Oysters, packed where matured in sealed packages that are properly refrigerated before and during shipment. Every oyster over four years old.

"Coast-Sealed" Oysters

Sheer quality wins trade for "Coast-Sealed" Oysters.



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, $17.00 net, f.o.b. Toronto.

No conditional sales or jug-handled agreements. Our winning selling policy is:

Unbeatable Quality and Full Weight at a Fair Price.

WRITE US FOR PARTICULARS AND QUOTATIONS

Connecticut Oyster Company

CANADIAN BRANCH

50 Jarvis Street, - Toronto

Here and There Throughout Grocerydom

Odds and Ends for the Busy Dealer—St. Louis Women Want Goods Handled in Sanitary Method—English Grocers Want Size of Cheese Reduced—Pickle Vegetables Not so Plentiful in the United States This Year—Chop Suey the Latest Canned Article in Chicago—Other Interesting Notes.

Women of St. Louis, Missouri, have formed the Women's Food Association which has for its purpose, the betterment of food purity and of the stores in which food is dispensed. It threatens to accomplish its object by a boycott of grocers who sell impure food and who fail to keep their stores absolutely sanitary.

Chop suey in the Chinese style is the latest in canned goods to be put on the market by a Chicago house. It can be served either hot or cold.

At the quarterly meeting of the Grocers' Association of the United Kingdom, a resolution was passed that the Canadian Government be approached as to the increasing size, year after year, of cheese. They considered the lack of uniformity of weight from 62 to 94 lbs., unsatisfactory, and recommended a uniform size around 56 lbs., or twins 30 to 40 lbs. each.

It was complained that there has been a tendency in recent years for Canadian cheese to grow larger and larger, until now, instead of the old sizes which were convenient to handle, they had got to weigh 90 lbs. The matter will be taken up with the Canadian Government.

"Vegetables used in the manufacture of pickles," says a United States writer, "are not so plentiful this year as they were a year ago. The dry hot weather during the summer months was bad for cucumbers. In particular sections the late yield has been good. Packers are holding for better prices which they feel they will be able to get later." Canada imports considerable cucumbers for pickling from the States.

A fund is being raised by Missouri grocers for publicity purposes, that is to carry on a campaign to show the public that the retailer is not the cause of high prices existing in foodstuffs. This fund will be used to not only present the retailers' side before the public, but for the purpose of teaching the housewives how to practise economy in the kitchen in buying and preparing foods for the table.

They hold that a comparatively small percentage of the salary of the average wage-earner is spent on the table. They claim there are two chief causes of the high cost of living; the increase of consumers over producers and the extravagance of the average American family.

The population of Japan is increasing faster than the increased output of foodstuffs. The population has been increasing at the rate of 1.2 per cent. per annum. The output of rice, the principal foodstuff of the Japanese has also increased of late years but it is evident that the supply of rice will gradually fall short as the population increases. There seems no prospects of any great increase in the production of rice sufficient to meet the increasing demand in Japan, and it is therefore necessary to look to the colonies Formosa and Korea, for a supply to make good the deficit.

The name "orange" is from a Latin word meaning golden or of golden color. The first oranges were a small bitter berry, little larger than a good-sized cheery, and very seedy. In the eighth century the fruit was considered a poison and it was not until the 16th century that oranges were extensively cultivated in Italy, Spain or France. The Spaniards improved the product and succeeded in cultivating it in the West Indies, from which it found its way to Florida, California and South America. Luther Burbank, the plant wizard, is credited with having invented the seedless navel orange.

Toronto City Council is asking for tenders for 90 tons of molasses. This does not mean that the city is going into the gingerbread business. This commodity is to be used as part of the diet of the horses employed in the street cleaning department. This should suggest to the grocer a sideline which it should pay him to carry—molasses for feeding purposes. There are many grocers who already have a considerable trade in this line. Those who have not would do well to look into the matter.

"Killing two birds with one stone," was what the merchant called it.

A customer who lived about a mile out of town and who had a phone rang him up and asked him to have an order—not a very large one—delivered. The order in itself would hardly pay for the delivery but to oblige the customer he would do as requested.

Then an idea, and let it be said that ideas are what make a success of business, struck him. There was another customer who lived near the same place, and who also had a phone. He rang this one up, said that he was going out that way, and asked if there was anything they would like brought. There was, indeed, a very substantial list of goods which was at that moment required.

The order was taken, two birds killed with the one stone, and the delivery turned into a profitable operation.

B. C. POTATO PROSPECTS.

Vancouver, B.C., Nov. 23.—(Special)—British Columbia's recent win of the big prize for the best potatoes grown in America, indicates possibilities of soil in this province. Although the best can be grown here, they are scarce in the market for the reason that enough of them have not been produced. Not that they are not a paying product, for the quotation now is $28 for locals and $35 for Ashcrofts. They are not scarce just at present, though the prospect is that before next year's supply comes in, the price will be high and the stock will be small. This happens each year and will for some time, until the people on the land grow more potatoes.

Vancouver had a foot of snow on November 9th, and a sharp bit of weather. This will mean a stiffening in the price of potatoes and probably an increase. Many potatoes are in the fields, and if they escape from being touched by frost, it is not improbable that potatoes in transit, and many car loads are on the rails, will be damaged slightly.

Three Good Lines For the Grocer

Choice Lake Erie Large Ciscoes
[Rich, Sweet and Fat]
We are SMOKERS of THEM

Golden Brand Finnan Haddies] Fillets, Etc.
[The finest in the sea

Neptune Brand Oysters
in Sealed Cans. Carriers Free.

JOHN FITCH
Hamilton - Ontario
P.O. BOX 103

BRUNSWICK BRAND SEA FOODS

will surely build up business for you, because only the most carefully selected and sweetest fish are used—fish caught in the famous Passamaquoddy Bay. Skill, care and cleanliness are our watchwords throughout the canning process, and the result is the retention of the natural fish flavor to a degree unknown in other brands.

We stand back of all our products with an unconditional guarantee of purity.

Here's a line, Mr. Grocer, you can handle with credit to your store and increasing profit to yourself.

THE "QUALITY" BRAND



CONNORS BROS, Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W Huband, Ottawa Ont.; A. E. Richards, Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.





BJELLAND'S
SMOKED HERRINGS
IN
BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

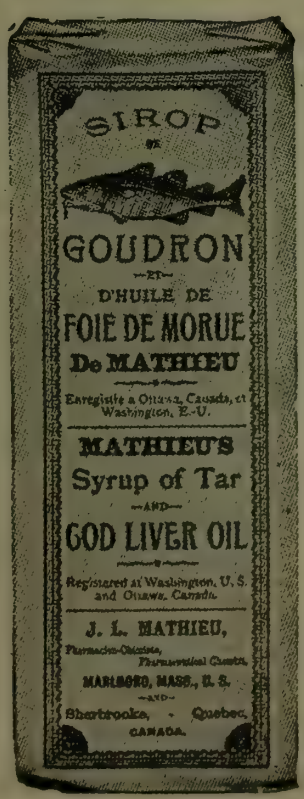
Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening

(J. A. HENDERSON)

Canadian Agents, Hamilton

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures—the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders
the great Headache and Neuralgia Remedy.

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

Are You A Salesman ?

You are. Then you are able to work up a nice trade in tobacco. It does not require much work. Just a display of leading lines and a few words with your customers. You'll soon win them over to purchase their tobacco from you.

Maple Sugar Chewing Tobacco

is a really good line and will please the most particular. You are supplying families with groceries every day, why not supply their husbands with their tobacco?

Write us about other lines.

Rock City Tobacco Co.

Quebec Winnipeg

"BANNER" Is not "Just as Good"

IT'S

BETTER

Good Points of The Banner are Brought out in Bad Weather



It Won't Blow Out, Rust, or Leak

Costs No More than Inferior Lanterns.

Send Coupon for Calendar

Ontario Lantern & Lamp Co., Limited

Hamilton, Ont.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must accompany all advertisements. In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about $4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited. 46 Adelaide Street West, Toronto.

MISCELLANEOUS.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 3 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 55
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



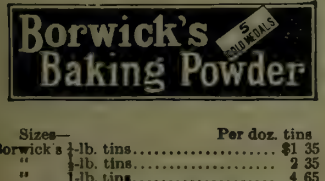
ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ¼-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

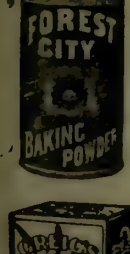
White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.30; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Carton	[illegible]	No. 11, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, ¾-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. [illegible]	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb | 0 35

Perfection chocolate, 20c size, 2 doz. in box, doz. | 1 80

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz | 0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen | 0 90

Chocolate Confections—

	Per lb.
Maple drops, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb | 0 35
Smaller quantities | 0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co. Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz | 0 90

Mott's breakfast cocoa, 10c size | 90 per dz
" breakfast cocoa, ½'s | 0 38
" " " ¼'s | 0 38
" No. 1 chocolate, ½'s | 0 32
" Navy " ½'s | 0 26
" Vanilla sticks, per gross | 1 00
" Diamond Chocolate, ½'s | 0 24
" Plain choice chocolate, liquors | 0 32
" Sweet Chocolate Coatings | 0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 39c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

in 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best, Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

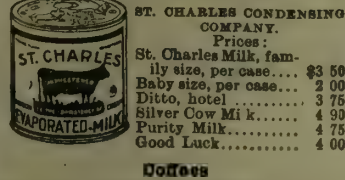
White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

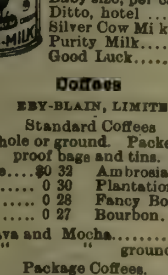
Wm. H. Dunn, Agent, Montreal & Toronto.

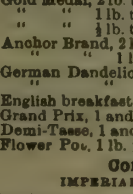
	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 25
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground		0 30
" " 1 lb. tins, "	"	0 31
" " ½ lb. tins, "	"	0 32
Anchor Brand, 2 lb. tins	"	0 31
" " 1 lb. tins	"	0 32
German Dandelion, 1 lb. tins, ground		0 26
" " ½ lb. tins,	"	0 28
English breakfast, 1 lb tins,	"	0 18
Grand Prix, 1 and 2 lb. tins.	"	0 30
Demi-Tasse, 1 and 2 lb. tins,	"	0 30
Flower Pot, 1 lb. pots,	"	0 22

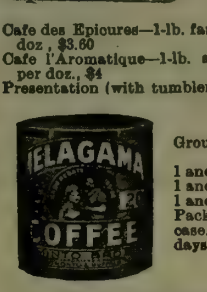
Confections

IMPERIAL PEANUT BUTTER

Small, cases [illegible]en	0 95	dozen
Medium, cases dozen	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

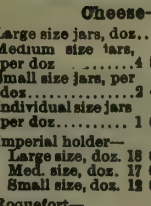
Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



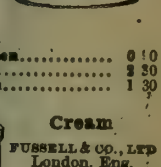
Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In carbons, each 1 dozen	0 10
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 6¢
100 books and over	each 5¢
500 books to 1000 books	4¢

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00



The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited HAMILTON, Canada BUFFALO, N.Y.

The Pinnacle of Good Value



Is pure and hard and will do more work to the bar than any other make. Its purity allows it to be used in the washing of the most delicate fabrics without harming them.

It is the kind of soap that makes your customers think yours is the only store for good value. Stock Wonderful Soap and be a successful merchant through the big trade it brings.

WRITE FOR PRICES.

THE GUELPH SOAP CO.

GUELPH, :: ONTARIO

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

A Faultless Product

There is no better factory anywhere adapted to the production of prepared salt than that of the Ontario People's Salt & Soda Co. at Kincardine, Ont. Every modern appliance is there and it is scrupulously clean.

SALT is the specialty produced and it has a national reputation for high quality.

You can materially increase your profit and reputation by pushing this line.

For prices, etc., address

The Ontario People's Salt & Soda Co.
LIMITED

KINCARDINE ONTARIO

COFFEE

High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL, AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Sou.	11 00
" "	tins ½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 00
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi-Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	120 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25

Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb.	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkgs., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	2 35

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 4

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins, 6 to the case, per lb	0 10½





GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
30-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 25
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 95
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Jelly Powders



Assorted Case,	Contains 2 doz. $1.80
Lemon (Straight)	Contains 2 doz. $1.80
Orange (Straight)	Contains 2 doz. $1.80
Raspberry (Straight)	Contains 2 doz. $1.80
Strawberry (Straight)	Contains 2 doz. $1.80
Chocolate (Straight)	Contains 2 doz. $1.80
Cherry (Straight)	Contains 2 doz. $1.80
Peach (Straight)	Contains 2 doz. $1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz. $2 50
Chocolate (Straight)	Contains 2 doz. 2 50
Vanilla (Straight)	Contains 2 doz. 2 50
Strawberry (Straight)	Contains 2 doz. 2 50
Lemon (Straight)	Contains 2 doz. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

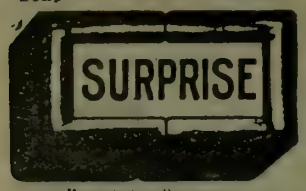
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross $3.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box. $3 60

6 doz. to box. $7 20

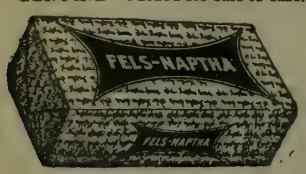
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE Packed 100 bars to case.



Prices Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs	Benson's enamel (cold water) per case	1 50

Celluloid—Boxes containing 45 cart's, per case 3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch	0 05

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 05½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss— 1 lb. fancy boxes, cases 36 lb	0 07
Canadian Electric Starch— Boxes of 40 fancy pkgs., per case	3 00



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

			Ontario and Quebec Prices.	Per case
Case No. 1,	60 1-lb. packages		1 case	$2 85
			5 "	2 75
Case No. 2,	120 ½-lb.	"	1 case	2 85
			5 "	2 75
Case No. 3,	30 1-lb.	"	1 case	2 85
	60 ½-lb.	"	5 "	2 75
Case No. 5,	100 10-oz.	"	1 case	2 90
			5 "	2 80

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $3.50

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs	0 03¾
Half barrels, 350 lbs	0 03¾
Quarter barrels, 175 lbs	0 03¾
Pails, 35 lbs	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

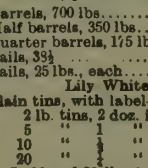
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 85
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

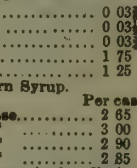
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
lb. tins 2 doz in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum re-selling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 0	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum re-selling prices
1 doz 1-oz.	$ 3 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
350-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3 Tins, 2 doz cases, per doz	1 67
No. 5—Tins, 1 doz cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases. per doz	10 90
Pails—1's each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 65

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case per doz	2 35
5's, 1 doz case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75



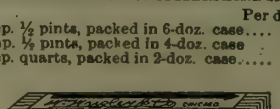
	Per dozen
H.P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 1 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 1's	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6's and 12s	46
Stag, 5½ to lb	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	50
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50
Regal Cube Cut, 9s	70



Blue Label, ¼s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½s	0 23	0 30
Brown Label, 1's and ½s	0 28	40
Brown Label, ½s	0 30	0 40
Green Label, 1's and ½s	0 35	0 50
Red Label, ½s	0 40	0 60

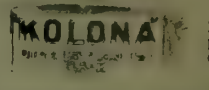


MELAGAMA TEA

MINTO BROS.,
45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No. 3 tin pails 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pail, 6 pails in crate, 72½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2 2 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7. tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 55c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

SNAP

Does the Trick

when the mechanic, the chauffeur, the painter or any person requires something more than soap to remove dirt from the hands.

The action of Snap loosens the particles of dirt and clears them away, leaving the hands clean and white.

Introduce Snap wherever you can and you will please and satisfy your patrons.

SNAP
TRADE MARK
ANTISEPTIC
HAND CLEANER
PREPARED BY
SNAP COMPANY
LIMITED
MONTREAL

Keep Snap Displayed.

Snap Company
Limited
MONTREAL

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days."

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



No Weak Link There

No Profits Lost

See how it works, Brother Grocer.

A woman is ready to buy from you 50 bags a year, maybe more.

But she will not purchase the 50 bags *unless the last bag be as good as the ones that have gone before.*

If the first bag be right—and the second—and the ninth—

She purchases the tenth *with confidence.*

Your sales keep increasing, you see. Your profit is *continuous*—because of *Steadfast Quality.*

But if the tenth bag be bad, will she purchase the eleventh?

Will *you* continue filling her flour requirements?

No—your chain of profits snaps at the tenth purchase.

You have profited only on *ten* bags when you might have profited on the *total amount* of her yearly purchases.

Don't you see NOW what *Uniformity* means to flour sales?

If sales are greater than ever, it's because FIVE ROSES flour yields *uniform results both in store and kitchen.*

Each bag or barrel starts a chain of Permanent Profits.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

And *each* sale is a sturdy link, without flaw or weakness.

This also is true, that the constant effort made in the big mills out West to maintain the integrity of FIVE ROSES, assures to YOU *permanency of profits.*

This is the only flour that is *unreservedly guaranteed*—

Simply because it needs no guarantee.

Sell quality, Brother Grocer, not in one barrel, or two barrels, but in *each* and every barrel.

Sell FIVE ROSES—sell it NOW.

Write your Jobber—or our nearest office.

A C T !

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, DE EMBER 1, 1911 No. 48

Robinson's Patent Barley

Needs Little Pushing.
Your Customers Will Like it, and a Demand is Immediately Created.



Robinson's Patent Barley

is a Healthful and Nutritious Food for Young and Old.

For Particulars, Address

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



On The Billboards All Over Canada

This poster is helping to educate your customers and others to the high food value of

CROWN BRAND CORN SYRUP

and is assisting you in making sales. Now, while the advertising is helping you, are you helping the advertising—by having Crown Brand in stock so that people can get it when they ask? Had you better look over your stock?

THE EDWARDSBURG STARCH CO LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER

CHEESE AS A FOOD

The following, no doubt, will interest many people who hold the idea that Cheese is indigestible. Secretary Wilson of the United States Department of Agriculture has made 184 tests recently and has now given to the public something of great interest, not only as to Cheese being of great food value, but as a cheap and easily digested food. This applies to children as well as adults. True, there are many kinds of Cheese, many of them made and consumed before they are properly cured and ripened. When care is shown in the proper development of Cheese, naturally the Cheese will not only be better Cheese as food value, but more easily digested. MacLAREN'S IMPERIAL CHEESE in jars, and MacLAREN'S CANADA CREAM CHEESE in packages have held a premier position in the world as Cheese products for the past twenty years.



A total of 184 Cheese experiments were made at Wesleyan University, and sixty-five subjects, most of them college students, took the opportunity to live on free Cheese. The amount of Cheese eaten varied somewhat, according to the appetite and preference of the subjects, but the average ranged from ½ lb. to 1 lb. a day. They were not confined to an exclusive Cheese diet, but had a few slices of bread and some bananas. A record of the health of each subject was kept, and also notes on how the partaker enjoyed it. On the whole, says the report, the Cheese was very palatable, and with a few exceptions the amount given was not considered excessive by the person eating it. A number of the subjects wanted more of the Cheese. They were about equally divided in the preference of a mild or strong Cheese. Secretary Wilson says that a pound of Cheese has nearly

THE SAME FOOD VALUE AS TWO POUNDS OF FRESH BEEF

or any other fresh meat. It is worth as much as a pound of ham and is more digestible, and is equal to two pounds of eggs and three pounds of fish. In price, it costs about the same per pound as the cheaper cuts of meat, and practically the same as smoked ham or bacon. Secretary Wilson urges as one means of reducing the cost of living a liberal portion of Cheese in the daily fare.

"THE AGRICULTURAL GAZETTE."



CREAM CHEESE FOR CHILDREN

Cream Cheese is an excellent thing to give the children now and again. It makes a most welcome change from butter or jam, and is very nourishing and digestible.

It should be eaten alone, not with butter, and the children should be encouraged to help themselves liberally to salt with it.

Remember that the small white Cheeses which shopkeepers call "curd" are not so nourishing as those which look more yellow and are called "Full Cream."

"MOTHER AND HOME," Sept. 9, 1911.

MR. JOHN D. ROCKEFELLER

is reported as having expressed the following in an interview given to a Philadelphia reporter.

"Do you know that I recently read an article by a well-known scientific man to the effect that Cheese is an excellent article of diet? I wish I had read that article a long time ago. I had been afraid that Cheese had a tendency to produce indigestion and for that reason never touched it. Now, I find that its effects are directly contrary, and I eat a great deal of it, and find it agrees with we. Take my advice, eat Cheese, eat slowly, and have outdoor exercise, and you will enjoy good health."

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S CANADA CREAM CHEESE
MacLAREN'S ROQUEFORT CHEESE
MacLAREN'S PIMENTO CHEESE
MacLAREN'S IMP. PEANUT BUTTER
MacLAREN'S IMPERIAL MUSTARD
IMPERIAL DESSERT JELLY
IMPERIAL STERILIZED GELATINE

NOTHING BETTER

Ask Your Wholesale Grocer.

GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

OFFICES--NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES--WOODSTOCK, ONT. WELLESLEY, ONT. BANCROFT, MICH.

Fish From Scotland

The "Moir" Brand of canned Scotch fish has all the delicacy and richness of flavor of the freshly caught fish. It is a satisfactory brand to buy because it is always the same—you can judge the quality of the entire year's output by a single can.

Moir, Wilson & Co., Aberdeen

are specialists in the packing of Scotch Fish—nothing can possibly be finer than their product. Their reputation has been made entirely on this one thing. It is their hobby to offer only the "best"—*and they do it.*

Arthur P. Tippet & Co., Agents

8 Place Royale *84 Victoria St.*
Montreal *Toronto*

Sterilized Prunes

Griffin and Skelley pack only Sterilized Prunes—Sterilized with hot steam—Not dipped—No abnormal shrinkage—No living animal matter—No bacteria or germs—when "Sterilized" in this way.

The Best Only **Always the Best**

Arthur P. Tippet & Co., Agents

8 Place Royale *84 Victoria St.*
Montreal *Toronto*

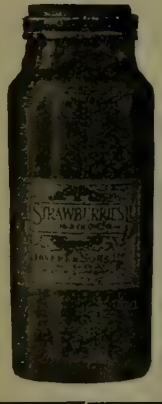
CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup



Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.

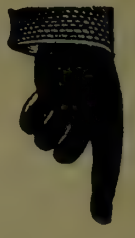


The STANDARD (London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.

FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards



GRAND PRIX
Brussels International Exhibition, 1910

GRAND PRIX
Turin International Exhibition, 1911

GRAND PRIX
Festival of Empire, London, 1911

CHIVERS & SONS, LTD.

FRUIT GROWERS

HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION



CARROT
LENTIL
PEA
&c., &c.

A House old enough to have a reputation, young enough to be abreast of the times

Packer's Celebrated Chocolates

NEW IDEAL — NEW BOXES — NEW CENTRES

Packer's Canadian Bulletin, containing the latest Chocolate news, particulars of the most recent productions and much interesting matter, will be sent regularly to all jobbers upon receipt of request.

H. J. Packer & Co., Ltd., Chocolate Manufacturers **Bristol,** England

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

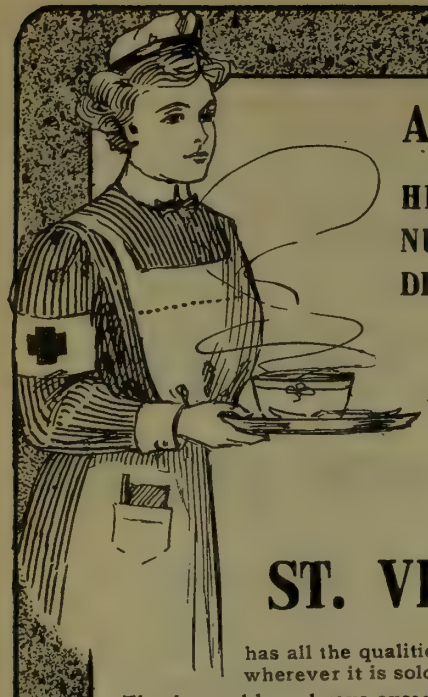
BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN

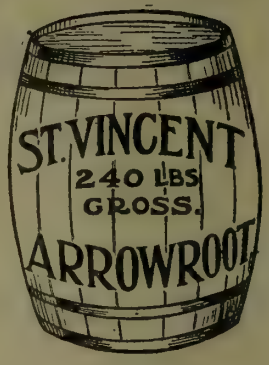
Montreal, Toronto and Vancouver



APPROVED BY ALL AUTHORITIES

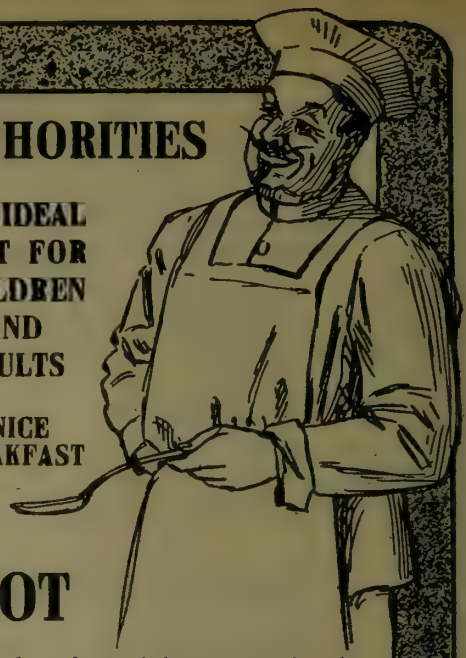
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



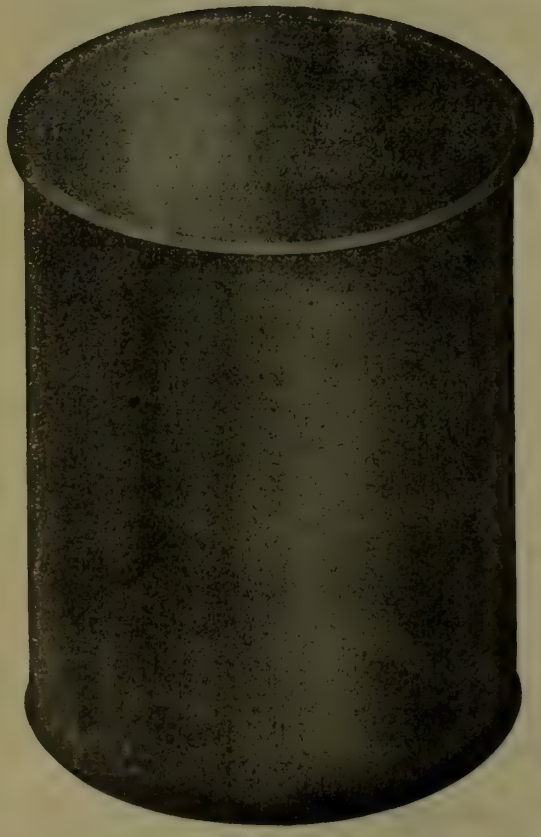
ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



As Good as Home-Baked —and Cheaper

"Simcoe" Baked Beans

Send for our pamphlet on Valuable Hints on Storing Canned Goods.



Dominion Canners, Limited

Hamilton, Canada

The Reputation of Your Store

Depends on the accuracy, speed and carefulness of your delivery system.

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

This perfect egg delivery system stops all breakage and miscounts. Saves time and money.

Ordinarily egg delivery is the cause of much delay and trouble. STAR EGG CARRIERS and TRAYS please both the customers and the delivery men because they are always rapid and accurate.

Write for our two interesting books "Safe Egg Delivery" and "Advertising Suggestions." They show how to make a fine reputation better.



Made in one and two dozen sizes.

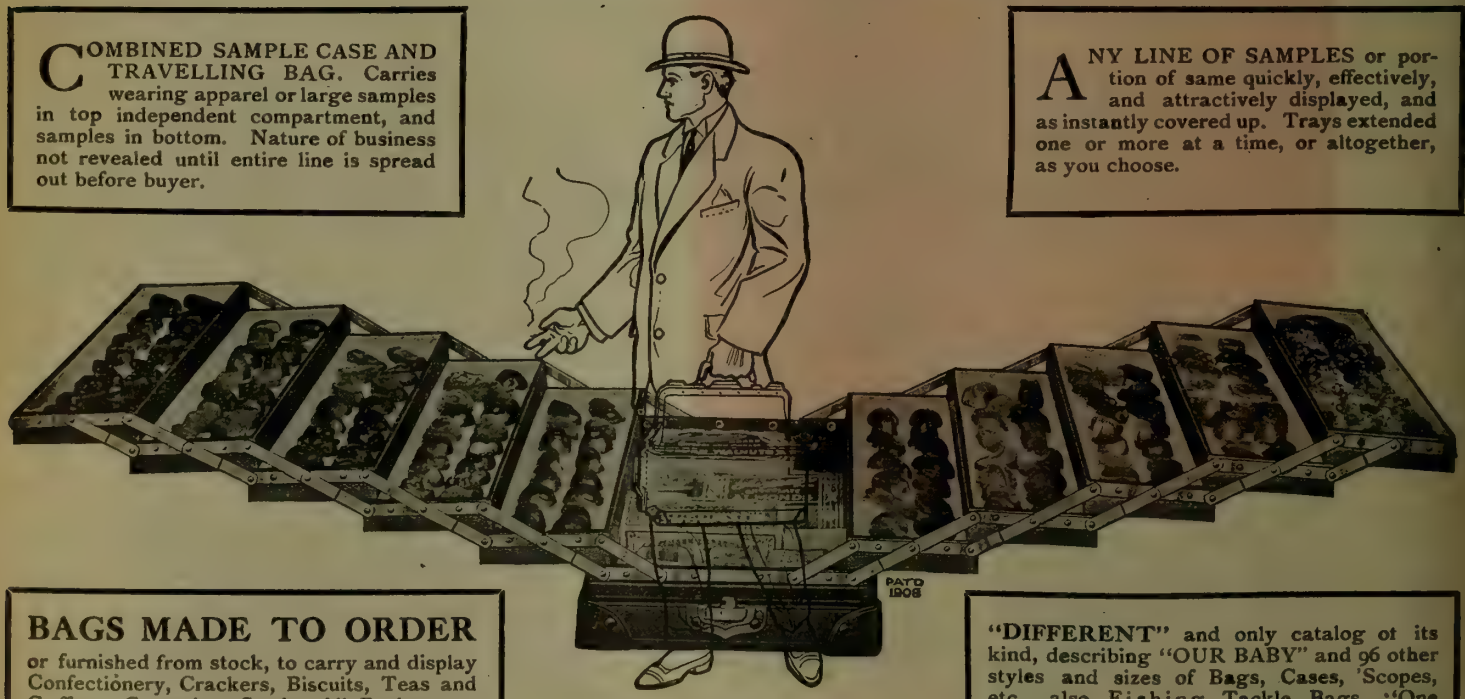
Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



"Our Baby" No. 1

BAGS MADE TO ORDER

or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO.

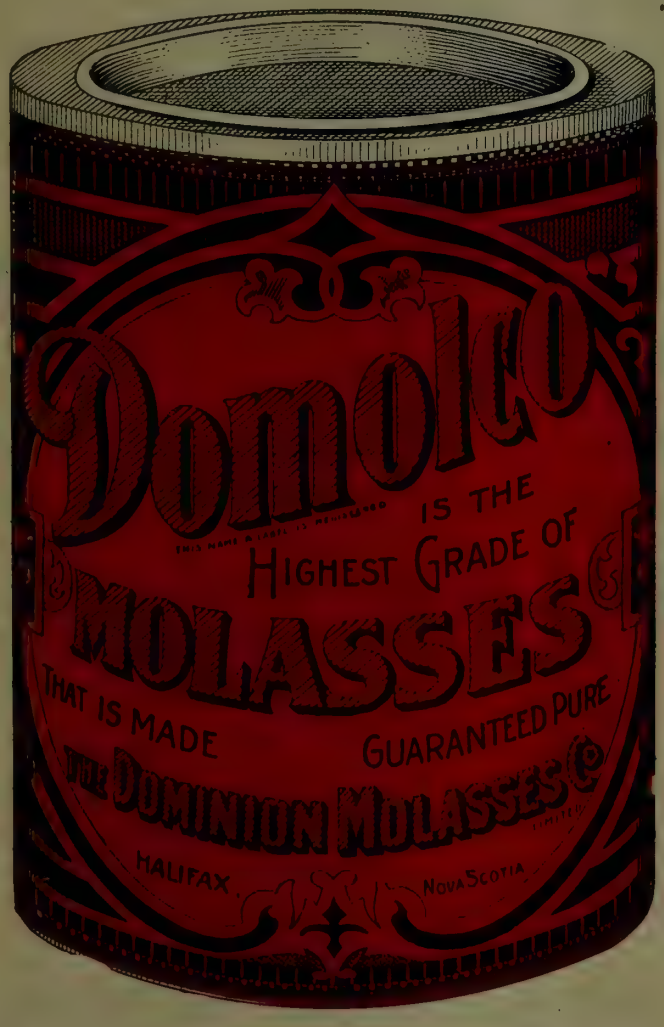
Specialists and Original Designers

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

Have you tried

"DOMOLCO"

The Highest Grade of Molasses on the Market—The Pure Product of the British West Indies Sugar Cane?



This Molasses is put up in Sanitary and Convenient Lever Top Cans.

SIZES

No. 2, 2 doz. per case.
No. 3, 2 " " "
No. 5, 1 " " "
No. 10, ½ " " "
No. 20, ¼ " " "

ALSO IN PAILS

No. 1; No. 2; No. 3; No. 5

This Popular Molasses is carried by all Wholesale Grocers throughout the "Dominion."

Try It and be Convinced.

The Dominion Molasses Co., Limited

HALIFAX, - - - - NOVA SCOTIA

THE HALL MARK OF QUALITY

Absolute reliance can be placed on packages bearing the label of

E. & T. PINK, LONDON



They sell readily and carry a good profit. It will PAY YOU to apply to the sole Canadian Distributors

THE MANUFACTURERS' AGENCY CO.

MONTREAL	J. W. WINDSOR	22 St. John Street
ST. JOHNS, N.B.	S. CECIL IRVINE	48 Princess Street
HALIFAX, N.S.	C. E. CREIGHTON	Bedford Chambers
BOSTON, U.S.A.	GEN. SALES OFFICE	330 Board of Trade Bldg.

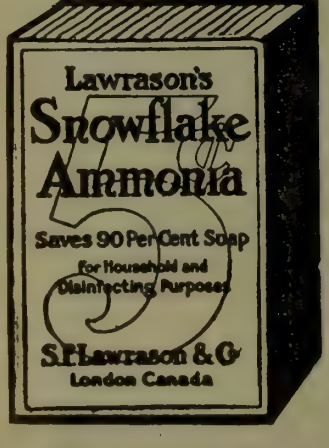
Stock It--Pass It Out

GUARANTEE OF $500

That **LAWRASON'S SNOWFLAKE AMMONIA** equals in power any similar powder on the market selling for twice its price.

5c per giant package 5c

The largest package of Ammonia Powder always gets the choice--and it requires very little selling on the part of the grocer.



But, when you combine—the largest package for 5c; the guarantee of $500; and the all-round effectiveness of

Lawrason's Snowflake Ammonia

as a household cleanser—then the sale is sure, it requires NO persuasion.

We have created a large demand through our extensive and attractive advertising all over Canada. Stock up and reap a harvest.

S. F. LAWRASON & CO., London, Ontario



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON
ONLY A LIMITED QUANTITY BEING PACKED

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - - Canada



Every Match a Light

A Grocer, to gain the confidence of his trade, must be sure he is selling only goods that merit confidence and prove satisfactory.
There is nothing that will excite the ire of your customers quicker—(and incidentally lose confidence)—than to sell them inferior matches.
The **Dominion Match** has a light on every stem—that will not splutter or spark in the silent operation of striking.
You can build a satisfactory trade by stocking Dominion Silent Matches.

DOMINION MATCH CO., LIMITED
DESERONTO, ONT.
Or The Canada Brokerage Company, Limited, Toronto, Ont.
Snowdon & Ebbitt, Montreal, Quebec.
The A. Macdonald Co., Winnipeg, Man.



The Day is Fast Coming

when the dealer will get rid of any inferior goods he may have in stock and replace them with pure and pure only. The housewife realizes now that the best is the cheapest in the long run. She will realize that

"PRIDE OF CANADA"
MAPLE SYRUP

has a flavor all its own, a flavor which proves that it is pure maple, not a concoction. Won't you be the man to provide her with this treat?

A SATISFIED CUSTOMER

means new and bigger trade. "PRIDE OF CANADA" is both a lever and magnet.

USE IT.

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO

"PRIDE OF CANADA" and N-O O-T-H-E-R



Figure It Out

100 Customers served weekly by you.
50 At least consumers of Cheese.
1 Package "Meadow-sweet" at least easily sold to each.
50 x 10c. = $5 as a minimum turned over.
= Big Profit in it for you.

ISN'T IT QUITE FEASIBLE

MEADOW-SWEET is veritably the "King of all Package Cheese" and sells in every part of Canada to-day.

MEADOW-SWEET is no "concoction," but carefully prepared from rich dairy cream. Wholesome and thoroughly nutritious.

DAINTY PACKAGE, - 10c. RETAIL

ASK NEAREST AGENT

AGENTS: Laing Bros., 307-309 Elgin Ave., Winnipeg, Man. W. Durance, Hamilton, Ont.; Bellefeuille & Giroux, Three Rivers, Que.; D minion Fish & Fruit Ltd., Que.; McLeod & Clarkson, Vancouver, B C.; W. A. Simonds, St. John, N.B.; Ottawa Cold Storage Ltd., Ottawa, Ont.

Meadow-Sweet Cheese Co., Montreal

"KING OSCAR" SARDINES

THE QUALITY BRAND

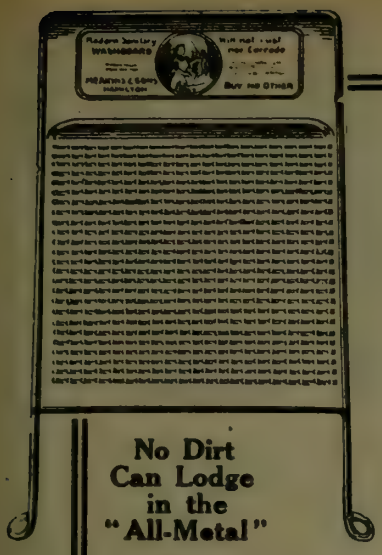
Will surely by their flavor and purity obtain and hold for you the best of the family trade. This brand is very attractively gotten up and the contents are guaranteed solely selected autumn-caught fish. Will be found to be uniformly sweet, tasty, wholesome and well packed. A real good line for profit.

Ask Your Wholesaler.

JOHN W. BICKLE & GREENING - Hamilton, Ont.
(J. A. Henderson) Canadian Agents



By Special royal permission



No Dirt Can Lodge in the "All-Metal"

The Trade is Yours

Modern housewives are ever alert to an appliance that will lessen the duties in a household, or eliminate the chance of disease—through cleaner washing methods.

You can do a big business in

MEAKINS' SANITARY WASHBOARDS

They are the acme of perfection in the art of making washboards. Built upon scientific principles, of one piece, will not rust or corrode, and entirely does away with the chance of cutting the hands on rough edges.

THE TRADE IS LARGE AND THE PROFIT GOOD

MEAKINS & SONS, HAMILTON, ONT.

Mr. Grocer, we have told you in our advertising about Heinz Mince Meat.

We told you that it is made of the finest fruits, meats and spices money can buy.

You are telling your customers about it—because you *know* what Heinz Quality is.

But have you ever told *yourself* about it—have you ever taken it home and let your family enjoy it, baked in a big, brown, luscious, appetizing pie?

If you haven't, Mr. Grocer, you are missing a rare treat!

Try it and find out and *then* tell your customers about it.

H. J. HEINZ COMPANY

More Than Ever in a Class by Itself

Get out your catalogs and compare this mill with other mills selling at anywhere near the price.

There is more mill here than any manufacturer is giving for less than $100.00 to $120.00.

Our line consists of Hand Mills, Power Mills and Electric Mills—All at reasonable prices.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



IF ALL THE GROCERS IN CANADA

ST. CHARLES MILK

WERE LINED UP

you would find the best of them handling

ST. CHARLES EVAPORATED MILK

That is because this product comprises a line that is a huge seller and always makes good.

A PERFECT SUBSTITUTE

for milk or cream in their unmodified form.

Simply pure milk put up in small tins.



St. Charles Condensing Co.,

INGERSOLL, ONT., CANADA



'CAMP' COFFEE

Be ready with your supplies

Never let a customer who wants 'Camp' go without, for every sale of 'Camp' is of permanent advantage to your business. The public *will* have it, and they are bound to go where it is sure to be obtained.

R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow.



By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,

WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative

JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

CLARK'S MINCEMEAT

"Inglass" Brand. In Tins and in Bulk.

Always the same.

Always the best.



That new style can



CLARK'S

Christmas Plum Pudding

IN CANS, Nos. 1's and 2's



The Pudding that creates and maintains demand.

W. CLARK, - MONTREAL

Manufacturer of the Celebrated "CHATEAU" BRAND SOUPS.

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

Prices from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



The Popular Relish

There is nothing that will give your customers better satisfaction as a table relish or a longer lasting favorable impression than the deliciousness of

Sterling BRAND

RELISHES



You will be surprised if you are not a salesman of Sterling Brand products—the immense demand there is for this popular line. There seems to be a motion Sterlingwards in the Canadian public that makes their sale exceedingly successful for the grocer who handles them. Order now. To-morrow you may forget.

THE T. A. LYTLE CO., Limited
STERLING ROAD - - TORONTO



Buy the Best

A line that will give entire satisfaction throughout the year to all of its users is

PURITY SALT

It is rightly named, because it consists exclusively of fine dry, even crystals, free from all foreign substances.

It is pure—that's why the women think so highly of it.

Your profit is assured. Order a stock to day.

The Western Salt Co., Ltd.
MOORETOWN, ONTARIO

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give "Redpath" Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Dried Fruits For Particular People

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Will Satisfy.

This Mark on Every Box

Place Order Now for
Fall Delivery

All First-Class Jobbers Handle.

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish, Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

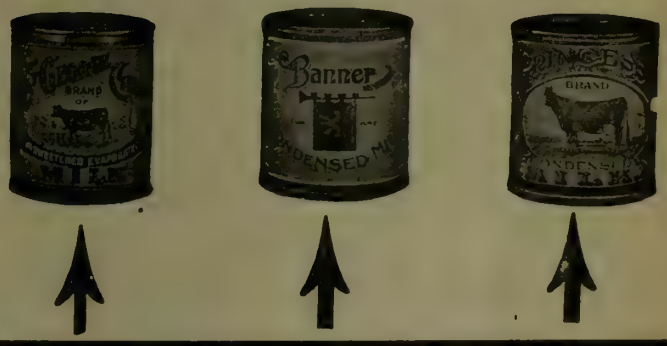
REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL —The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT

PERSONAL SUPERVISION

is what makes the difference between a successful business and the other kind. Personal supervision is making our business successful! Nothing left to chance---our customers' requirements our first consideration!

OUR DIRECT REPRESENTATION of the manufacturers of goods of the highest quality is constantly increasing. WHY? Because manufacturers of such goods KNOW that we place their goods with the retail stores who appreciate high quality and who realize that permanent business must be built upon it. WE ARE AT YOUR SERVICE NOW to help to improve YOUR Business with OUR lines, which cover ALL your requirements.

RICHARDS & BROWN, - WINNIPEG

WHOLESALE COMMISSION MERCHANTS

WALKER PATENTED BINS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

DO YOU SELL

FOREST CITY BAKING POWDER

THOUSANDS DO, WHY NOT YOU?

You want the best, then buy FOREST CITY

PROFITS

Try our special Christmas offer.

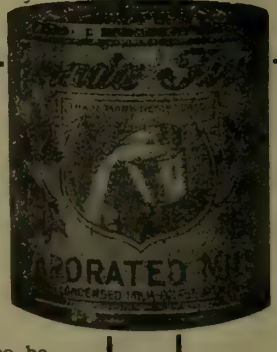
1 c/s	6	oz.	6 doz.	at	75c.
1 "	12	"	6 "	"	$1.25
1 "	16	"	6 "	"	1.75

and we will give you 1 doz. each size free and pay the freight to any Ontario point.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario

CENTURY SALT

TRADE MARK

Profit by Selling the Best

A woman looks down on the grocer who sells an inferior brand of salt. She compliments the grocer who recommends Century Salt.

No salt is so good as Century, and none purer. The same uniformity of excellence is marked whether you buy to-day, to-morrow, or a year hence.

A trial order will prove it as a profitable and satisfaction-giving brand.



THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

NO GUESS WORK



It is not easy to cut cheese exactly to the ounce, oftentimes more than the order calls for is cut and it is left to dry up and waste. That will continue to be your loss if you cut cheese by guess work.

THE

Perfection Computing Cheese Cutter

can be depended upon to cut just exactly the amount required. All you have to do is to set the price mark on one scale opposite the weight mark on the other scale, turn the thumbscrew and it is ready for business.

Write us asking for particulars and prices.

American Computing Co. of Canada
HAMILTON, ONT.

Tastes Like home-made

Taste a pie made with good home-made mincemeat. Then taste one made with Shirriff's mincemeat. They will both be equally delicious.

The most painstaking housewife could use no greater care or cleanliness than we observe in the preparation of

Shirriff's Mincemeat

We use the finest ingredients. The fruit is carefully selected, and the spices high-class. Many home-cooks would like to use our recipe.

There is real pleasure for you in selling mincemeat that will give your customers complete satisfaction, and that will add to the prestige your store enjoys as the home of high-class products.

You can sell Shirriff's mincemeat at an attractive price, too, and clear a good margin of profit. It's put up in 6, 12, 28 and 65 lb. wooden pails.

Now is the time to send us an order. We will ship promptly.

Imperial Extract Co.
TORONTO

Makers of Shirriff's Extracts

Furuya & Nishimura

(JAPAN TEAS)

SHIDZUOKA - NEW YORK - CHICAGO - MONTREAL

NOTICE

We would draw the attention of the trade to the fact that we are the manufacturers of

L'ETOILE and CONSTANTINI

Brands ONLY, and would ask all those ordering

MACARONI
VERMICELLI
SPAGHETTI

to insist on these brands being specially marked on the order form, as it has recently been brought to our notice that **certain jobbers have gone so far as to sell other goods when ours were particularly requested.**

We Gained the Only Distinction

at the recent Quebec Exhibition, and feel that L'Etoile Brand is destined to gain further laurels, as our expert employees, all brought up in the industry in France, are now turning out an article which makes even the imported jealous.

ASK US FOR PROOF

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION

on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

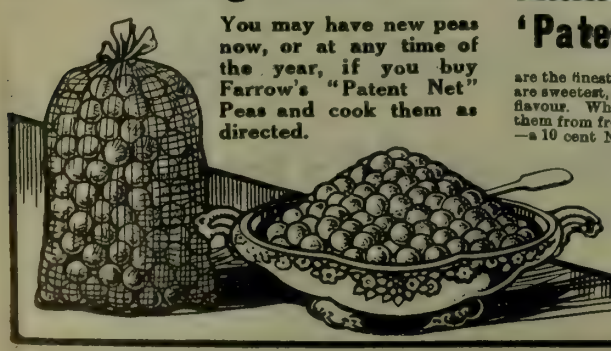
TIN - PAIL - BOX - PACKAGE AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap —a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Choate & Co., Pickford & Black's Wharf, Halifax

"YOUR CHOICE"

Is often the way your Customers will leave it to you in supplying them with the best of quality.

ST. LAWRENCE GRANULATED

is absolutely the best quality you can buy, made only from Choicest West India Cane Raws, testing, $99\frac{99}{100}$ of Purest Sugar Quality. This is a sugar that will back your opinion and reputation for supplying and handling only the finest goods.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

IN EVERY LOCALITY

Ontario Salt

has made a place for itself permanently in the hearts and affections of the housewife, and through them in the thoughts and minds of all classes of your trade.

With a demand so sure, every local source of supply should be adequately stocked.

For prices, etc., address

The Ontario People's Salt & Soda Co.
LIMITED

KINCARDINE ONTARIO

McLEAN'S

THE ORIGINAL



THE NAME

McLEAN'S

Canadian Cocoanut Co.
MONTREAL

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
143-149 University Ave., Toronto, Canada.

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

2 LEADERS 2

Leading merchants always make it a point to handle only lines of approved merit, which by their quality have gained popular favor.

"Melagama"

TEA and COFFEE

are now undisputed leaders. They are noted for quality and flavor and never fail to give entire satisfaction

Send in your order to-day.

Minto Bros. - - - - Toronto



SAPHO LINES

are the winning lines, Mr. Grocer, and should receive a fair share of your attention. Here are four of them. Look at cuts.



Liquid Bluing.
Household Ammonia.
Anti-Dust Sweeping Powder.
"Mine Grasse" Stove Polish.

Genuine Specialties—all of them.

ASK FOR PARTICULARS.



THE
Sapho Mfg. Co.
Limited
MONTREAL



There are Soaps and Soaps

But Only One Best

and that is

"Canada's Best"

the Soap that IS Soap.

We have devised a most elaborate *Premium System* calculated to help you, not to foist goods on you, and we would like to have your name and address with a view to explaining it thoroughly.

The United Soap Co. of Canada
LIMITED

MONTREAL

"Canada's Best gives the Housewife Rest."

Every pound of

Chase & Sanborn's COFFEE

you sell is an investment in your customers' good will that will pay constant and permanent dividends.

CHASE & SANBORN

MONTREAL

Man Wanted

We want a man in the Maritime Provinces to look after the advertising for all the

MacLean Newspapers

This offers an exceptional opportunity to a young man of energy and initiative.

APPLY STATING FULL PARTICULARS

The MacLean Publishing Co., Limited

MONTREAL

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
200 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents.
Warehouse on C.P.R. spur track.
Promptness and Satisfaction guaranteed.
Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 90
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

HEADQUARTERS FOR
Evaporated Apples
When wanting, wire us for quotations.
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
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W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1895

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

Headquarters for
New Orleans Fancy Molasses
Barrels and Half Barrels
PRICES RIGHT
LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
Customs Brokers
and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTURERS' AGENTS
AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities.
Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY
(Continued.)

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' - Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

The Condensed Ads. in this Paper will bring good results

HOUSEWIVES' FAVORITE



WHITE DOVE Cocoanut

The White Dove, symbolic of purity, is the proper brand for this popular cocoanut. Every can passed over the counter will return many profits in good will. Be sure to stock "White Dove." Full particulars from

W. P. Downey
MONTREAL, QUE.



The ***BROWN*** is the ***Perfect*** Bag Holder
Size required can be seen at a glance.
Handy, saves time and therefore money.
For sale by jobbers everywhere. Ask your jobber or write

The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For Sample copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish Trade

CLAY PIPES

None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

When writing advertisers kindly mention having seen the advertisement in this paper

STOP!

Mr. Grocer, are you fully prepared for Xmas trade? Perhaps you have overlooked getting your supplies of

Poultry Dressing

Very important that you should be ready to supply this line. It will naturally be in demand and we can furnish the highest quality goods. Write about it.

Sage and Savory

You will also want these. Be sure to get your order in early.

WRITE IMMEDIATELY

S. H. Ewing & Sons
Montreal - Toronto

TO

Brokers and Manufacturers' Agents

—Your business card on this page will keep —your name and field of operations before —Manufacturers, Importers and others —looking for responsible representatives. It costs you little and means much to you if you are looking for agencies.
Write for particulars to

The Canadian Grocer
Montreal Toronto Winnipeg



A MERCHANT ASKED HIS CUSTOMERS

whether they would rather have a monthly statement or a statement in full after each purchase, as given by

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

More than 75 per cent. of his customers voted in favor of The McCaskey System. This merchant, Mr. O. Zimmerman, of Jamestown, North Dakota, writes:

"Desiring to learn the wishes of my customers in regard to a system to handle their credit accounts, I submitted to them a choice between a monthly itemized statement and a statement furnished with each purchase, the latter being the principle of The McCaskey System. At the close of the experiment, I am glad to say that a large majority of my five hundred customers expressed themselves in favor of The McCaskey System, which entirely eliminates disputes and improves our collections, enabling us to do a more careful credit business."

There are more than 70,000 McCaskey Systems in use in the United States alone. When will you join the army of McCaskey users?

MAY WE SEND YOU INFORMATION ABSOLUTELY FREE? A postal card will bring it.

Dominion Register Co.
LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.
Australia - New Zealand.
The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

ROWAT & CO.,
Glasgow, Scotland.

Canadian Distributors,— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N. B.; C. E. Jarvis and Co., Vancouver, B. C

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



Banner Brand Jams

Everything that careful selection and sanitary handling and expert cooking can do to make jam as palatable as possible has been embodied in this well-known brand.

Our expert process gives the customer jam with a delicious flavor, and you have our guarantee to back up every sale.

Send for Prices.

LINDNER & BENNER,
TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

Arriving This Week--

A carload---**"ANCHOR"**

Bosnia Prunes in 28 and 56 lb. boxes

Also a carload---**Oregon Prunes--**

30/40, 49/50, 50/60, 60/70, 70/80 in 25 and 50 lb. boxes.

Also a limited quantity of the above sizes in boxes of 8 lbs. net.

Get our quotations on the above---Also on your requirements of

NUTS-- All Kinds:

ALMONDS, BRAZILS, FILBERTS, PECANS and WALNUTS

OUR PRICES ARE RIGHT

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

CONTINENTAL GERM-PROOF BAGS

ARE BEST

HIGH-GRADE MATERIALS AN UP-TO-DATE FACTORY FLOODED WITH SUNLIGHT INTELLIGENT WORKERS

Make the most Sanitary Wrapping for parcels.

Every bag is stamped with our name and address as well as with one of the QUALITY marks—GOVERNOR—PREMIER—COLONIAL.

The Continental Bag & Paper Co., Limited, SOLE MANUFACTURERS **Ottawa, Canada**

"SALADA"

—is tea at its best—unequalled for goodness, freshness and fine flavor.

—is tea of uniform quality—hence ensuring continual satisfaction to the **consumer.**

—is tea which sells **quickly**—hence ensuring continual satisfaction to the grocer.

The Tea you can recommend with confidence.

Canadian Offices: - - Toronto and Montreal

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Preventing Inroads of the Dead Beat

Make Use of the Association, but Also Remember Your Own Obligation Likewise to Help Your Neighbor—Definite Policy to Pursue When an Application for Credit is Received—Arrange for Date of Settlement and See That the Money is Paid.

By Henry Johnson, Jr.

Here is a pertinent inquiry:

Henry Johnson, Jr., Canadian Grocer:—

Dear Sir,—Can you give me any information on how we can head off the dead beats? We have an organization of retail merchants in all lines of business and we shall be very thankful if you can furnish any information on the question.

Respectfully,

R—— L——.

* * *

There is one practical, effective mode of procedure which will save any lot of merchants from the depredations of the dead beat. It is simple, too; but its operation calls for patience, persistence and courageous loyalty to each other, and to all others, on the part of the associated merchants. But, seeing this is strictly in the interest of each and every individual merchant, any man who can look ahead and take a broad view of things, will see that it will be dollars and cents in his own pockets to be loyal, and patient, and persistent.

* * *

To begin with, you must follow out this plan YOURSELVES, as many of you as stand together now in your association. You must not wait until "all come in" or "the rest agree," for that hoped-for time will never come. There will always be some hangers-out, some who do not think as you do and who are entitled to their own opinions, however wrong they may seem to be. If there are only 50 p.c. of your merchants who stand together, then 50 per cent. must do; if only 25 per cent., than 25 per cent. must be called enough; if there be only 5 per cent., then 5 per cent. must begin the work; and if, as a last illustration, you stand alone, then you alone can make the beginning and save money for yourself even though no other merchant joins you. I know—for I have been there to see; and mostly alone, at that.

Get Money at Time Agreed.

First—Fix it in your mind that personal credit is a favor to the man who gets it; that such favor has value and that it has natural limitations which are to be well defined at time of granting the favor; that the goods you sell on credit are worth the price charged in honest dollars which you have earned just as honestly as if you had swung a pick and heaved a shovel to get them; that, all this being so, you must secure to yourself the fullest possible protection for these dollars which you are about to loan.

Make Date of Settlement.

Second—Open no account with anybody until you have given the applicant's record full and careful investigation. Be frank about this. State that you do a credit business and are anxious to secure all the good accounts you can get; but that you must feel reasonably sure this applicant will pay his bills in full at the end of the agreed period. This, as you will see, means that there are to be no balances left over after the monthly or weekly payment agreed upon.

Your method of investigation is to be simple, according to common sense. Get the applicant's name in full—correct spelling and initials and address. Then you will ask where he has been trading, and some other questions for reference. If a workingman, you will find out where he works and when he gets paid. If a business men, or contractor or builder, you will not only learn what his business is, but, generally, get acquainted with him. Right here let me say that if the applicant gets impatient over your minute questioning you do not want his account. No honest man will ever object to giving such information and honest people are the only kind you want to trust with your property. Get that? YOUR PROPERTY. You want to get used to the idea that when you extend credit, you part with the control of some of your property; and you are not going to let any stranger have the privilege of handling property that is yours—are you?

Take Time to Investigate.

Third—After you get all this information, say that you will be able to give an answer on the application day after to-morrow, in the case of a resident of your own town, or next week, or two weeks hence, in the case of a stranger from another city wherein you must take time to communicate with merchants in other towns. You can judge the requisite time in each case. Then proceed to investigate. If reference has been made to other merchants in your own line, or other lines, in your home town, ring up by phone and ask for information. You may find that the hardware man has sold the party a set of flat-irons which were paid for in two days, but otherwise nothing is known of the applicant. You may have to phone or talk with half a dozen men before you get any really satisfactory details about the party. But do not stop until you have gone the entire round,—and then do not accept the account unless the record is clear and straight as a string. This caution is needful because sometimes you will learn of cases where a dead-beat has traded with one merchant for a month, paid up promptly and then gone to another merchant, giving the first man's name as reference. The second merchant has asked the first and been told the account was good, whereupon he has taken the account and got 'beautifully done;' whereas, had he gone to one or two others, he might have avoided the loss. I have known of just such cases.

Get Full Protection.

Fourth—Finding the account to all appearance good, accept it. Then keep it strictly within limits. It is a mistake to suppose that you make friends or do yourself any kind of good by allowing your bills to run in slipshod fashion. At the end of the agreed period, insist on full settlement. Get every cent due you. Do not sell another item on that account until the bill to date is paid. I do not mean that you shall ask a woman to come to your store in a snowstorm or in the rain to pay your bill. But that, at the first reasonable opportunity after the end of the month or week, you shall expect to see her with her money, failing which, the bill must stop forthwith.

* * *

Now, what is the result? The deadbeat may get into you ONCE, by some ingenuity which all your precautions cannot circumvent; but, under this plan, he cannot get into more than one merchant in your town. If you refer frankly to each other and are loyal to each other, you will tell each other the exact situation, as you know it, in each case. Then the merchant to whom application has last been made says plainly to the customer: "No, I cannot trust you. You owe my neighbor, Macpherson, a bill; and until you have paid him, I cannot let you have anything, except for cash." The result is that this particular deadbeat either goes and pays your neighbor or else trades everywhere thereafter for spot cash. You are preventing future losses so far as he is concerned, and the average loss among merchants is this way reduced to a minimum.

Merchandise is Money.

It has been well said that very little money would be lost if men would only realize that one of the best ways to make money is to KEEP IT. For "money" read "merchandise" and you have the present application of the saying.

The Wind Up of the Year's Business

Opportunities for Big Business for Live Dealer During December—Chance to Roll up Record for Year—Christmas the Main Attraction—Advent Season Opens—What Lines Should be Given Prominence—Pushing Sales Between Xmas and New Year's

We are now on the threshold of the last month of 1911, and it is the desire of every merchant to wind up the year with a record sales sheet.

To the dealer whose total sales have fallen behind past years, let this be a call to put up a strong determined effort to pull up during the last month, while to those who have kept even with other years, let this be an incentive to roll up a record which it will be well worth trying to overcome next year.

What Xmas Brings.

Christmas is the main wheel around which trade will revolve this month. It is the main trade creator of perhaps the whole year and the live merchant is undoubtedly benefited by it. The planning and work entailed will be great, but being properly conducted, results are well worth the efforts. Let it be impressed upon the merchant that December is one of the months in which considerable advertising should be done. Dealers have an important theme for advertising—the Christmas season.

Sell Best Dried Fruit.

The housewife is now busy with her Christmas cake and other cooking for the festive occasion. The dealer should now be giving prominence to those goods which enter into the make up of this most important product of the baker's art. Impress on customers the advisability of buying the best procurable in raisins, currants, peels, etc. Window, counter and advertising space should be given freely to display of these articles.

There are special lines such as mincemeat for the famous Christmas pie, cranberries for the sauce, oranges, Malaga raisins, grapes and other articles that all have to be given due prominence.

A Month for Fish.

December instils extra activity into another line handled by the grocery, namely fish. Advent, the first big selling season opens on Dec. 3 and those dealers who handle fish should give some extra attention to this line. Those dealers who have not already added a fish department would do well to consider the proposition. Properly handled, a good profit is secured while now with the weather cool, the trouble in handling is reduced to a minimum.

Nut and Candy Season.

By the second week in December, the grocer should begin to put nuts and candies to the front. If he intends to do any decorating, it should be arranged by the second week if not before. It might be well to say just a few words on the advisisbility of doing some Christmas decorating. There are some merchants who point to the expense incurred but the store can be put in a Christmasy appearance for a comparatively small sum and it tends to put customers in a Christmas purchasing mood. Those novelties and specialties which the dealer handles at this time should be pushed early in the month. Try to crowd as much business as possible into the first two weeks. It will help to reduce the rush of the last week.

Take Advance Orders for Poultry.

The arrangement for the supply of poultry should not be left until too late. Take as many orders as possible for Christmas poultry early in the month, so that you may be able to form a more definite idea of the amount that you will require. Buy so as to have as little as possible left over, but be sure not to disappoint any customers who are depending on you.

The week between Xmas and New Year's should be a busy one. The holiday spirit still reigns supreme. People are in the mood for buying fruit, confectionery, and kindred lines. See that you display them. If you have any lines left over which will be unsalable after the New Year, make an effort to clear them out during this week.

December presents the most excellent opportunities that could be desired for an extra large volume of business. The live merchant will get the biggest share.

After your advertisement is written, go over it carefully and try out each sentence to see whether any reader could possibly misconstrue it.

Unsweetened biscuits to the amount of 17,347 pounds were brought in from Great Britain in September. Sweetened biscuits of 94,791 pounds were brought from Great Britain in the same month.

CARTOON TALKS ON SERVICE



Some Clerks are Known Who Attempt to Become too "Familiar" to Customers on Whom They are Waiting. There is a Difference Between Being 'Pleasant' to a Customer and 'Jollying' One.

Wide Awake Methods in Retail Stores

Chatham Dealer's Commendable Method of Satisfying Customers—Sensational Advertising Criticised — Separate Parcelling Department in Cape Breton Store—A Store With Many New Fixtures—Vancouver Dealer Who Gets Business Above Actual Demand.

Wants Customers Satisfied.

Chatham, Ont., Nov. 30.—That every customer should be satisfied in every detail, is the policy adopted by Wm. Anderson, grocer. Exceptional care is taken in the making up of all orders, and close attention is paid to deliveries. With each order Mr. Anderson sends out the following slip :

"To Our Customers :

Our aim is to send out every order absolutely right. Should there be any article in this order not first-class, we assure you that it is an oversight, and you will do us a great favor by promptly calling attention to it, then it will be cheerfully replaced.

Give us a chance to correct errors.

WM. ANDERSON."

Not only does the sending of this notice create an excellent impression, but it is a reminder to the customer to check over his goods at once, and, in the very rare cases when there is anything overlooked, reporting any shortage.

Separate Parcelling Department.

Sydney, C.B., Nov. 30.—The main store of Harrington's is devoted entirely to the transient trade. Customers are not compelled to wait while orders for delivery are being made up. This latter work is done altogether in the parcelling department. The shelves of this are always lined with newly opened boxes of tinned goods, biscuits, spices, etc. This ensures customers fresh, clean goods, and saves time of clerks and handling of goods.

On the second floor is the china department, a model of neat and tasteful arrangement.

Does Not Favor Sensational Ads.

Ottawa, Nov. 30.—"A good advertisement is certainly of great assistance to the merchant," remarked a local grocer the other day. "The trouble with many advertisements is that the dealer wants to have something altogether out of the ordinary. Something sensational, that will scare someone into a fit, and he will be able to rush in and sell the goods before they recover.

"There are others with high sounding words and phrases, apparently put in to impress the reader, but which fail in their main object—that of interesting the customer in a way that will sell goods. The correct way in my estimation is in simple language, such as you would use to a customer who visits your store.

"If you wanted to interest a man who was in your store, would you approach him and say, 'the most sensational, record breaking, unheard of, below-cost selling ever known anywhere within this county.' No, you would not; then why do you use similar language in an ad.? The ad. that tells the required story in as short and simple a manner as possible, just as if you were talking to the customer is the one that I believe will bring results."

A Believer in Modern Fixtures.

Toronto, Nov. 30.—That the value of display is fully realized by the Higgins grocery store on Yonge St., north, is shown by the arrangement of the store and the various display fixtures, which have been brought into use.

The first thing that strikes a person is the long range of display windows, which are given careful attention. Several mirrors improve their appearance, while at different portions of the interior of the store, mirrors have been installed also. There are counter-bins, in which dried fruits, nuts, peels, etc., are shown, while close to the meat department, a silent salesman shows canned meats. A "U" shaped silent salesman counter shows confectionery to good advantage, while there is another silent salesman for the display of bulk goods. The pull-out biscuit display arrangement for showing fancy biscuits is also used. Two round glass refrigerators show flowers and butter respectively, and besides are an attractive fixture.

A Dealer Who Creates Demand.

Vancouver, B. C., Nov. 30.—"I always make a point of doing that," was the remark made to The Canadian Grocer by a dealer, who had just come from the telephone. It seems that he had just received a few new lines, and remembering the customers who called for them when the season had been in previously, he called some of them up on the phone. The result was, that he had to put in a new order to the jobber.

"Not only does it pay in the handling of the goods," he went on to explain further, "but I find that customers appreciate the fact that I remember what they like. Many of them hardly ever call at the store, doing most of their ordering by telephone, and often my notification is the first they hear that their particular article is on the market again. Of course, this necessitates one keeping in close touch with patrons, but this is done by going over the day's sales slips.

"My own method is to do the telephone work myself, that is the receiving of orders, and this gives the added assurance to the customer of dealing direct with the one in charge. It takes time, but it pays, although half the day is thus taken up. In this way I am in contact with the majority of my customers, and am getting to know their little wants and peculiarities."

RAILWAY DELIVERY SLOW.

From Montreal, Winnipeg and Toronto comes strenuous complaints from wholesalers of the slow delivery of goods by the transportation companies.

This is a problem of interest not alone to the wholesale houses but to retailers all over Canada. Shipments to the trade are being delayed—not through any fault of the jobbers but of the poor service by transportation companies.

This is a serious drawback to trade and relief is badly needed. Apparently the volume of business has increased much more quickly than railway facilities while it is quite evident that cartage facilities are far from adequate. Wholesalers are receiving letters of complaint daily from the retail trade and while their goods may be on the track they are unable to get them.

The railway companies contend that the wholesalers are themselves partly to blame, that wagons are kept standing a great deal longer than is necessary before they can be unloaded at the wholesale houses and that this had added considerably to the congested condition. While this may be true in some cases, it is quite evident that the number of horses and wagons are far from enough.

GOOD MONEY ON BUTTER.

Mr. Bender, New York representative of The MacLaren Imperial Cheese Co., related an interesting incident to The Grocer last week. Incidentally it demonstrates the value of advertising in this paper and the far-reaching results that sometimes accrue to both advertiser and reader.

About a year ago, Mr. Bender explained, an importer came into the office in New York and picked up a copy of The Canadian Grocer. Looking up a quotation on butter, he found that the Canadian price was just 24 cents a pound, whereas the price in New York was 36 cents a pound. He took the next train for Toronto and purchased a large quantity of butter at 24 cents a pound and after paying the duty and freight was able to dispose of same at good margin of profit.

Some of the Toronto commission merchants, no doubt, made big sales to this man and were not aware the business they secured was due to The Canadian Grocer.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324
Winnipeg—34 Royal Bank Building. Phone Garry 2313

UNITED STATES—
New York—R. B. Huestis. 115 Broadway, New York. Telephone 2282 Cortlandt
Western States Representative—A. H. Byrne. 607 Marquette Building, Chicago. Telephone Randolph 3234

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd

FRANCE—
Paris—John F. Jones & Co., 31 bis Faubourg Montmartre.

Subscription, Canada and United States, $2.00.
Great Britain, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

CANNED GOODS NOT DELIVERED.

Some wholesalers are complaining of some canners agreeing to give them certain quantities of canned goods and not living up to their agreements. This was in all probability due to the general increase in value of these goods since prices were first named.

One wholesaler not at all pleased, and justly too, with a representative of a certain house who had promised him 2,000 cases of a particular line expressed himself in strong terms. "Wait till that fellow comes around here next year," he said "and I'll kick him out on the street."

It certainly cannot be considered good business to break an agreement of this nature, no matter whether verbal or written. It is a good example of poor service and such acts never tend to business building.

"FAKE ADVERTISING" COMMITTEE.

In another page of this issue is the report of a polished scheme on the part of a trade paper canvasser in Chatham, Ont., which should be carefully read. It shows that he went about from merchant to merchant taking subscriptions for mythical trade newspapers at $1 per year and at same time each subscriber was entitled to receive 200 lead pencils with his name, address, etc., stamped on them.

The free deal had the effect of enticing a number to subscribe, but, although a month has passed there is no sign of either publication or pencil.

This sort of fake can easily be prevented if there is a smooth working association in the town and if the association has a committee with power to deal with all such schemes.

When a merchant is canvassed by a salesman for any proposition that might be of a questionable character, he could then be in a position to send the canvasser to the secretary of the committee on "Fake Advertising." If the approval of the committee were given, the merchant could suit himself whether he purchased or let it alone.

If, however, the committee after investigation determined that the scheme was a fake or against the interests of the association, the canvasser would know at once he would have to pass along to other fields of operation.

That there is bound to be periodical visits to various centres by men with questionable propositions is beyond a doubt. Merchants should have some means of combating them and a "Fake Advertising" committee in a local association is one of the weapons that would accomplish the result.

THE FIRMNESS IN RICE.

A short crop of Louisiana rice is now reported. That planters figured on 15 per cent. bigger yield than they are harvesting is the statement of one authority. The shortage prevails throughout Louisiana, Arkansas, and Texas.

There is an increasing demand for rice produced in the United States because of the shortage in eastern countries. Brewers are taking 50 per cent. more of the southern rice than previously owing to this shortage abroad.

Besides foreign countries are endeavoring to keep their supplies for home consumption.

SELL OYSTERS NOW.

During December, grocers have a good opportunity to sell oysters to many of their customers. They will appeal particularly to those who observe Advent and any attempt to attract the latter will doubtless bring many of the general public.

With Wednesday and Friday fish days to a certain number of people, oysters will sell themselves to a certain extent, but with some selling effort behind them during the next three weeks there should be a big trade and the grocer will find his oyster business profitable and more extensive than he probably expected. This is an opportunity that should not be overlooked.

SELLING BAD WALNUTS.

If a customer asks for some particular article, is it wise policy to give her a poor quality, even supposing that it is the only one of its kind in stock? Or would you prefer to miss the sale, and tell her the actual fact—that while you had it in stock you could not recommend it?

Here is a case in point, which came under the observation of the writer. A housewife in purchasing her usual supply of groceries, ordered some mixed almonds and walnuts in the shell. When they were emptied into a dish, the proportion was found to be about 10 to 1 in favor of the almond This looked suspicious to the purchaser, and these suspicions were quite justified, when it was discovered that not one of the walnuts was good. All were worm-eaten almost into a sawdust.

Did not the grocer know their condition? Evidence indicated that he did, else why should he be so careful to give but a few of them in comparison to almonds? He must have had many complaints. Yet he still persisted in handing out worm-eaten nuts.

Is this business building? Is it likely that when new walnuts are on the market, many of his present customers who have been "taken in," will buy from him?

One of the essential features of a strong business is giving the customer the quality expected. While it may be poor policy considering present profits to decline to sell an article asked for on account of its quality, yet, such a policy wins out in the end, by gaining the confidence of the public.

The trade in Toronto regretted to learn of the death last week of J. J. Ryan, wholesale provision merchant, of that city. Mr. Ryan was familiarly known as the "Potato King." His death was quite sudden.

Lesson 8---Complete Course in Cardwriting

The Edwards Short Cut System — Showing One of the Speediest Brush Stroke Letters Used in Modern Cardwriting — The Slant Roman

(By J. C. Edwards. Copyright Canada, 1911.)

The greater speed a cardwriter can attain and yet turn out a neat, clear card, the more valuable he is, for in this day of hurry and scurry, the man who gets there first is the one who wins his spurs first.

In the accompanying plate we show the fastest practical lettering that the cardwriter of to-day will be called upon to do and yet it is as legible as its mate, the Brush Stroke Roman.

The greater speed lies in the slant which is the natural tendency or posi-



Card showing application of letter here described.

tion for fast forward movement. For instance, a bicycle rider leans as far forward as he can when he is racing ; a horse, in running, leans in the same way and it is so in most things when speed is desired. However, this gets away from card-writing and from the real reason why this lettering is more quickly made than the straight style.

When you first started lettering, did you not find your lettering had an almost irresistible tendency to lean over to the right ?

This is accounted for by the hand taking its natural untrained course as regarding card-writing and its training from infancy in writing.

Now that the student has mastered the straight up and down style of showcard lettering so far, we will give a little instruction in the more speedy brush work.

The beauty of this style lies almost entirely in the degree of success in getting a uniform slant to the letters and in the sharp clean spurs.

The best way to start is to take your practice paper and rule it in a series of pairs of lines. Then note the angle of the first stroke in letter B, not A, for the first stroke in A is necessarily at a greater slant than is necessary in most of the other letters owing to the two slanting lines coming together to form the letter face. Place your square or any ruler on the card or practice paper at the same angle as the above mentioned 1st stroke B, and draw parallel lines faintly between each pair of cross lines at intervals of two inches or so. This will give you guide lines to regulate your angle until you get it thoroughly fixed in your mind. Practice making parallel lines with the brush at the above slant. Don't be afraid to practice.

You will notice that, while this style of lettering is very much the same as the preceding brush stroke Roman of plate 6, there are a few points of difference which tend to add speed.

Take for instance the letter C and compare the brush stroke, second, or finishing stroke, in the above plate with the corresponding stroke in plate 6, and try to make both. You will find it requires more effort on your part to manipulate the brush to execute the last one.

Then look at the centre stroke (No. 5) in the E and compare it with the series of strokes (5, 6, 7 and 8) in E of plate 6. The same applies to F. You also gain time on stroke 2 of the J, strokes 2 and 3 of the S, and stroke 3 of the G.

It will be noticed that a few of the details are worked out in the lower right hand corner of the plate. This shows the spurs in detail, also the formation of the top of the T, E and F.

The shading shown in this plate is the right hand lower style, and is one that is not commonly used but is merely demonstrated here to give variety.

It is harder than the left hand lower as shown in plates 6 and 7, and is also more difficult than the right-hand top shading previously shown. We do not advocate its use on this style of lettering as it is not speedy enough. However, practice makes perfect and speed is the result of perfection.

The brush must be held always at the same angle to ensure correct shading. You must take for granted that the light falls on this letter from the left hand top corner of the card which would throw a shadow as indicated on the plate.

The accompanying card shows the speedy slant Roman put in actual use. The decoration consists of a large $ mark in grey, forming a relief for the lettering.

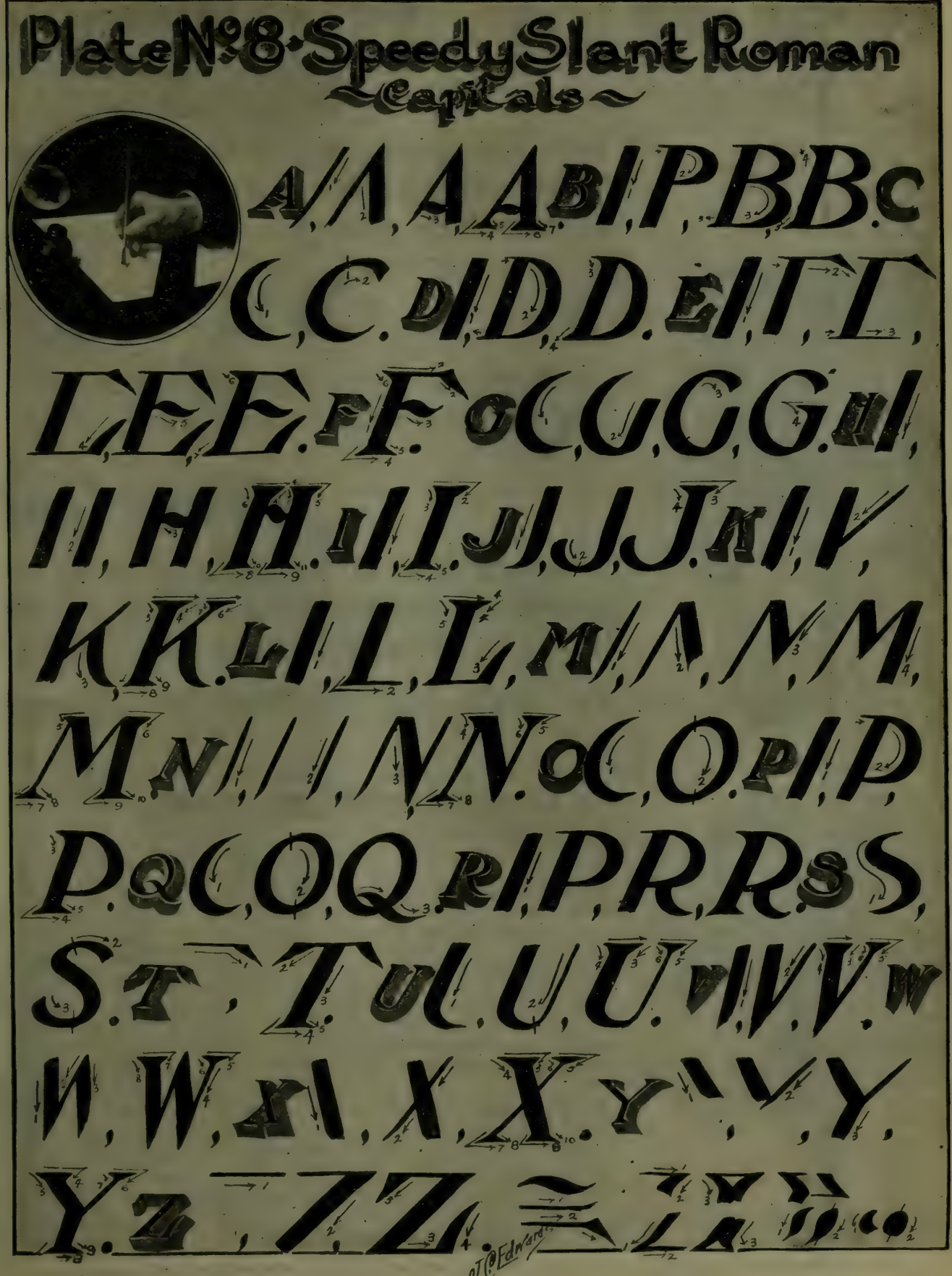
The dollar mark carries out the idea of the inscription and strengthens it to some degree.

The speed slant lettering is particularly well adapted for use on price cards and general quick store work. Practice the straight slant strokes until you have perfected them, and got the angle firmly fixed in your mind.

For particulars regarding brushes, etc., write to The Canadian Grocer or to the author, J. C. Edwards, care of MacLean Pub. Co., 143 University Ave., Toronto.



Showing position of brush in hand while lettering.



Cut illustrating Speedy Slant Roman. Follow the arrows and practice carefully. See article.

Let Us Co-op

By furnishing you with the Candy whic
lines we offer here are particularly suitab
arranged to give you a **large margin of pr**



"Nutty Creams"

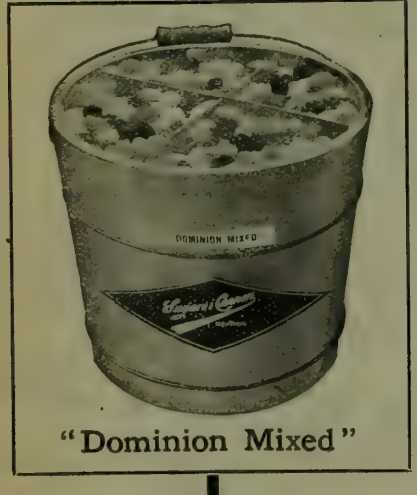
Will You Co-

by giving our lines a place in your Cand
Big Feature and remember us with repeat

The Cordia

between you as dealer and us as manufac
you have not received our latest illustrate
it. It is extraordinarily attractive. In all

We solicit a trial order and beg to su



"Dominion Mixed"

Confectionery Specialties

	Net Weight per pail	5 lb. Box per lb.	Per Pail
Maple Cream Hearts	18-lb	14c	$2.40
Maple Buttons	20-lb	13c	2.40
Maple Smacks	15-lb	14c	2.00
Mint Buttons	17-lb	13c	2.20
Nutty Creams	17-lb	15c	2.40
Fruity Creams	17-lb	15c	2.40
Butter Beans	12½-lb	17c	2.00
Assorted Cream Caramels	25-lb	15c	3.50
Crystallised Maple Gems	18-lb	15c	2.70
Minto Creams	32-lb pails		9½c per lb.
No. 1 A.B. Gum Drops	35-lb pails		10c per lb.
Victoria Chocolate Drops	32-lb pails		13c per lb.
Mikado	32-lb pails		7½c per lb.
Dominion Mix	32-lb pails		11c per lb.
Czar Mixed	28-lb pails only		13c per lb.

"Always Something New"



NO CHARGE FOR PAILS

rate With You

ll make your **Candy Department** busy. The o **Christmas Trade.** Our prices are especially

erate With Us

splay? They are attractive enough to be the ers.

Co-Operation

s will work out to our mutual advantage. **If descriptive price list,** a post card will bring an exquisite example of the printers' art.

a selection from the following lines:



Mixed"

Gross Goods

Gross Goods, per ½ gross box 52½ cents.
8—½ gross boxes constitute one case.

Old-fashioned Choc's.
Manilla Moss, M. M., Pink and White.

Cocoa Moss. M. M.	Maple Walnut Fudge.
Busters, M. M. Sticks.	Tricolor M. M. Sticks.
Old-fashioned Choc's.	Chocolate M. M. Bar.
Peppermint Rock.	Chocolate M. M. Pigs.
Swiss Caramels.	Frappe Cream.
Barber's Pole.	Aniseed Balls (4 for 1c).
Maple Ice Cream Drop.	Cocoa Balls in 3 colors.
Jumbo Sticks, M. M.	Maple Squares.

Boston Baked Beans (72 cups).
Lime Fruit Berries (72 cups).
"Mutt & Jeff" Choc. M. M.
Chocolate M. M. Cable Bar, 2 for 1c.
Chocolate Walnut M. M. Squares.
Vanilla Moss. M. M., Pink and White.

All Wholesalers' Salesmen Carry our Lists
Just mention the name

Sugars & Canners Ltd.

MONTREAL [redacted] Ask For Valuable Catalogue.



Crystallized Maple Gems



"Old-Fashioned Chocolates"

NO CHARGE FOR PAILS

Good Crops in Northern Manitoba

Wheat Yield Turning Out Better Than Expected—Early Cold Weather Chased Home the Eastern Canadian Laborer—Considerable Threshing Yet to be Done—The Usual Optimism Prevails.

(Special Correspondence.

Minnedosa, Man., Nov. 30.—The business situation here in Manitoba north is better than south. Around Hamiota, Miniota, Rapid City, Minnedosa the crops are good, and turning out better than expected, going 30 bushels and over per acre in wheat and oats running up to 100 per acre.

There is very much grain, however, not yet threshed, and it is slow work getting it done now on account of the cold, the thermometer going considerably below zero at night. Another difficulty is the fact that large numbers of the men that came up from the east for the harvest hustled for home as soon as the cold weather came. Not because there was no work, for there is plenty of it, but they do not relish threshing and hauling grain with a caboose for a boarding house while the thermometer is hovering around zero.

These conditions caused the "Tenderfoot" to seek shelter beneath the paternal roofs in Ontario and the Maritime provinces, preferring the reproach of having deserted the western farmer in a time of need, rather than high wages and the cold weather.

Hard on Threshing.

This has very much hampered the threshing operations, the traveling gangs being broken up, so that the farmers have to unite in local gangs and help one another out as best they can. In Northern Manitoba there is probably more than 40 p.c. of the threshing yet to be done, and in Saskatchewan a still larger percentage, while in Alberta there is probably 60 p.c. yet in the stock, or still uncut, or lying in the sheaf not stooked yet.

The flax crop, of which there has been a large area grown, is a fair crop generally, but there are thousands of acres still standing, and thousands more lying upon the ground. In this country very little flax is bound, but is simply cut, left on the field and then gathered up and threshed.

Not Bothering Westerners.

This condition of affairs would seem alarming to eastern farmers, but here it is viewed with apparent little concern, beyond the delay and inconvenience attached. So long as the weather keeps dry, and it is not likely to rain with the thermomether at zero, little harm will result so far as the crop is concerned. It is, however, a handicap to business, as the farmer wants the money to pay his bills, and the merhant to meet his obligations. However, the spirit of the west, ever optimistic, is quite buoyant and confident of a favorable outcome.

Ups and Downs of the Provision Market

Prices of Hog Products at Present About Same as This Time, 1910—Reasons for Variations—How Live Hogs Moved Backward and Forward Since First of 1911.

Provision prices at the present time are about on a level with a year ago, but lard just now is considerably below the quotations ruling at this time last year.

For instance on the Toronto market pure lard is now a full two cents lower. This is accounted for, partly at least, by the fact that hogs this fall are fatter and are producing more lard.

During the year as is only natural, there have been many ups and downs in the price of pork products. Prices tend to follow values of live hogs but there are also other features which help to rule the market. For instance during the summer months there is a big sale for smoked and cooked meats and they accordingly become more valuable property. At the same time trade in lard eases up, which has a depressing effect on the value of that line.

Here is how the Toronto prices of the present time and a year ago compare:

	Dec. 1, 1911	Dec. 1, 1910
Light hams, per lb.	16	16
Medium hams	15½	15½
Large hams	15	15
Breakfast bacon	17	18
Roll bacon	11	12½
Long clear bacon	12½	13
Backs, plain	18	18
Cooked hams	24	23
Lard, in tierces	11½	13½
Lard, in pails	12	14
Lard, compound	9¼	12

High Prices of 1910.

The hog market during the past couple of years has been a series of ups and downs. In April of 1910, under the extreme scarcity of offering, prices reached the top notch. Toronto dealers quoted $9.60 per cwt. at country points. Supplies became more plentiful as the year advanced and the price was down to $8.25 in August, continuing on the down grade until $6.75 was reached a year ago.

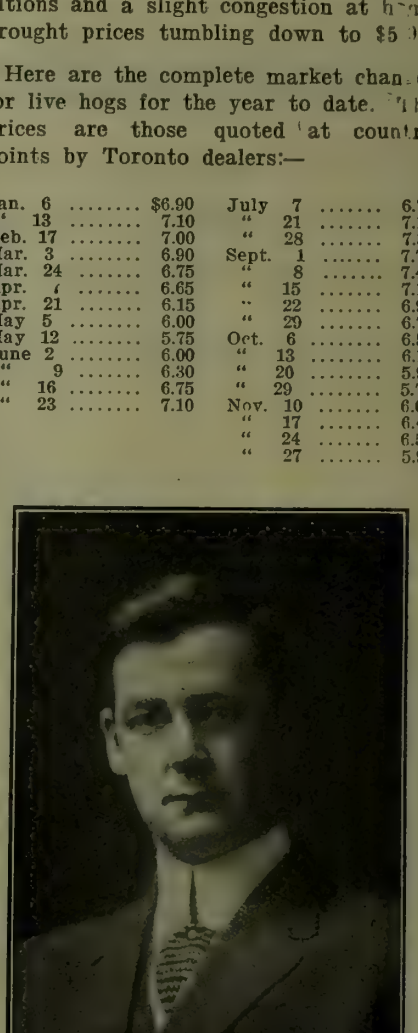
This year fluctuations in the supply and price of live hogs have been by no means rare. Quite early in the season arrivals began to increase and the low point of $5.75 was reached in May. Then the English bacon market began to soar and under only a normal run of hogs, prices had reached $7.70 on Sept. 1st.

Another Tumble.

Again, circumstances combined to depress the market. The English bacon market sagged. The delivery of hogs increased. Under this pressure prices tumbled downward, coming to the end of their tether only when $5.75 had been reached. The market again reacted upward and two weeks ago quotations were at $6.50, but last week foreign conditions and a slight congestion at home brought prices tumbling down to $5.90.

Here are the complete market changes for live hogs for the year to date. The prices are those quoted at country points by Toronto dealers:—

Jan. 6	$6.90	July 7	6.75
" 13	7.10	" 21	7.10
Feb. 17	7.00	" 28	7.35
Mar. 3	6.90	Sept. 1	7.70
Mar. 24	6.75	" 8	7.40
Apr. 7	6.65	" 15	7.10
Apr. 21	6.15	" 22	6.90
May 5	6.00	" 29	6.75
May 12	5.75	Oct. 6	6.50
June 2	6.00	" 13	6.15
" 9	6.30	" 20	5.90
" 16	6.75	" 29	5.75
" 23	7.10	Nov. 10	6.00
		" 17	6.40
		" 24	6.50
		" 27	5.90



D. B. GILLIES.

Who Has Been Appointed Manager of The Canadian Grocer. He Assumes His New Duties on Dec. 1.

Grocers Prepare for Christmas Trade

Dealers Should See They Have Sufficient Supplies of all Lines—General Firmness in Groceries—Valencia and Sultana Raisins Hold Firm Position—Run on Small-sized Prunes—Winnipeg Buys Tomatoes From California—Peels Considered Good Property—Nuts in Demand.

QUEBEC MARKETS.

POINTERS—

Peanuts—A little easier.
Medium Tea—Slight advance.
Small Prunes—Very firm.
Peas and Beans—Scarce.
Peel—Firm.

Montreal, Nov. 30.—The best method of judging the business of the month that ends to-day is to compare the figures with those for November, 1910. One house, it is learned, expects to show an increase of $100,000, for the month alone. This conveys at least a slight idea of how busy the wholesale trade has been during the past thirty days. November last year was a good month but it has been eclipsed entirely. It is hoped that retailers will be able to show a proportionate increase in business by the time the year is ended. There have not been many changes during the week, but the amount of business has been just as heavy.

Jobbers have been more or less annoyed by delayed shipments during the past month or two. First, canned goods were slow in arriving, some lines of dried fruits were late and other goods were delayed in delivery after they had reached the local port. Business became so congested that this delay was probably unavoidable. Still it was felt and it did not help matters.

Split peas, pot and pearl barley, buckwheat flour, peel, Sultana and Valencia raisins, pickles, canned goods and other lines are firm and, in some cases, scarce and dear. The whole grocery market is active and generally satisfactory.

Sugar.—The market is still unchanged and as far as the last week is concerned, is featureless. One jobber said he did not expect a change until January and there are some who would not be surprised to hear of it before that time. There is a fair trade passing, although of the hand-to-mouth character.

Granulated, bags	5 85
" 20-lb. bags	5 90
" Imperial	5 70
" Beaver	5 75
Paris lump, boxes, 100 lbs	6 55
" " " 50 lbs	6 65
" " " 25 lbs	6 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	6 55
" 100 lb. boxes	6 65
" " 50 lb. "	6 75
" " 25 lb. "	6 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 30
" " 50-lb. boxes	6 40
" " 25-lb. boxes	6 70
Powdered, bbls	6 10
" 50-lb. boxes	6 30
Phoenix	5 85
Bright coffee	5 60
No. 3 yellow	5 60
No. 2 "	5 60
No. 1 " bags	5 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a steady demand in syrups which are particularly seasonable now. Molasses are firm at the last advance with no indications of any weakening for a time at any rate. The demand is fair.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 30
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls	....	0 03½
" ¼-bbls	....	0 03½
" 38½-lb. pails	....	1 75
" 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
" 5-lb. " 1 doz. "	....	2 75
" 10-lb. " ½ doz. "	....	2 65
" 20-lb. " ¼ doz. "	....	2 60

Dried Fruits.—There has been no special change during the week. Prunes remain firm in the position last noted. There has been a heavy demand by European buyers for the smaller prunes which have thus become firmer in the primary market. The larger fruit are still strong in position with a good demand. Dates have been delivered during the past ten days or more. Although figs are reported scarce by some firms, others that bought more heavily are well supplied. The California raisin situation is unchanged. Sultana and Valencia raisins are firm. This market has been steady during the week with but little change noticeable.

Evaporated apricots	0 23	0 24
Evaporated apples	0 10½	0 11½
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 07	07½
" " " cleaned	0 7½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 09½
" Patras, per lb	0 09	0 09½
" Vostizzas, per lb	0 09½	0 10
Dates, 1-lb. packages	0 07½	0 08
Dates, Hallowee, loose	....	0 05
Fards	....	0 11

Figs, 3 crown	0 07½	0 10½	Figs, 7 crown 0 10 0 15
Figs, 4 crown	0 08	0 10½	Figs, 9 crown 0 14 0 17
" 5 crown	0 08½	0 13	Comadre figs,
Figs, 6 crown	0 09	0 14	about 33-lb mats 1 30 1 40

Glove boxes, 16-oz., per box	0 10½	0 11½
Glove boxes, 10-oz., per box	0 07	0 07½
Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 10	0 11
Raisins—		
Choice seeded raisins	0 09½	0 16½
" fancy seeded, 1-lb. pkgs	0 10½	0 11½
" loose muscatels, 3-crown, per lb	0 08	0 08
" " 4-crown, per lb	....	0 09
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins loose, per lb	....	0 12
Sultana raisins, 1-lb. cartons	0 13	0 13
Malaga table raisins, clusters, per box	2 50	5 75½
Malaga table raisins, clusters, per ½ box	0 80	1 90
Valencia, fine off stalk, per lb	0 07½	0 08
" select, per lb	0 08½	0 09
" 4-crown layers, per lb	0 08½	0 09

Nuts.—Supplies are arriving steadily and there is a good holiday demand. Valencia almonds are firm but otherwise prices are fair. Peanuts are a little easier in its figures. Shelled walnuts for January delivery are quoted by some at 28 cents. It remains to be seen, however, whether prices will decline to that extent. New Marbot walnuts are on the market and jobbers have now practically all their supplies for the Christmas trade and are filling their orders to retailers.

In shell—		
Brazils	0 18	0 19
Filberts, Sicily, per lb	0 10½	0 12
" Barcelona, per lb	0 11½	0 12
Tarragona Almonds, per lb	0 15½	0 16½
Walnuts, Grenobles, per lb	0 16	0 18
" Marbots, per lb	0 13	0 14
" Cornes, per lb	0 10	0 11
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 34
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09½	0 09½
Bon Ton, roasted	0 11½	0 12
Sun, roasted	....	0 10½
Spanish, No. 1	....	0 11
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 20
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves, bright	0 33	0 35
Brokens	0 28	0 30

Coffee.—What is to be said of coffee? Business continues at a good figure but there is nothing new to offer the trade. The market is just where it was. Prices are firm at their high level, and the public is buying in spite of the market.

Mocha	0 25	0 28	Santos	0 22 0 24
Rio	0 21½	0 23½	Maracaibo	0 23 0 26½
Mexican	0 25	0 28		

Tea.—All reports indicate similar market conditions, firmness and higher prices. One review of the market says: —"At this time of the year when arrivals are heavy and the weight of tea to be dealt with is great, it is no unusual occurrence to have somewhat easier markets, but there has been no indication of this, prices having shown a steady tendency to harden right through the month." A local house report their medium quality Ceylon teas up one cent per pound.

There is practically no change in the Japan tea market since last report. There have been a few parcels sold from first hands at full prices and several import enquiries from jobbers for tea "for price," but latest cable advices say that the home market is now quite bare of teas of every description. Stocks now in first hands are small.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " ppa leaf	0 20	0 30
" " pinhead	0 30	0 50



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2 lb.; 2 1/2 lb.; 5 lb.; 10 lb. and 20 lb. tins.



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KARO CORN SYRUP

The most popular syrup in the world. 75 million cans sold last year.

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We have already distributed in Canada thousands of Karo Cook Books in answer to personal requests. The demand increases daily for the book and for the syrup—both Karo Cane Flavor (blue label) a golden brown syrup and Karo Extra Quality (vanilla flavor) a clear white syrup.

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CORN PRODUCTS REFINING CO.

Export Dept.

26 BROADWAY - - - NEW YORK, N.Y.

DRIED FRUITS

Anything that you may want in dried fruits we can now supply immediately. There have been a great many vexatious delays this season caused by many agencies, but we feel happy to say that we can now fill all orders promptly, because we have the goods under our own roof.

New Shelled Walnuts

Whole halves, fine quality

Boxes 55 lbs.	35c.
Less than original case	36c.

Table Raisins

Connoisseur Clusters		$2.35
" "	(¼ boxes)	.75
Extra Dessert Clusters		3.30
" " "	(¼ boxes)	.95
Royal Buckingham Clusters		3.90
" " "	(¼ boxes)	1.10
Purple and Gold Clusters	(1 lb. packages)	.12

Seeded Raisins

Monarch Fancy, 1s.	8¾
Griffin Fancy, 1s.	8¾
Raven Choice, 1s.	8½

Seedless Valencias

Merle's Fancy, Hand-picked	9¾
Rowley's Fancy, Hand-picked	9½

H. P. ECKARDT & CO.

Wholesale Grocers

Cor. Front and Scott Streets - TORONTO

Spices.—The market is active and generally firm. Otherwise it is featureless.

	Per lb			Per lb	
Allspice	0 13	0 18	Cream of tartar	0 25	0 32
Cinnamon, whole	0 16	0 18	Ginger, whole	0 17	0 30
" ground	0 15	0 19	" Cochin	0 17	0 20
Batavia cinnamon	0 25	0 30	Mace		0 85
Cloves, whole	0 25	0 35	Nutmegs	0 25	0 60
" ground	23	0 35	Peppers, black	0 16	0 18
			Peppers, white	0 22	0 27

Peel.—There has been a heavy demand for peel at firm prices. Five cases of citron, for instance, were shipped to Halifax recently at 14 cents, f.o.b. Montreal. This indicates in a slight manner just how firm prices are. There seems to be a scarcity, for shipments were rather late in coming and fresh supplies have been going out rapidly. The bulk of the buying has been for the holiday trade.

Lemon	0 11	0 12	Citron	0 14	0 15
Orange	0 11½	0 12½			

Rice and Tapioca.—The rice market is firm at the last advance and with a steady trade reported. It is believed that prices for the old crop will remain unchanged but that prices for spring delivery will weaken. The reason is that the next crop promises to be large. Tapioca is a little firmer in price and is bringing a steady demand just now.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 25 lbs	3 75	3 85
" " ½ pockets, 12½ lbs	3 90	4 00
" " C.O., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" " pockets, 25 lbs	3 65	3 75
" " ½ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 10
Brown Sago, lb	0 06	0 07
Tapioca, medium pearl, lb	0 07	0 08
Seed, lb	0 07	0 08

Peas and Beans.—Market continues decidedly firm. Whole and split peas are scarce and although the former are quoted at from $1.80 to $2, it is claimed that a carload of good quality peas would bring $2 / a bushel. Beans are steady and firm.

Split Peas, per bag, 98 lbs	3 50	4 00
Whole Peas, per bus., 65 lbs	1 80	2 00
Pot Barley, 98 lb bag		3 60
Pearl Barley, 98 lb. bag		4 75
Beans, white, per bus., 60 lbs	2 45	2 55

Canned Goods.

Montreal.—Market is rather active with a good general demand for various lines of canned goods. The week has brought no particular change, and prices remain practically at the firm figures quoted last week. Tomatoes are said to be selling at from $1.45 to $1.65 with a fair offering at the former figure. There is good opportunity to sell canned goods during December for several reasons. One is the approach of the holiday season and the other is the season of Advent. Grocers should not forget that in a number of fruits there was a short supply and home preserving was therefore considerably curtailed. This in itself will create a demand for canned goods.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 42½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	....	1 90
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy sy up	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	....	1 80
8's—Rhubarb, preserved	....	2 50
Gal.—Rhubarb, standard	....	3 90
2's Strawberries, heavy syrup	2 40	2 50
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 00	9 25½
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
Gal—Apples, preserved		5 30
2's—Blueberries, (huckleberries) standard		1 50
2's—Blueberries, (huckleberries) preserved		1 80
Gal—Blueberries, (huckleberries) standard		5 30
2's—Gooseberries, preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 55
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches white heavy syrup		1 90
2½'s—Peaches, white heavy syrup		2 57½
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
2½'s—Peaches, yellow flats, heavy syrup		2 60
3's—Peaches, yellow flats, heavy syrup		2 90
3's—Peaches, whole, yellow heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, peeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup		1 80
2½'s—Pears, Bartlett, heavy syrup		2 15
3's—Pears, Bartlett, heavy syrup		2 40
2's—Pears, Flemish Beauty, heavy syrup		1 80
2½'s—Pears, Flemish Beauty, heavy syrup		2 15
3's—Pears, Flemish Beauty, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears, pie, peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, Damson, light syrup		90
3's—Plums, Damson, light syrup		1 30
2's—Plums, Damson, heavy syrup		1 05
3's—Plums, Damson, heavy syrup		1 45
Gal—Plums, Damson standard		3 55
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, green gage, light syrup		1 00
2's—Plums green gage, heavy syrup		1 30
3's—Plums, green gage, standard		1 90
Gal—Plums, green gage, standard		4 05
2's—Plums, Lombard light syrup		90
3's—Plums, Lombard, light syrup		1 30
2's—Plums, Lombard, heavy syrup		1 05
3's—Plums, Lombard, heavy syrup		1 45
Gal—Plums, Lombard, standard		3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 45
½-lb. flats, per dozen		1 55
1-lb. flats, per dozen		2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00

Toronto.—Features in the canned goods market are not plentiful this week. The position of salmon is perhaps best shown by the fact that one firm is asking 5 cents per dozen higher for Clover Leaf and Horseshoe salmon, despite the high price already ruling. This advance while not large shows which way wholesalers' ideas point.

The position of lobsters has been pointed out before. The pack was small. The supply on the market is said to be generally small. There is more than one jobber who predicts an early clean-up of stocks. Quotations now rule from $2.75 to $2.85.

A good seasonable demand for canned goods is reported from the retail trade. Canned vegetables are enjoying their usual December demand. Fruits are in good request, while salmon and other canned fish are not lagging in this particular.

One canner of preserved fruits states that the demand has been unusually heavy this year, so much so that it has taxed them to the utmost capacity to keep anywhere near in pace with it. The greatest difficulty experienced by canners and jam manufacturers, they say, is in getting sufficient labor, especially for strawberries and tomatoes. Thus, shortage of help may make it difficult to produce enough strawberry jam and canned tomatoes.

ONTARIO MARKETS.

POINTERS—

Brazil Nuts—Firm and scarce.
Fancy Sultanas—Higher.
Valencias—Strength still apparent.
Seeded Raisins—Easier.
Peels—Firm.
Sockeye Salmon—Somewhat stronger.
Prunes—Strong position.

Toronto, Nov. 30.—Wholesalers are busy. Immediate orders are satisfactory in volume, while there is considerable quantity of goods ordered earlier in the year that is now being shipped out to the trade. It will not be long until navigation will close, and jobbers are hustling goods over water routes to their destination. They are somewhat handicapped by the fact that transportation companies are still slow and there appears to be no improvement in delivery to wholesalers here, who complain that transportation facilities are inadequate for the business being done.

Pick up orders for the ingredients of the Christmas cake and Christmas cooking are now coming in. A good trade is being done in table raisins. They are quoted all the way from $2.75 up to $6 and $7 per 22-lb. box, according to quality. One wholesaler reports a good demand for 1-lb. boxes. Then there are fancy dates and figs, fancy package teas, biscuits, etc., all of which are receiving their share of attention.

There are some lines in demand for Christmas that the grocer in the rush does not want to forget. Among other things might be mentioned sage, savory, poultry dressing, icing sugar, cake candies and decorations, cider, mincemeat, canned plum pudding and a sufficient sup-

ply of confectionery and fancy biscuits.

There is a general firmness apparent in groceries, with a number of staple lines included. "A big demand," "a growing consumption," "small stocks" and "a long time until new goods" are some of the reasons assigned why a number of articles at present prices are good property.

Sugar.—No particularly new features have developed in sugar during the past week. The market is a waiting one. On Dec. 8, the Brussels Convention will convene to consider the question of Russia exports of surplus raws. What the outcome will be is uncertain. In some quarters it is believed that the matter in question may be left over until regular meeting next spring. European beet prices have reached the low point, namely 16s 3¾d, but futures are on higher plane. New York has just about adjusted itself to new conditions. Willets & Gray last week said that the future of Cuba prices depends largely on the disposition of Europe to enter or keep from competition with our refiners for these sugars when the time comes for deliveries of the new crop. Canadian refiners are operating on a hand-to-mouth basis.

Extra granulated, bags	5 95
" " 20 lb. bags	6 05
Imperial granulated	5 75
Beaver granulated	5 76
Yellow, bags	5 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 35
" " 50-lb. boxes	6 55
" " 25-lb. boxes	6 65
Powdered, brls	6 15
" 50-lb. boxes	6 15
" 25-lb. boxes	6 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 85
" in 50-lb. "	6 95
" in 25-lb. "	7 15

Syrup and Molasses.—Present is considered a good season of sales for syrups. Briskness reported in this line bears out this contention. Molasses maintains the position previously reported. A report to a local broker from Barbadoes says that the weather is at present favorable for the growing crop and that there should be an average yield the coming season. "However," continues the report, "under the present conditions, prices will rule considerably higher than those that have existed."

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Qtr. barrels, lb.	0 04¼
Pails, ½ lbs ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—It has already been reported several times that large-sized prunes were in rather stinted supply. Now there has been a run on the smaller sizes, thus injecting greater strength into the market. The demand for the smaller sizes has come from Europe, due to the failure of the Bosnia-Servia crop to produce small sizes. Sales have been heaviest on 100s and smaller. Even the percentage of large fruit in Bosnia and Servia is said to be below the average and with French prunes scarce and packers making pro rata deliveries on their contracts, even at the present price, prunes are considered good property.

Sultana raisins are firmer and fancy stock have been advanced in price by local wholesalers. As can be expected, Valencias are firming and 8½ cents is generally asked this week. Seeded, following conditions on the coast, have shaped slightly in the opposite direction.

Peels are firm at the present price. Lower values cannot be looked for. An upward tendency as supplies become in smaller compass towards the Xmas season would not be a surprise.

One firm quotes figs in umbrella boxes at 14½ cents, in glove boxes at 11 cents, and bon bon figs in 5-lb. boxes, at 75c for 5-crown and 65c per box for 4-crown. Many retailers are giving these lines special attention previous to Xmas.

Prunes—	
30 to 40, in 25-lb. boxes	0 16
40 to 50 "	0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 23 0 24
Fancy, " "	0 25
Candied Peels—	
Lemon 0 10 0 11 Citron	0 15 0 17
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 12½ 0 13½
Tapnets, "	0 04½ 0 04¾
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 09 0 09½
Evaporated apples	0 09½ 0 10½
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 11 0 12
" fancy	0 14 0 14½
" extra fancy	0 16 0 17
Valencias selected	0 08½
Seeded, 1 lb packets, fancy	0 07½
" 16 oz. packets, choice	0 09½

New Dates—		Package dates,	
Hallowees—		per 1 lb	0 07½
Full boxes	0 07½	Fards choicest	0 09½ 0 10½
Half boxes	0 08		

Tea.—The tea situation continues to maintain its strong position. Reports from primary markets reflect same strength as has already been emphasized. It is not unusual at this time of year to have values ease somewhat, but this year the situation is just the opposite. One firm selling package teas has found it necessary to increase price of their brands. Some of the grades have been made 5 cents per pound higher to the consumer.

Coffee.—There are no new features to coffee. Neither is there any lower tendency in price. Demand, while mostly of a hand-to-mouth character, is quite fair.

Rio, roasted	0 22	0 23	
Green Rio	0 20	0 21	
Santos, roasted	0 24	0 25	
Maricaibo, "	0 24	0 25	
Bogotas	0 26	0 27	
Mocha, roasted	0 30	0 32	
Java, roasted	0 32	0 35	
Mexican	0 27	0 28	
Gautemalo	0 24	0 25	
Jamaica	0 24	0 25	
Chicory		0 12	

Spices.—Prices rule about the same with similar features as those outlined last week still existing. Grinders report a good steady demand.

	Tins	¼ lbs.	½ lbs.
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25— 00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails 0 19	0 22

Nuts.—While new walnuts are not yet in the hands of the jobbers, they are not far distant. Their arrival will practically complete the list of Christmas nuts. Old stock shelled walnuts are quoted lower at 35 cents. New stock are worth 37 to 38 cents. With heavier arrivals the first of the year prices will ease off. One jobber quotes 30 cents for Januafy delivery.

Almonds hold steady. Peanuts have a tendency to easiness. Brazils are firm and scarce. Jobbers in some cases are finding it necessary to buy from one another to fill their orders for immediate delivery. Hickory nuts are quoted at 6 cents and Italian chestnuts at 12½ cents. Trade is good.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 15½ 0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 16½ 0 17
" Bordeaux	0 15
" Marbots	0 15 0 15½
" shelled, new	0 37 0 38
" " old	0 35
Filberts	0 11 0 12
Pecans	0 18 0 20½
Brazils	0 18 0 19
Peanuts, roasted	11 0 14

MANITOBA MARKETS.

POINTERS :—

Sugar.—Still weak.

Coffee.—Steady.

New Nuts.—Arrived.

Currants.—Advanced.

Beans.—Firm.

Pearl Barley.—Advanced ½ cent per pound.

Winnipeg, Nov. 30.—Mild weather which has been prevailing during the week, has to some extent made up for the severe spell of the week before. Threshing operations have been continued throughout the country, and while there are still many thousand bushels of grain still covered with snow in stack and stook, conditions are, nevertheless, a little brighter than they were. In the grocery business, a similar condition of affairs exists, and wholesalers report an increase in trade this week. The presence of the Christmas season close at hand, undoubtedly, has some effect on this, and reports indicate that all Christmas lines are moving actively, both wholesale and retail. Many of the

retail stores in the city have already started to decorate and display their Christmas goods, and others are making preparations to do the same.

Congestion of cars still continue to prevail in the local yards, and unsatisfactory service is still being reported by wholesalers. One large firm stated that it was many years since such conditions had prevailed, but that the railroad authorities were making all efforts to regulate traffic.

Sugar.—There is little change in the sugar situation from last week, the market being still weak, but no decline. As stated before, wholesalers refuse to stock with such conditions prevailing, and consequently, the supplies on hand are light.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—The steady normal demand continues to prevail for these commodities, and no changes are noticed this week.

Syrups—	
24 2-lb. tins, per case	2 33
12 5-lb. tins, per case	2 68
6 10-lb. tins, per cate	2 56
3 20-lb. tins, per case	2 57
Half barrels per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 62
New Orleans molasses, half barrels, per gallon	0 45
New Orleans molasses, per barrel, per gallon	0 47

Tapioca.—The market is firm at the present time in tapioca, and wholesalers report this line is hard to get. The demand is good, but only normal. Prices prevailing are 7⅞ cents per pound, in sacks of 150 pounds, and 7¼ cents per pound for lesser quantities.

Dried Fruits.—There has been an active demand for all lines of dried fruits during the week. New figs are moving rapidly but as stocks are heavy at present time, there is no danger of there being any shortage before the new year. Prunes show no advance but the demand still remains strong. Stocks are light at the present time. An advance of 1c per lb. over last week is reported to have taken place in currants. This is due to shortage in stocks which resulted in strength on the southern markets, and as our prices follow pretty closely those in New York, prices advanced here also. There is some difference prevailing between prices quoted on raisins by different firms, the difference amounting in some cases to as much as 25c per box. This is stated to be due to the quality being offered. The prices quoted are the highest or for the best quality. Xmas orders are already arriving and a large trade is being conducted, especially in layer raisins.

New prunes.	Per lb.
90-10 s, 25, s.p	0 08½
90-10 s, 10s, s.p	0 09½
80-90s, 25s, s.p	0 09
80-90s, 10s, s.p	0 10
70-80s, 25s, s.p	0 09½
70-80s, 10s, s.p	0 11
60-70s 25s, s p	0 10
50-60s, 25s, s.p	0 10½
40-50s, 25s, s.p	0 11½

Valencia raisins.	
Fine on stocks, 28s, s.p., per box	1 75
Fine selected, 28s, s.p, per box	1 85
4 crown layers, 28s, s.p., per box	1 95
4 crown layers, 14s, s.p., per box	1 00
4 crown layers, 7s, s.p., per box	0 55
Ne plus ultra, 28s, s.p., per box	2 30

New Figs—

Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16

Valencia raisins—

Fine, f.o.s., 28s., s.p., per box	2 00
Fine, selected, 28s, s.p., per box	2 20
4-crown layers, 28s., s p., per box	2 30
4-crown layers, 14s., s.p , per box	1 20
4-crown layers, 7s., s.p., per box	0 58
Ne plus ultra, 28s., s.p., per box	2 30

Barley.—Pearl barley has advanced ½c per lb., and is now worth $5.15 per 98-lb. sack. Pot barley is steady.

Peels.—A reduction has taken place in the price of peels, quotations at the present time being lemons 8½c per lb.; orange 9c, and citron 11½c.

Nuts.—New nuts have arrived on the market and are moving rapidly. The quality of the stocks which have just been received are considered to be very good, in fact very much better than last year. Six lines are being offered at the present time, quotations being as follows:

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Aberaness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17

Coffee.—The market is steady and prices remain unchanged. Stocks are not very heavy at the present time.

Coffee, standard Rio.	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 18½

Beans and Peas.—Both lines are firm and it was stated by one large wholesale house to-day that they did not expect to see any cheaper beans. Stocks at the present time are heavy.

Beans, 3-lb. picker, per bushel	2 45 2 55
Hand picked, per bushel	2 55 2 65
Peas, split, 100 lbs	2 60

NEW BRUNSWICK MARKETS.

St. John, Nov. 30.—A quiet week prevailed in local markets, and there were practically no changes of interest recorded, in so far as prices were concerned. Most lines are firm, however, and in some there is a tendency to advance. Barley is one commodity which has gone up remarkably, $7.50 being now asked for it wholesale. This time last year it brought from $4.75 to $5 a barrel. Indications are that it will be still higher. Local grocers have to rely almost entirely upon the United States market for their supply of tomatoes, and the demand for them being as brisk as is generally the case with popular canned goods, the importations are quite extensive. Citron and lemon peel will be higher for the Christmas trade, already showing an inclination to advance.

Some lines of nuts, among them Brazils and peanuts, may be slightly higher this year, and almonds are also firm.

Bacon	0 15
Beans, hand picked, bus	2 50 2 55
Beans, yellow eye, bus	2 60 2 65
Butter, dairy, lb	0 21 0 23
Butter, creamery, lb	0 24 0 27
Buckwheat, west. grey, bag	2 80 2 85
Cheese, new, lb.	0 15½ 0 16
Currants, 1's, lb.	0 08 0 08½
Canned goods—	
Beans, baked	1 15 1 25
Beans, string	1 02½ 1 05
Corn, doz	1 00 1 05
Peas, No. 4	1 20
" No. 3	1 25
" No. 2	1 30
" No. 1	1 80
Peaches, 2's, dozen	1 95 2 00
Peaches, 3's, dozen	3 00 3 05
Raspberries, dozen	2 05 2 10
Strawberries	1 85 1 90
Tomatoes	1 75 1 80
Clams	4 00 4 25
Cornmeal, gran.	5 25
Cornmeal, bags	1 80
" bbls	3 75
Eggs, hennery	0 35 0 50
Eggs, case	0 25 0 30
Fin. Haddies	4 40 4 50
Fish, cod, dry	6 25 6 50
Flour, Manitoba	6 45 6 50
" Ontario	5 60 5 65
Ham	0 15
Lard, compound lb	0 10½ 0 11
Lard, pure, lb.	0 12½ 0 13
Lemons, Messina, per box	4 50
Molasses, fcy. Barbados, gl	0 40 0 41
Oatmeal, rolled	5 75
Oatmeal, std	6 35
Pork, domestic mess	22 00 23 50
Pork, American clear	21 25 23 00
Potatoes, bbl	1 50 1 75
Raisins, Cal., seeded	0 10½ 0 11
Rice, lb	0 03½ 0 04
Salmon, case—	
Red spring	7 75 8 00
Cohoes	7 25 7 50
Sugar—	
Standard gran.	6 00 6 10
Austrian "	5 90 6 00
Bright yellow	5 80 5 90
No. 1 yellow	5 50 5 60
Paris lumps	7 00 7 25

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Gibson's Fruit Tablets.

Editor Canadian Grocer. —Will you kindly advise us who are the Canadian agents for Gibson's Fruit Tablets. If they have no Canadian representatives will you kindly give us address of the manufacturer in England.

Edmonton, Alta. REVILLON BROS.

Editorial Note.—The address of the manufacturer is Hulme, Manchester, England.

Address of an Advertiser.

Editor Canadian Grocer. —Enclosed please find letter address to Mr. J. R. Wilson (advertiser of automatic printing attachments). This letter is an answer to ad. appearing in your paper but name of city in address is not given. Kindly fill in name and forward.

G. SHIRLEY.

Sweet Valley, Alta.

Editorial Note.—The address is J. R. Wilson, 204 Stair Building, Toronto

Grocery Advertising Firm.

Editor Canadian Grocer.—Would be obliged if you could let me have address of grocery advertising firm, if there is such a one on your side of the water.

F. NEWMAN.

Stockton-on-Tees, Eng.

Editorial Note.—The Standard Agency, Box 464, Fredericton, N.B.

While a salesman should know how to talk, it is quite essential that he should also know how to keep still. The customer sometimes has something that he wants to say.

GOOD POTATO YEAR FOR NEW BRUNSWICK

Upper Canada a Better Market Than Usual, While Shipments to Cuba Have Fallen off—Delawares and Green Mountains Among the Best Known Brands.

St. John, N.B., Nov. 30 (Special).—The potato crop in New Brunswick this year was a source of keen gratification and encouragement to those interested in the sale of this vegetable, although, in spite of the fact that the harvest was the largest on record in this province, the price was high, much in advance of what had been expected and has a tendency to be much higher than at present. All local wholesale dealers who have had considerable experience in this branch of the business in former years are practically a unit in declaring that this year's crop far surpassed any of past seasons both in quality and quantity, and they predict that provided the atmospherical conditions next year are as encouraging as during the past summer, the potato crop of 1912 will be very much superior to that of the current year.

There are many kinds of potato grown in New Brunswick. It is a recognized fact that the demand for "Delawares" has greatly increased of late, and not only dealers, but farmers as well, are quite aware of this. On this account popularity of some other lines of potato is dwindling, and the more extensive growth of the "Delaware" is being encouraged. They bring a good price because of their superior qualifications. It is also known that the yield from this potato is more beneficial to the farmer than any other, and some farms where it was grown this year have been known to produce 150 barrels to the acre in the river counties.

Ontario Buying Freely.

So far as other brands or species are concerned the fact that they are known as "New Brunswick potatoes" seems to ensure their being satisfactory and there is a strong and steady market for them not only locally but in Upper Canada, and Cuba. The Cuban market has fallen off recently, however, but shipments to Ontario and other parts of Upper Canada are encouraging, and good prices are being paid. The "Green Mountain" tubers are splendid sellers, and another brand which has sprung into favor is known as the "Canada." The Red Rose, Snowflake, and other kinds all have their share of market appreciation but are not grown in such large quantities as the "Delaware."

More Interest in Potato Growing.

While the potato crop last year was fairly good, it cannot be compared either as regards quality or quantity to that of 1911. A well-known dealer said when spoken to concerning the matter, that farmers who had never in other years produced more than enough for their own use, could this year dispose of from fifty to seventy barrels for outside markets.

It was thought that the demand for potatoes in the Cuban trade last year and the splendid run on the market encouraged the farmers this year to go more extensively into their production, but in that market this year they were slightly discouraged, although the Upper Canadian business has been brisk. The average wholesale price up to recently has been $1.50 per barrel, but it will likely be higher before long, and in fact it is difficult to buy in St. John at present under $1.75. Last year there was a difference of about twenty or thirty cents as compared with this year's price, which is that much more. Many local dealers have large quantities on hand, and are satisfied that they will "make good" on their purchases. The season thus far has been remarkably good, and indications are that it will be known as the best on record in every way.

CHATHAM MERCHANTS VICTIMS OF SWINDLE

Smooth Canvasser Taking Subscriptions for Various Alleged Trade Papers Offers 200 Lead Pencils With Year's Subscription —Visited Chatham Month Ago.

Chatham, Ont., Nov. 30 (Special).—What appears to be a very smooth advertising swindle was worked on a number of merchants in this vicinity a few weeks ago. That the victims are only now "getting wise" to the game is due to the fact that the man who worked it took very plausible precautions to explain away his failure to deliver the goods.

Towards the end of October, a number of merchants were canvassed by a young man who represented himself as subscription agent for a trade paper. He invariably accommodated his representations to the particular trade in which the intended victim was engaged. Thus, a leading meat dealer was told that Mr. Canvasser was representing a Chicago butchers' journal. To an upholster he was representing an upholstering journal, also published in Chicago—and so on down the line.

To the victim, Mr. Canvasser broached a novel advertising proposition. The merchant paid $1 for a year's subscription to the trade paper. As a premium he was to receive 200 lead pencils, with his name and address printed on them. These he was to distribute for advertising purposes.

In a number of instances the victims nibbled at the enticing bait. The $1 was paid over, the canvasser writing out a duplicate order, signed with what purported to be his name, and giving a street address in Chicago. In most cases the merchant reasoned that the pencils alone would be worth the $1, irrespective of the value of the trade journal accompanying them.

The subscription was to begin a month later, while the canvasser explained that the pencils would be forwarded as soon as they could be printed —probably in a couple of weeks, as the firm had quite a few orders ahead. This gave the canvasser plenty of time to make a safe getaway to other pastures.

So far as can be learned, the grocery trade suffered no serious loss as a result of the man's operations. Some years ago the local Retail Merchants' Association adopted a resolution against patronizing advertising schemes of this sort; and though the association is no longer active, merchants who were members at that time are, as a rule, pretty chary of making use of any but legitimate advertising mediums.

CYSTERS ARE VEGETARIANS.

The oyster is well nigh a vegetarian, says one writer, living almost exclusively on seaweed, including the minute pine pollen of the water. Smaller animals form only 5 per cent. of his food. He is a methodical feeder, always dining between the hours of 12 and 2 in the afternoon. When he wants his meals he simply opens his shell and lets the water flow in through a sort of gill, which retains the food, allowing the water to run out again. It is only in frosty weather that the oyster goes off his feed. In order to protect himself as much as possible from the cold he lies with bulging shell uppermost. In this position he cannot open his shell and must perforce go short of food. But he would sooner starve than let the cold water in to chill his delicate flesh.

M. J. Crowley, Peterboro, Ont., is erecting a new grocery store in the eastern section of that city.

Wm. G. Freeburn, Peterboro, Ont., has purchased the grocery business and building of Mrs. E. A. Harris, Lock street and Gladstone avenue.

OXO CUBES

Outsell Other Concentrated Beef Preparations Because They Are Distinctive



Distinctive in Form, firm, separately wrapped cubes, instead of liquid in a bottle, exactly measured, ready at once.



Distinctive in Appearance. Each cube well wrapped in separate carton, packed in attractive colored tins instead of bottles—the only concentrated beef preparation sold that way in Canada.

Distinctive in Convenience. No ladling or measuring, "a cube makes a cup." No messy fingers and bottles, no waste.



Distinctive in Goodness. The greatest advance in food invention since men began to eat and women learned to cook.

If you are looking for the best trade, and the most of it, then stock—display—push and profit from

CORNEILLE DAVID & CO.

TORONTO MONTREAL WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.

OXO CUBES

How Big a Man Are You?

Your weekly envelope will answer this question.

The dollars per week you earn, proves your bigness or littleness---your importance or unimportance---whether trained or untrained.

MacLean's Magazine

offers you a chance to become a trained man, to increase your salary without interfering with your present work.

We have a position for you on our circulation staff. Circulation work on a magazine like MacLean's affords a better training in salesmanship than that afforded by any other commercial business.

You can fill a position with the MacLean Publishing Company which will only require your spare hours.

Write for our terms and further particulars to

MacLean Publishing Company

143-149 UNIVERSITY AVENUE, - - - - - - TORONTO

ROYAL SHIELD BRAND OF GOODS

Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

Alexander Marshall, 144 Water Street, Vancouver, B.C., for British Columbia and Yukon District; Hamblin & Brereton, Limited, corner Notre Dame and Victoria Streets, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John Street, Montreal, for Quebec and Ottawa; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia.

Quaker Brand SALMON

Have you been supplied?

We have received all the "Quaker" Salmon possible this season. All high grade salmon is scarce just now and the Advent demand has commenced.

We are filling orders in rotation as received. That's why you *must* specify your wants *now* to avoid disappointment.

Mathewson's Sons

WHOLESALE GROCERS

MONTREAL

GROCERY TRADE TALK.

S. Stempest, a Hamilton, Ont. grocer was fined 1 cent for supplying bread on Sunday to a woman who pleaded with him that she and her children were starving.

The recently appointed officers of the Retail Merchants' section of the Toronto Board of Trade are:— Chairman, W. Dineen; vice-chairman, C. H. Willson; secretary-treasurer, F. G. Morley, and Executive, G. Barron, C. B. Petry, T. Bilton, W. H. Worden and W. Tyrrell.

The new Montreal civic health by-law to be introduced in the City Council soon. If it becomes law, the exposure of meats and fruits to the open air and dust of streets will be prohibited while delivery of bread in closed wagons and of milk in sealed packages will be enforced. The measure also contains rules for inspection of meats, abattoirs, fruits, vegetables, etc.

Joseph Lemmon, grocer, Kingston, Ont., died recently from heart trouble. Walter Davidson, a Toronto grocer, died last week. While away hunting he was taken ill with pneumonia.

The sister of J. A. Connor, a London, Ont. grocer, was recently bitten by a tarantula, which had come with bananas. At first it was thought that the bite would prove serious but the wound was opened and burned by a physician and danger is now past. The tarantula was captured and measured about four inches in diameter and two inches in length.

Otto Lumme, of Helsingfors, Finland, was in Toronto last week for the purpose of making connections with mills in Canada to export Canadian flour to that country.

The Banner Grocery opened recently in Wetaskiwin, Alta, with J. M. Peterkin as manager. The store is fitted with dust-proof bins and a computing scale.

If you want mince meat that is

MINCE MEAT IN REALITY

as well as in name—write us and we will tell you about our goods.

We have qualities suited for every class of trade and are giving—without a doubt—the best values on the market.

TEST US

Drop us a postal card. Tell us your wants.

We have—

Tins	Pails	Tubs	Kegs	Bbls.
2 lb.	7 lb.	50 lb.	100 lb.	400 lb.
5 lb.	12½ lb.	70 lb.		
7 lb.	28 lb.			

Also our condensed in cartons.

J. H. Wethey, Limited

ST. CATHARINES, - - ONTARIO

"THE MINCE MEAT PEOPLE."

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

KEEP POSTED ON SUGAR

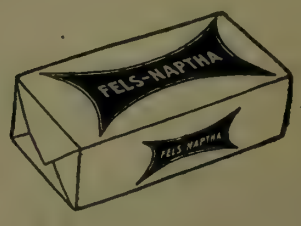
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK

The More You Put

going goods, like Fels-Naptha soap, out in front of your customers, the more you induce them to buy what they need in **your** store.

And the more they buy the bigger the profits.



We Have Proven Our Worth
AS
BUSINESS GETTERS

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY,
AGGRESSIVENESS, to do it RIGHT

Office and warehouse at

Winnipeg Man. | **Regina** Sask. | **Saskatoon** Sask. | **Edmonton** Alta. | **Calgary** Alta.

Our salesmen are always ON THE JOB

Nicholson & Bain

Wholesale Commission Agents and Brokers
Head Office - - - - WINNIPEG



STEADY SELLERS

Finest Quality and Biggest Money's Worth for your customers, Most Sales and Best Profit for you, is the winning combination you find in KNOX GELATINE. It pleases your customers better, and is so thoroughly advertised that it is **easier to sell** than others. Our "No. 3 Acidulated" contains an extra envelope of lemon flavor, which saves your customers the trouble and expense of preparing the fruit. Mention this, it's an easy seller.

"Knox Gelatine Sells and Satisfies"



CHARLES B. KNOX CO.



JOHNSTOWN, N.Y. U.S.A.
Branch Factory - Montreal, Canada

One of our seasonable Specialties

MINCEMEAT

"PI-CRUS" Brand—A specially fine grade for fancy trade

ROYAL Brand—put up especially for regular trade.

In all standard packages.

"PI-CRUS" CONDENSED—in cartons 3 doz. to a case.

No other quite so good!

GUNNS Limited Packers **Toronto**

Fearman's "Star Brand" Lard

is good pure lard, made under Government inspection, put up in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and Tin Pails	20 "	" "	3 "

1-lb. and 2-lb. cartons

Pure lard is in great demand. Prices are going to be higher.

ORDER NOW

F. W. Fearman Co. LIMITED

HAMILTON



"If it's Reindeer Brand it's Good."

This is in the minds of all users of Condensed Milk or Coffee. Now tell your customers about REINDEER CONDENSED COCOA. It contains Milk and Sugar. Always ready by simply adding boiling water. Average cost, one cent per cupful. Delicious beverage after rink.

Manufactured only by



REINDEER LIMITED

Truro, N. S. Huntingdon, P. Q.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO

Butter, Eggs and Cheese Hold Firmly

Prices on These Articles Well Maintained—Cheese Unusually High, With Nothing Apparent to Shape Prices Otherwise—Fresh Eggs Scarce—Slight Increase in Dairy Butter Receipts Did Not Break Prices—Live Hog Values Continue Irregular.

Live hog prices are erratic. The ups and downs of the market are many, and of late have been following one another with great rapidity. It will be remembered that last week the market exhibited an easy tendency, which has since continued, and prices have come in for a considerable tumble, as much as 50 to 60 cents per cwt., at some centres being recorded. A combination of circumstances has been responsible. In the first place, the higher prices brought out a big run of hogs, and besides, the English bacon market is weak and lower. Therefore, the market at the present is unsettled, but it is generally conceded that with the present price of feed, hogs should be worth over 6 cents.

Cheese holds a firm position, with prices now ruling at an unusually high figure. Along in early part of the summer, values were quite normal, but with a smaller production throughout the summer both here and in England, prices have been gradually on the ascent. In Montreal, for instance, large Quebec stock now is quoted at 16½ cents. One year ago, the price was 13½ cents. Still there seems nothing at hand to shape prices otherwise. The statistical position is strong, as indicated by the stocks in store at the principal centres, as well as in the country, being considerably below those of last year at this time.

Butter has lost none of its firmness. The closing of cheese factories has increased the production of dairy butter in some sections, but not enough to break the present firm position. Stocks are not heavy, while receipts on the whole show no increase.

Fresh eggs are still scarce, and prices for guaranteed stock are high. The result is a big sale of storage stocks, which are going rapidly into consumption, with a firming tendency in price.

MONTREAL.

Provisions.—A decline in the price of hogs, live and dressed, is about the only feature of the market. Live hogs are down to six cents. Pure lard is unchanged in prices, but it is believed that price will be easier before long. Pork is selling fairly well just now, and will continue so throughout the winter. Trade in hams and bacon is ordinary just at present.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 12 lbs., per lb	0 12½
" " " 6 " "	0 12½
" " " 3 "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 8½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 00
" dressed, per cwt	9 00 9 25

Butter.—Butter prices have remained unchanged this week, but the general opinion seems to indicate that higher prices will likely rule before long. Stocks are none too ample, and supplies are gradually diminishing. The present demand is steady and appreciable, and production is naturally curtailed. Some of the new stocks suggest fodder in its taste. Just at present the market is steady and firm.

Creamery	0 30	0 30½
Dairy, tubs, lb	0 22	0 25

Cheese.—Market is steady and unchanged. Exports have fallen off lately and the total shipments show a considerable decrease when compared with last year's figures. Total receipts for the season will also be less than those of last season. Stocks held here are lighter than a year ago, and the same is reported from country holders. This condition lends strength to the market, and the future is expected to bring new strength for these reasons.

Quebec, large	0 16	0 16½
Western, large	0 16	0 16½
" twins	0 16	0 16½
" small, 20 lbs.	0 16	0 16½
Old cheese, large	0 16½	0 17½

Eggs.—The demand for eggs is quite a feature. There have been no developments during the week, but trade has been steady with prices well maintained. Receipts are quite liberal, but the demand is far above the supply.

New laids	0 60
Selects	0 33
No. 1	0 27

Honey.—There has been no change in this market. Demand is routine and prices are steady.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

Provisions.—In last issue we noted that hog values were not very strong. There has been a reduction in values of 60 cents, which brings the porkers at country points down to $5.90. Evidently the high prices of last week were responsible for a big run, which, backed by a lower English bacon market, brought prices tumbling down.

In consequence of this reaction of hog prices, pork products can by no means be said to be firm, with the exception of lard, which commodity some firms are quoting at ¼ cent advance this week. Long clear bacon is easier at 11½ to 12 cents. The demand for this line is not just as brisk as it was earlier in the fall. Trade in provisions on the whole is, however, reported quite satisfactory.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 16 0 17
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 12
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 90
Live hogs, local	6 20
Dressed hogs	9 00 9 25

Butter.—Creamery butter has moved up another cent per pound this week, and fresh creamery prints are quoted at 32 to 33 cents. There have been larger receipts of dairy butter of late, due to the general closing of cheese factories. At some points throughout the province, supplies were increased to such an extent that prices eased off, but under a good demand, the general tendency is one of continued firmness.

Dealers here are apparently expecting prices to be maintained.

	Per lb.	
Fresh creamery print	0 32	0 33
Creamery solids	0 29	0 30
Farmers' separator butter	0 27	0 30
Dairy prints, choice	0 25	0 27
No. 1 tubs or boxes	0 23	0 25
No. 2 tubs or boxes	0 19	0 21

Eggs.—Range in price of new laid eggs is wide, from 40 to 50 cents. No further increase has been made over last week, but at present price, any further advance would certainly be unwelcome to consumers.

WE BUY

Poultry

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

High price of fresh article is throwing a greater strain on the storage stocks, which are being taken up at good rate. Another cent is added to prices this week.

Storage eggs	0 26	0 28
New laid eggs	0 40	0 50

Cheese.—Cheese is apparently a little stronger this week. At least some dealers quote ¼ cent advance. The closing of factories and the end of production no doubt tends to strength. The statistical position is strong. Prices are already sky-high, but there seems nothing at hand to turn them otherwise.

New cheese—		New twins	0 16 0 16½
Large	0 15½ 0 16	Old Stiltons	0 17
Old cheese	0 17		

Honey.—Prices are well maintained. That is about all that can be said.

Clover honey, strained, 60-lb. tins	0 12
Clover honey, No. 1 comb, 14 oz. per doz	2 50 3 00

Poultry.—There is little change in the general situation. Trade just at the present is not brisk. Arrangements are being made for the Christmas supply. Dealers are hopeful of a good supply for the occasion, but as yet, farmers are inclined to hold back in their offerings.

Fowl, live	0 06	0 08	Ducks, live	0 10 0 11
Chicken, live	0 09	0 10	Geese, live	0 09
			Turkeys, live	0 15

Dressed poultry 2 to 3 cents over the above prices.

At a recent meeting of Board of Directors of Dominion Canners', the building committee was authorized to spend $500,000 to build new factories and extensions and improvements to present plants. The company intends to manufacture all kinds of canned goods, jams, preserves, catsups, etc. Authority was given to raise the necessary funds by issuing and disposing of additional stock and bonds of the company.

A. S. Horswill, grocer, Nelson, B.C., has sold to H. M. Bailey, Jas. T. Andrews and Lionel Addington.

WANT HOG STATISTICS.

Toronto, Nov. 30.—Provision and produce dealers feel that in order to be able to correctly gauge the market and to arrive at values, they should have some accurate knowledge of amount of receipts of such lines as butter, eggs and cheese. That is, unless they know what quantity is coming in, the matter of setting prices is about guesswork. Montreal has such statistics tabulated for them by the transportation companies whose lines run into that city and find such knowledge of great value to them. This matter has been taken up in Toronto by some dealers through the medium of the Board of Trade but as yet the transportation companies on account of the work incurred have not agreed to supply the desired figures. It is hoped that enough influence will be brought to bear to get this valuable information.

Statistics recently issued by the Ontario Government show that on July 1st the number of swine in Ontario was 1,744,983 as against 1,561,042 on July 1, 1910, and 1,551,187 on July 1, 1909. This will account in part for the large arrivals during September and October that sagged the market, although there is no doubt that the high price of feed caused some selling. This report also says that the number of swine sold or slaughtered during the year ending June 30, was 1,963,937 as against 1,844,405 the previous year and 1,986,432 in 1909.

This same bulletin shows the number of poultry on July 1 as 12,942,293 as against 12,460,787 in 1910, and 12,086,432 in 1909.

A company has been formed to erect a large canning plant at Chamook, N.B., near St. Andrew's, for the purpose of canning sardines. The work will be pushed forward at once.

The California Almond Growers' Exchange will put about ten cars of almonds in packages or cartons this season. They expect that convenience of the method will make it an established seller hereafter.

A London, England grocer was fined 40 shillings for selling for "olive oil," an oil that was not pure. The bottle sold was labelled "Lucca oil," but the grocer had sold it for "olive oil."

Wife (to husband starting to his office)—"Remember, George, we are to have some Reindeer."

Husband—"Oh, I guess it won't rain before I get back to lunch."

Wife—"Go on, smarty. I didn't say rain, my dear; I said 'Reindeer'—'Reindeer milk' I meant for baby."—Advt.

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

Get New Trade

by introducing high-class, fast-selling lines. A little energy behind your selling powers, combined with good display of profitable selling products as

Italian Concentrated Tomato Extract

will command steady sales. This is the finest canned food product imported into Canada, and a seasonable food at this time of year.

Macaroni and Cheese

season is now on; always be in a position to meet all needs or you will lose trade.

Roman, Parmesan, Gorgonzola, Cacicavallo and Swiss Cheese.

Excellent stock. Good sellers.

Samples and price list on application.

H. E. VIPOND
197 St. Paul St., - MONTREAL

Headquarters for Green Fruits and Nuts of all kinds, Italian Peeled Tomatoes, Peas, Artichokes and String Beans. Black and Green Olives, Olive Oil.

Grocers: The sale of an inferior branded article at the same price as a similar article of standard quality may show *a temporary* increase in profit, but is sure to result in a loss of patronage. A *more lasting* profit comes through handling a widely known and highly regarded article that will attract the people to your store, and so bring increased numbers in closer touch with your entire line of merchandise.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Montreal Winnipeg



LABRADOR HERRING, $3.25 per keg, No. 1 quality.

WHITE BEANS, prime and hand-picked, in 2-bushel bags. If interested, get our quotations.

CHEESE. We have 100 choice full size colored September make of cheese in stock at 15½c per pound.

RICE at 3½c per pound in bags and sacks. This is good buying. Send us your order per mail.

CANNED SALMON, Pink Cohoes and Red Sockeyes. We still have 2 carloads to offer at interesting prices.

NEW FIGS, DATES, PEELS, NUTS, Etc., now in stock.

R. SIMPSON & CO.,

Tea Importers and Wholesale Grocers

29-31 Charles St., Hamilton, Ont.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

Carr & Co. CARLISLE ENGLAND

Purveyors of Biscuits to H.M. the King

If you stock Carr's you will have varieties to satisfy every taste and suit every occasion.

Carr's Biscuits will reach you in air-tight tins and in as crisp a condition as when they left the factory.

ASK FOR COPY OF OUR ILLUSTRATED PRICE LIST

AGENTS:

Wm. H. Dunn, Montreal and Toronto

Hamblin & Brereton, Winnipeg and Vancouver, B.C.

L. T. Mewburne & Co., Ltd. Calgary

T. A. MacNab & Co., St. John's, Newfoundland.



ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Xmas Confectionery Now in Demand

Dealers Anticipate Good Christmas Trade in This Line—Orders Reported to Have Been Well Booked Ahead This Year—Flour Situation Shows no Particular Change—Good Domestic Trade, but Export Business is Slack—Approach of Close of Navigation Steadies Canadian Wheat Prices—Cereals in Good Demand.

Confectionery is at present in the limelight. Not only is a good early winter trade already in evidence but the approaching Xmas season is directing more than ordinary attention to this line. True it is that confectionery travelers have been showing Christmas confectionery for a considerable time and while this year orders are reported to have been booked well ahead, there are always orders to fill in just previous to the festive season and there are always dealers who hold off in their buying. However, there is nothing to be gained by holding off, as the grocer should know his requirements now, as it will not be long until he will need to bring them into special prominence. Prices, as can naturally be expected, hold steady. The sugar markets at the present high tide maintain values on the sweetmeats in a firm position.

The conditions of the flour markets cannot be said to have changed much in the past week. It is evident that there has been more booking of contracts and there are some mills which report they are sold considerably ahead. Export demand for flour is slack, but from Montreal come reports of spring wheat being worked off for export.

Reports from Argentine have considerable weight in moving wheat quotations. Fine weather from that republic, coupled with an increase in United States visible and world's shipments greatly in excess of the estimates, helped to pull wheat prices down in Chicago at the beginning of the week. The approach of the close of navigation helped to keep Canadian markets steady.

Cereals continue in good request and mills are kept running to full capacity. A good consumptive demand is being felt by those dealers who are featuring this line.

The world's wheat shipments last week totalled 10,080,000 bushels as compared with 7,720,000 a week ago, and 13,328,000 a year ago. The Canadiaa wheat visible last week decreased 1,326,000 bushels. United States visible increased 1,446,000 bushels.

MONTREAL.

Flour.—The flour market shows no particular change during the week. The amount of business done is considerable and the tone of the market continues firm. There have been no changes in price. A certain amount of the present activity has arisen from deliveries to catch the last boats.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Cereals.—The rolled oats markets remain steady and firm with a good demand and unchanged prices. It is a seasonable trade now passing and will continue at a high level mark throughout the winter. Cornmeal is also firm with orders coming in freely.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—The flour situation has varied little during the week. Prices are unchanged and general conditions are about the same. A good domestic trade is in evidence and in some cases mills are sold well ahead. Export demand for reasons that have been explained before is decidedly slow.

Ontario wheat holds a firm position at 86 to 87 cents, and winter wheat flour accordingly holds steady.

Manitoba Wheat		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

Cereals.—Satisfactory conditions prevail in the cereal markets. Those retailers who are featuring these lines are well satisfied, while millers are well supplied with present business.

Prices are holding steady. Oat quotations remain at the figure reached last week.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

A test shipment of oranges and lemons was recently sent by the Department of Agriculture of New South Wales to Vancouver, B.C. The shipment was regarded as satisfactory, having arrived in first-class condition. The cases were of a different size from those common to the British Columbia trade, the orange cases holding about two-thirds as much and the lemon cases holding not more than one-half as much as the latter.



The Difference

The difference between Mooney's Sodas and all other brands manifests itself so readily in the sales test as to convince the most sceptical of its superiority as a leader in his biscuit department. Every box of Perfection Sodas you sell presents a clear profit.

Besides, you have the satisfaction of knowing that every box contains a uniform excellence of crisp, palatable freshness that is bound to make it a profitable stock to handle.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S, FORT WILLIAM, CALGARY, VANCOUVER, B.C. ST. JOHN'S, NFLD.



MAPLEINE

(THE FLAVOR DE LUXE)

Fulfils all Pledges of Quality, Delicious Flavor and Maintained Selling Price.

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE, WN.

When writing advertisers kindly mention having seen the advertisement in this paper.

G. C. Koopman, Amsterdam–Rotterdam

Agent, Broker and Commission Merchant in all kinds of Dried and Evaporated Fruits

Cable Address: "Nimrod, Amsterdam"
Post Box, Amsterdam, 149.

Cable Address: "Diana, Rotterdam"
Post Box, Rotterdam, 225.

Sundried and Evaporated Apples, Waste and Chops

a specialty. Correspondence and offers solicited. Liberal advances on consignments. Offers wanted f.o.b. shipping ports, payment against shipping documents in New York. Ask for reports about every article you wish to sell. Highest references on application.

LEITCH ANCHOR BRAND OAK LAKE

your fortune

Your business, for a long time to come, looks good to us.

There'll be a lot of money coming to you if you buy **Anchor Brand Flour.**

Good Luck follows close in its wake. Lighten your cares and make your fortune.



Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Manitoba.

TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS,

The credit customer is all right, if he pays regularly, BUT THAT'S IT. He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

HERE'S HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York



E.D.S. BRAND
Best by Test

A food product that is known to have stood the test of a government inspector and passed with highest mark—will sell to all classes of trade.

"E. D. S."
Preserved Fruits

have a reputation in that direction that places them above all other makes. "Guaranteed pure"—the mark put on other makes, was not good enough for "E. D. S." Brand. But "Guaranteed Absolutely Pure" was the distinction for this popular line.

This is but one distinctive point why you should handle E. D. S. Brand—and you will find it a good one, too, towards making sales.

There is excellent profit for the retailer.

Suppose you get in touch now.

Made only by

E. D. SMITH, Winona, Ont.

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N S.: J. GIBBS, Hamilton.



A FAIR TRIAL

That is all we ask for. We know that our flour cannot be anything but high-class. If it were not, then we would unfortunately have to acknowledge the loss of thousands of dollars. We made sure, however, by numerous experiments, that we had the right goods before we sought the co-operation of the retailer.

FOUR GOOD BRANDS

"Laurentia," "Daily Bread,"
"Regal," "National."

One Cent. One Card. One Minute.

Isn't it worth while sitting down right now and asking us for further particulars?

The St. Lawrence Flour Mills, Ltd.

MONTREAL

"GLOBE" MACARONI



YOU HEAR A LOT OF TALK

about goods "selling themselves" and being "half-sold" when they reach the store. This seems to us FOOLISH TALK and indicates, Mr. Grocer, that your job is a sinecure. Goods simply will not sell themselves, but we know that you are a "quality goods" man and therefore address you in a straightforward manner.

YOUR CO-OPERATION

is what we want. We want you to get YOUR SELLING POWER and that of your CLERKS behind our line. We are not afraid of "kicks" about

"GLOBE" MACARONI

It is quality through and through and a profitable seller. We do not GUARANTEE repeats and we feel confident that you'll have them.

Give us a trial

D. SPINELLI & CO.
REGISTERED
MONTREAL, - QUEBEC

"The Globe keeps spinning. So do we."

Holiday Fruits

Will be able to take care of your orders for best well colored fruits. Please let us have your orders early. Will guarantee price and quality.

CALIFORNIA, FLORIDA and JAMAICA ORANGES, MESSINA LEMONS, full line of **DATES, NUTS, FIGS, GRAPES, SPANISH ONIONS, HOLLY, HOLLY WREATHS, ETC.**

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

More Interest in Oranges and Lemons

Weather Favorable for Sale of Latter—Navel Oranges a Little off in Color—Late News Confirms Reports of Short Grapefruit Crop in Florida—Potatoes Hold Strong Position—New Brunswick Holders Firm in Their Ideas—Apples Somewhat Stronger in Montreal—Onions Higher in Toronto.

Navel oranges are improving somewhat in color. Such is the report from several centres of the Dominion. They have not, however, reached the perfection state. Late Valencias being practically cleaned up, Western Canada is depending mostly on California navels. Ontario and Quebec are receiving some good quality Florida oranges, while the Maritime Provinces are helped out by Jamaican fruit.

One report on the Florida orange crop says, that reports from growers would seem to indicate it was going to be short of last year's, at which time less than 5,000,000 boxes were shipped. The Florida Citrus Exchange has received returns indicating there will be at least 5 million boxes of citrus fruit shipped from Florida this year, one of the big interests gives the same figures, as do also the railroads. This estimate must be nearly correct, in spite of pessimistic estimates of the growers.

Late reports confirm earlier predictions of a short crop of grapefruit in Florida. Estimates are much below last year, with sizes running large. Jamaica grapefruit is now coming to eastern Canadian markets.

This is considered a good season for lemons. The weather of late has been favorable and the temperature is now getting down to a point that induces sales. Heavier arrivals of new Messina lemons on eastern markets have reduced prices but only slightly. Old crop lemons are pretty well cleaned up. In Western Canada where supplies are brought in from California, prices are holding steady.

Potatoes continue to hold a firm position, still greater strength being reported from some centres this week. Reports from New Brunswick indicate that holders of supplies in that province are firm in their ideas. Onions is another line that has been firming on some markets of late, most noticeably throughout Ontario, where supplies are small. Elsewhere, there appears to be no overplus.

California celery will begin to come forward to Canadian markets about the middle of December, and in time for the Christmas trade.

Apples—		
Spies	5 50	5 50
Fameuse	3 75	5 50
Baldwins	4 25	4 75
McIntosh reds		6 00
Greenings	4 25	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cranberries, Cape Cod, boxes 22 to 26 qts	2 40	2 60
Cranberries, N.S. bbls		8 50
Grape fruit, Florida, case	6 00	6 50
Jamaica, case		4 00
Grapes, Malaga, per keg	5 00	6 00
Grapes, Cal., box	2 50	2 75
Lemons		3 50
Limes, a box	1 25	1 50
Oranges—		
Navels	3 75	4 00
Valencia	5 00	5 50
Jamaica, box	2 00	2 50
Mexican	2 00	2 50
Pineapples—		
Cuban, case	3 50	4 00

MONTREAL.

Green Fruits.—The market shows a number of features worthy of attention. Apples are higher in price this week, principally because holders have been holding, instead of sending them forward. Spies that were quoted at $5 this week, are now up to $5.50. Fameuse are quoted at from $5 to $6 for finest quality, with a scarcity reported. The apple crop has been one of the largest, but it seems that supplies are being held back. Ontario is said to have 200,000 barrels that should be coming on the market. Just now oranges are beginning to receive more attention, and with other fruits should tend to weaken the apple situation. The total shipments of apples from Montreal for the season until the beginning of this week were 269,014 barrels, as against 163,907 for the previous year, and 581,206 for 1909. Late Valencia oranges are nearly exhausted; in fact, jobbers are cleaning up the last car of the season. The new navels, of which four cars have been received thus far this season, are of uncertain quality. They will show improvement as the season advances, but will hardly reach their best quality until the new year is turned. Valencia oranges are in good demand just now. Cranberries are moving well, and are firm with something of a hint that they may become short in supply. Cape Cods in barrels are reported nearly sold out, but are being offered in boxes. Thanksgiving Day in the United States has probably cut a large hole in the supply of Cape Cod berries.

Vegetables.—A scarcity in potatoes has boosted the price up to from $1.25 to $1.30 a bag, for Green Mountains. There is a scarcity reported throughout the country, and the present prices will likely be maintained. Some houses looking for other supplies have communicated with Irish firms, but it is a question whether any of their goods will be brought out. Nothing has been arranged yet, as far as is known. Celery, Spanish onions, etc., continue in good demand.

Beans, green, hamper	3 00	
Carrots, bag	0 90	
Cabbage, doz	0 40	
Cauliflower, doz	1 75	
Celery, 6 doz to crate, per crate	4 00	4 50
Cucumbers, doz	0 60	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 75
Half crate		2 50
Canadian reds, 100 lbs		3 00
Sweet potatoes, per basket	2 00	2 25
Montreal potatoes, new, bag	1 25	1 35

TORONTO.

Green Fruits.—Sales of lemons at present are quite good. As stated before, with the heavier arrivals of new crop lemons, prices are a shade easier, and wholesale fruit men are asking $3 to $3.50 per case. The California navel

NO RISK

WITH OUR FRESH TOMATOES

OUTDOOR GROWN

Supplies Guaranteed All Winter

6 BASKETS TO THE CRATE

Under the "Crown" Brand every Tomato is carefully examined and all green or poor ones are removed.

Good Color
Clean
Firm

Every Crate Guaranteed

Something Unusual.

WEST INDIES FRUIT CO.

30 William Street, Montreal

FRUIT FOR XMAS

Never before have we had such a fine array of high class

Oranges, Grapes, Figs, Celery, Holly, Holly Wreaths, Nuts, Dates, Pineapples, etc.

Our ROYAL CREST Brand Navels stand alone for HIGH QUALITY and delicious eating qualities, being the earliest and most matured to leave the state.

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

FOR—

"Green Mountains," "Delewares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

MALAGA GRAPES

We have taken into stock a very complete line of Extra Fancy Grapes for our Xmas Trade. They are excellent quality and are bound to please the most particular trade. Let us put a little line to one side for you. Prices vary according to WEIGHTS. SEND ALONG your orders.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 GUELPH, ONT.

All Ripe Oranges and Grapefruit are good but Florida Oranges and Grapefruit are Best of all

Florida Oranges are juiciest, contain 40 to 60 per cent. more juice than California Navels and far more highly flavored.

THE RED MARK

FLORIDA CITRUS EXCHANGE

ON EVERY BOX

For the best grapefruit grown in Florida see that the box you receive has our mark on it.

Florida Citrus Exchange, Tampa. **W. B. Stringer, Toronto, Dis. Manager**

oranges have improved somewhat in color, but might be better. Late Valencias, with the exception of an odd case, are off the market. Some nice Florida stock is now arriving. A little more interest is being shown in grapefruit. There is both Florida and Jamaica on the market now. Cranberries are firmly held. New Jersey "long keepers" are quoted at $12 per barrel.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Limes, box		1 50
Oranges—		
S. Am. navels	3 50	4 50
Florida	3 25	3 50
California navels		4 00
Grapefruit—		
Florida, case	5 00	5 50
Jamaica, case		4 00
Grapes, Almeria per keg	5 00	6 00
Grapes, California box	2 00	2 25
Cranberries,		
Cape Cod, brl.	10 50	11 75
Nova Scotia		8 50
Jersey long keepers		12 00
Apples, brl.	2 25	4 00
Pineapples, case	3 25	3 50

Vegetables.—Dealers are just beginning to realize how scarce Canadian onions are this year. Already considerable difficulty is being found in collecting any quantity. Just what quantity is reposing in farmers' cellars, is a question, but it is generally conceded that it is not large, as crop this year, on account of drought, was quite small. Prices have been on the climb of late, and $2 to $2.25 has been reached, as compared with $1.25 to $1.35 per bag a year ago. "I look for a general strong onion market," said one dealer, "the United States crop is in the same boat as the Canadian, and will afford no great relief. Valencia onions are also holding firmly."

Carrots, parsnips, and kindred lines, are also firmly held. The root crop in general as Grocer readers already know was decidedly adversely affected by drought this year.

Potatoes are steady, at last week's figure, with good steady sales in evidence. Cabbage are quoted at $1.50 per barrel, and at 50 to 60 cents by the dozen.

Boston cucumbers, doz.		2 25
Boston head lettuce, doz.		1 10
Canadian beet, per bag		0 75
Cabbage, Canadian, dozen	0 50	0 65
Carrots, bag	0 80	0 90
Celery, per doz.		0 40
Cauliflowers, dz.	1 25	1 50
Parsnips, bag	0 80	0 90
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags	2 00	2 25
Potatoes, N. B. stock, bag		1 50
Potatoes, Ontario, bag		1 40
Sweet potatoes, barrel	4 50	5 00
hamper	1 75	2 00

"Thomas," said Sands, the grocer, to his assistant, "who bought up that mouldy cheese we had knocking about?"

"Mrs. Coombs, sir."

"And the stale loaf—who bought that?"

"Mrs. Coombs, sir."

"And the margarine scrapings?"

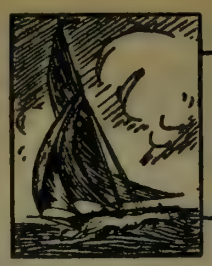
"Mrs. Coombs, sir."

"Heavens! and the shop eggs that have hung fire so long, surely not—"

"Mrs. Coombs, sir."

"Great Scott! What's the matter? Are you ill, sir?"

"No, no!" moaned the unhappy grocer. "Only I'm going to take tea with Mrs. Coombs to-night," and with a groan of despair he collapsed on a sugar box.



Fish - Oysters



Advent Expected to Enliven Fish Trade

December 3 is Opening Day—Supplies Now Going Out in Anticipation of Heavier Demand—Oysters Moving Freely—Prepared and Frozen Fish Supply Leading Lines—Fresh Fish Coming to End.

The fish trade is now on the threshold of the first big season of demand. While trade has gradually been gathering speed during the past three months, the opening of Advent, with it's special fish days each week, will give added impetus to business. December 3 is the opening day.

Already orders are arriving at various centres for shipments to go out for opening of Advent. With supplies of fresh fish nearing an end, frozen are in good demand. Various kinds of smoked fish are also doing well. Oysters are moving freely.

Unusually bad weather along the Nova Scotian coast was responsible for a short supply of fish there last week, but shortage is expected to be soon made up. The supply of halibut on the eastern market is limited, and mackerel are scarce. The receipts of smelts continue light.

QUEBEC.

Montreal.—The week preceding the beginning of Advent has been marked by active business in the fish market. Dealers throughout the country are evidently determined on good sales from now until Christmas, and in fact, as soon as the holiday season is over, there should be a steady trade until the return of the warm weather. Prepared and frozen fish will probably supply the leading lines.

Fresh fish is practically done for, and supplies in this department will be mostly frozen henceforth. Cod, haddies, bloaters and fillets will attract a big trade, and of course, oysters will be a feature. Grocers who have prepared themselves for a fish trade, should take advantage of every opportunity to make their venture profitable.

FRESH

Steak cod, headless, per lb	0 06	0 07
Haddock, per lb	0 05	0 06
Smelts, fancy		0 10

FROZEN

Haddock	0 04	0 04½
Halibut, per lb.	0 08½	0 09
Herring, frozen, per 100 fish		1 80
Pike, round, lb	0 06½	0 07
Pike, dressed & headless, lb		0 07
Steak cod		0 06
Mackerel		0 11
Dressed perch		0 10
Dore or Pickerel	0 08	0 08½
Round red salmon	09	0 10
Gaspe salmon, per lb		0 18
Qualla salmon	0 07	0 08
No. 1 smelts, lb		0 10
Extra smelts, lb		0 15
Lake trout, lb		0 10
Whitefish, large, lb		0 09
Whitefish, small	0 06	0 06½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11-12
Strip cod, boneless, 30-lb. boxes, per lb	0 12
Shredded cod, 2 doz. in box, per box	2 60
Skinless cod, 100 lb. case	7 00

SALTED AND PICKLED

New green cod, per lb	0 04½	Salmon, B.C., red, bbl.	14 50
New Labrador herring, per bbl	5 50	Salmon, B.C., half bl.	8 00
New Labrador herring, per half bbl	3 15	Salmon, Labrador, bl.	15 00
Labrador sea trout, bbls	12 00	Salmon, Labrador, half bl.	8 00
Labrador sea trout, half bbls	6 50	Salmon, Labrador, trcs, 300 lbs	21 00
No. 1 mackerel, pail	2 00	Salt eels, per lb	0 06½ 0 07
No. 1 mackerel, ½ bbls	3 00	Salt sardines, bbls	5 50
Scotia herring, No. 2, bbl		Salt sardines, ½ bbls	3 15
Lake trout, kegs	6 50	Sea trout, ½ brl	6 50
Choice mackerel, pail	1 00	Sea trout, bbls	12 00
Mackerel, ½ bbls	3 00	Scotch herring	6 00
		Scotch herring, keg	1 00
		Holland herring, ½ bl.	5 50
		Holland herring, keg	0 75

SMOKED

Smoked eels, per lb	0 10
Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies	0 06½ 0 07
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 10
Herring, new smoked, per box	0 18
Kippers (small), 5 doz. per box, per box	1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

ONTARIO.

Toronto.—The first special season of fish selling is all but here. December 3 marks opening of Advent, which means two extra fish days weekly. With favorable weather for the handling of this line, dealers are anticipating good sales.

This week, the fresh fish slate has been considerably reduced, supplies of fresh halibut, perch, trout and white fish, having come to an end. A good list, however, of frozen, smoked and pickled fish is provided.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught herring	0 05 0 06
Haddock	0 06 0 07		

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	New Pink sea salmon	0 09
Whitefish	0 10 0 11	Sea herring, lb	0 04½
Red salmon, headless and dressed	0 11	Sea herring, 56-lb. bx	2 25
Halibut	0 09	Mackerel, lb	0 12
		Mullets	0 04
		Bluefish	0 12

SMOKED

Kippers, per box	1 35	Cod, Imperial	0 06½
Bloaters, per box	1 25	Omit-on-toast	0 07
Finnan Haddie, lb	0 08	Fillets of haddie	0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	8 00
Oysters, selects, gal	1 75	Labrador herring, half bbls	3 25
Oysters, standards, gl	1 55		



AFTER GOLD!!

Many a good man has closed up his store and gone out to the gold fields dreaming of fabulous wealth. They have, however, in most cases been disappointed and wished they had stood by the old ship. We're not talking "gold" or "fortunes" to you but we want to impress upon you that money can be made by going after fish business.

Smoked Fish for Advent Trade

Try our Ocean Brand HADDIES, FILLETS

Sales are good and profits worth while.

ARBROATH SMOKIES

Here's an interesting proposition. Write about them. We have lots to tell you.

"CANADA" Brand Pure Boneless Cod Fish

CANADA TABLETS, 20 1-lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk.

Owing to the heavy demand, what we anticipated on announcing Boneless Cod to the trade, we are somewhat behind in our shipments of CANADA CRATE and CANADA STRIP. There will be a slight delay in the filling of orders and in this respect we would ask customers to bear with us. We can supply immediately Canada Tablets and "Mariner" Brand Skinless Fish.

Halifax Cold Storage Co., 47 William St., Montreal

"Coast-Sealed" Oysters

They are so clean, so firm, so deliciously-flavored that they

make more people eat more oysters

That's why we call "Coast-Sealed" Oysters a **trade-building** line.

Every oyster over four years old, opened and packed in a sealed package right on its native grounds.

Every package refrigerated at the right temperature, then shipped to your store properly refrigerated all the way.

LET US HAVE ADVICE AS TO CHRISTMAS NEEDS

Connecticut Oyster Company

Canadian Branch: 50 Jarvis Street, - Toronto, Ont.

NOVA SCOTIA.

Halifax.—Fish have been unusually scarce on the local market during the past week. Weather has been unusually bad, and the fishermen could not get out to the grounds. Only one banker arrived, and she had less than 12,000 pounds of fish on board. Dealers say that the shortage will be relieved by next week. Several vessels sailed to-day for the fishing grounds, and will probably be back early next week with average fares. There was not enough fish landed to supply the demand. Some of the stock in cold storage had to be brought out. The few haddock that were landed, were fine fish, and found ready sale.

Salt codfish is in excellent demand, with firmer prices.

There is less dry fish in store in Halifax to-day, than for many years. An average winter stock, some five or six year's ago, was about 300,000 quintals. Last season this ran down to 120,000 quintals. This season something like 80,000, are lying in the warehouses.

Pickled herring are also advancing in price, and the advance has brought in most of the stray lots from shore ports.

NEWFOUNDLAND.

St. John's.—There is practically no change in fish prices since last report, except that some merchants are giving as high as $6.80 to $7 per quintal for large, and small merchantable and Madeira fish. This price is being paid in order to obtain full cargoes for foreign markets. Herring and codfish still remain in good supply around the coasts, and the weather is favorable for obtaining them.

Cod oil appears to be scarce, small quantities only having arrived to date. Low prices that have been ruling during the past few years, offer no inducement to fishermen to refine it.

Foreign markets for Newfoundland codfish still appear to be strong.

NEW BRUNSWICK.

St. John.—Several days of bad weather were responsible for many light arrivals in fresh fish this week. Dry salt are practically all out of first hands. The market does not promise to be active for present at least, and prices remain about the same as last winter, with a tendency to be much firmer. A large quantity of nice bloaters of Newfoundland stock, are being offered at about 60 cents. Smelt are plentiful this season, and it has been some time since they have been known to be of such a large size, as is the case this year. One dealer said this week, that "this year's smelt were as large as herring." They are bringing 7 and 8 cents. Shipments in general to the Canadian West are favorable, and expectations are that this will keep up for some time. Shipments are now better than they were at this time last year

THREE LEADERS
That Make the Buyer Satisfied

Golden Brand Lake Erie Ciscoes
Rich and sweet.
Special low price this week.

Golden Brand Haddies

Neptune Brand Oysters
Solid Meats, are great.

Drop us a line and we will be pleased to send you quotations weekly.

JOHN FITCH
WHOLESALE DEALER IN FISH AND OYSTERS
120 King St. West, Hamilton, Ont.
PHONES: Day 3647, Night 3477

Merry Christmas

SEALING Tapes are a distinct advantage to the merchant. They are neat and attractive, are valuable for publicity purposes and can be made profitable mediums for advertising.

At this season "Merry Christmas" Tapes are appropriate and an aid to business. We can supply these with beautiful borders and of the best quality, either for sealing or decorating packages.

ORDER BY WIRE AT OUR EXPENSE

EXPRESS PREPAID ON CHRISTMAS TAPE

1600 of these "Merry Christmas" Tapes for $1.50. They can be used in the Crystal or Comfort Sealing Machine.

Tape printed in two colors.

AGENTS
QUEBEC—Francis Turcotte, Room 16, Morin Block, Quebec, Que.
ONTARIO—Jas. Turner & Co., Hamilton, Ont.

AGENTS
MANITOBA and SASK.—W. H Escott, 137 Bannatyne Ave.
ALBERTA and B.C.—K. A. Cameron, 204 2nd St. W., Calgary.

DOMINION AGENTS
CRYSTAL SEALING CO.
204 Stair Building - Toronto, Ont.

You Get Both The Smokers and The Chewers When You Sell

GREAT WEST

Cut Plug TOBACCO

It is a cool, sweet smoke—and a lasting, satisfying chew.

It is splendid value for the money. Quality and wide advertising have made "Great West" popular from coast to coast.



Tell your customers that "Great West" is equally good for chewing and smoking. Then they will use **twice as much** of it—and you will **sell twice as much** of it—thus doubling your profits.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa Ont.; A. E. Richards & Co, Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

A Profitable Line to Handle!

There is a distinctive and delicate flavour about---

Order from your Wholesaler

CCC
Norwegian Canned Goods

"CONCORD"

Norwegian Sardines

that cannot fail to please your better-class customers. Moreover, there is an absolute guarantee of purity of contents on each tin. None but finest freshly caught autumn fish are used, all hard, tough fish being rejected. From 24 to 28 fish are packed in a tin, and the fish are mild cured and not too much smoked.

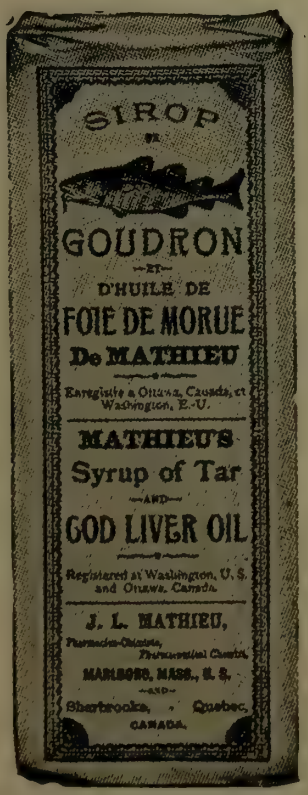
The profit selling "CONCORD" is a very "well-worth-while" one.

Don't forget the name "Concord" when ordering.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg
A. H. Brittain & Co, Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

KEEP OFF THE SICK-LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

1911 *Christmas* *1911*

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

King George's Navy

is worthy of your support right now for many sound business reasons. There are hundreds of men in your neighborhood whom you can "recruit" and "muster" around your store on Saturday Evenings for their weekly Tobacco allowance.

KING GEORGE'S NAVY has nothing to do with The Canadian Navy, remember, but is the popular

Smoking Tobacco

packed by the firm which guarantees prompt delivery and quality all the time.

That firm is

The Rock City Tobacco Co.

Quebec Winnipeg

WRITE ABOUT

Maple Sugar - - Chewing Tobacco
Master Mason - - Chewing Tobacco
Rose Quesnel Smoking Tobacco

7-20-4

How Many Men

enter your store every day? Quite a number, we are sure, and a large percentage of them smokers too. You can secure a number of them as tobacco customers if you feature the

7 7-20-4 CIGAR 7

20 Enjoyed by the best in the land and admittedly the most fragrant smoke "of 'em all." 20

4 DO YOU SMOKE? 4

If so, drop us a line for samples and you can try them out yourself. You will be a good judge. The best is none too good for you and your customers.

The Sherbrooke Cigar Co.,
Sherbrooke, P.Q.

7-20-4

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about $4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

FOR SALE — First-class Grocery and Provision Business (situate in Fort William, Ont.) for sale as going concern. For particulars apply Box 403, CANADIAN GROCER, Toronto.

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, Montreal.

WANTED.

ENQUIRIES, then orders, from grocers in need of Office Requirements, Rubber Stamps, Rubber Type, Cuts, Numbering Machines, Cheque Protectors, Typewritten Circulars and Form Letters, etc. THE STANDARD AGENCY, Box 464, Fredericton, N.B.

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF, doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	5-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	
1 "	12 "	Percase
1 "	16 "	$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 45

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" 1-lb. tins	4 65



Cartons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 8-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 8-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

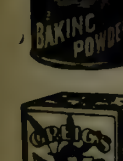
	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 95	Pear	1 70
Raspberry	1 95	**Jellies**	
Black currant	1 95	Red currant	2 00
Red currant	1 75	Black currant	2 15
		Crabapple	1 45
		Plum	1 70
		Grape	1 85
		Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Raspberry & red currant	1 95
Raspberry and gooseberry	1 80
Plum jam	1 55
Greengage plum, stoneless	1 75
Gooseberry	1 75

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

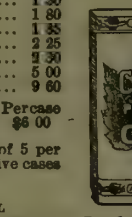
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

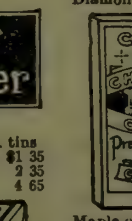
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy ½s	0 25
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 33c. lb.; Vanilla sweet chocolate, ½ lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 33c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 lb. boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

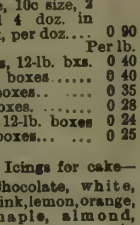
White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

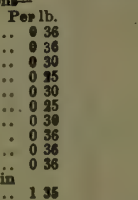
	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85

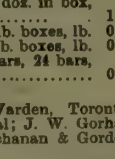




REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"	"	0 18
Grand Prix, 1 and 2 lb. tins		"	0 30
Demi-Tasse, 1 and 2 lb. tins,		"	0 30
Flower Pot, 1 lb. pots,		"	0 22

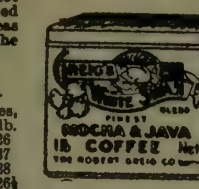
Confections

IMPERIAL PEANUT BUTTER

Small, cases	2 dozen	0 95 dozen
Medium, cases	dozen	1 80 "
Large, cases 1 dozen		2 75 "
Tumblers, cases 2 dozen		1 35 "
25-lb. pails		0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

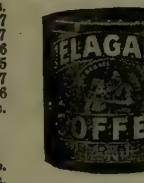
Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.

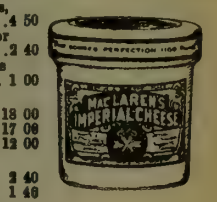


Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$ 00
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz.	1 00
Imperial holder—	
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00
Roquefort—	
Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 50
Large blocks, dozen	2 80
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers HAMILTON, ONT.

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Biekerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Rou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 00
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 15
Tins—		Tins—	
6 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matte Golden Russett—	
Sparkling Cider, 12 qts	5 00
" " ¾ pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

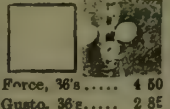
Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.





Force, 36's 4 50
Gusto, 36's 2 85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40

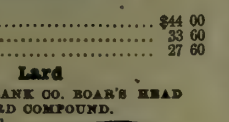


100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

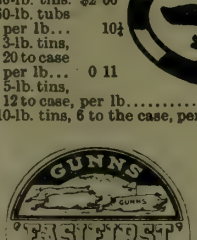
Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal



Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins, 6 to the case, per lb	0 10½



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 60
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special" per box	0 22
8 lbs. " " "	0 44
5 lbs. " "Standard" "	0 27½
10 lbs. " " "	0 55
60 lbs. cases or 75 lbs. bbls. per lb.	0 05
25 lbs. cases 1 lb. pkgs (Vermicelli) "	0 06

Globe Brand.

5 lbs. box "Standard" per box	0 30
10 lbs. " " "	0 60
25 lbs. cases (loose) per lb.	0 06
25 lbs. cases, 1 lb. packages "	0 06½

Jelly Powders



Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz. $2 50
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50

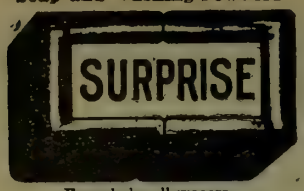
Weight 11 lbs. to case. Freight rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall....doz.	2 00	1 gall.....doz.	19 20
¼ gall..... "	6 00	1-16 gall., gross	
½ gall..... "	10 80	lot.....	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz..... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
20 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 48 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb..	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb....	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb....	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 20 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb....	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.50; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¼
Quarter barrels, 175 lbs.	0 03¼
Pails, 33½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

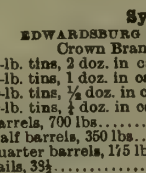
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

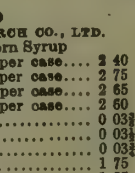
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
lb. tins	2 doz in case	$3 50
5 "	1 " "	4 00
10 "	½ " "	3 95
20 "	¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum re-selling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum re-selling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:	
2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05
Western Prices—Sudbury to Victoria.	
2's, 2 doz case, per doz	1 60
3's, 2 doz. case, per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 doz cases, doz	0 90
Pint bottles, 3 doz cases doz.	1 75



	Per dozen
H P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

5a size, gross. $2.40 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz.	0 85
Metal Outfits, Black and Tan	"	3 65
Card Outfits, Black and Tan	"	3 25
Creams and White Cleaner	"	1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
East of Winnipeg only.		
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

MELAGAMA TEA



MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 43
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails. 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails. 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

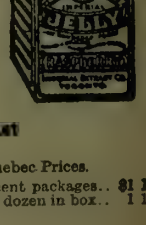
Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case. 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.



White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

Strong, delicious Coffee can be prepared in one moment without trouble by using

SYMINGTON'S COFFEE ESSENCE



Your customers will appreciate this, and when they find that SYMINGTON'S has the flavor, strength and aroma of the finest Coffee will become regular buyers. It is the purest and most economical of all Coffee Essences.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE
BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

"COW BRAND"

BAKING SODA

Stronger and purer than any other package or bulk soda, always uniform and thoroughly reliable.

Pure



Reliable

The housekeeper's guarantee lies in the reputation of the manufacturers.

The grocer's guarantee for profit lies in the "Cow Brand" Baking Soda's popularity with the housekeeper.

Church & Dwight, Limited

MANUFACTURERS - MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

SALT?

Your Fall Stock?

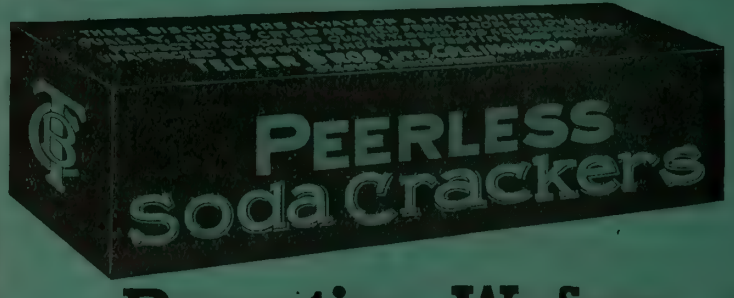
Write to-day

To THE SALT SELLERS

Verret, Stewart & Co., Limited

MONTREAL





Trade Winners

To secure a successful biscuit trade it is necessary to buy the best goods the market affords, so it is in the interests of the retail trade to buy

TELFER'S

Reception Wafers and Soda Crackers

Tried and found satisfactory, and gaining more trade every year.

Packed in air-tight packages, they are opened by the customer in as crisp and fresh condition as when they leave our modern biscuit home.

We make all kinds of Fancy Biscuits. Get our Price List.

TELFER BROS., Ltd., Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

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A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks.

For Sale by all the Canadian Jobbing Trade

MAGOR, SON & CO.,

403 St. Paul Street, MONTREAL
30 Church Street, TORONTO

Agents for the Dominion of Canada



Tell the Mother that Her Kiddies

will like Crown Brand Corn Syrup on bread. Tell her that

CROWN BRAND CORN SYRUP

is just syrup in its most digestible form, that it is almost solid nourishment; being higher in food value than other syrups, the children can eat all they want of it.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



The Best Proposition!

Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S
Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world---Canadian Fruits---selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the 'wise' ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited
Hamilton, Ont.

Protect Your Customers

Notice:—

A fish bearing an imitation of our name and registered trade mark viz.

THISTLE BRAND

is being offered and sold in Canada. We wish to draw your attention to the fact that anyone selling same is liable to criminal prosecution under the act below mentioned as well as anyone having same in their possession.

CHAP. 29, SEC. 446, ET AL, CRIM. CODE, 1902.

Everyone is deemed to falsely apply to goods a trade mark or mark who without the assent of the proprietor of the trade mark applies such trade mark **or trade mark so nearly resembling it** as to be calculated to deceive.

Everyone is guilty of an indictable offence who with intent to defraud

(a) Forges any trade mark; or

(b) Falsely applies to any goods any trade mark **or any mark so nearly resembling** a trade mark as to be calculated to deceive.

Everyone is guilty of an indictable offence **who sells, or exposes, or has in his possession for sale** any goods or things to which any forged trade mark or false trade description is applied, or to which any trade mark or mark so nearly resembling a trade mark as to be calculated to deceive, is falsely applied.

ARTHUR P. TIPPET & CO., - Montreal

Sole Agents for "Thistle" Brand
Haddies, Kippered Herring, etc.



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

THE NAME "FAIRBANK" MEANS SOAP SURETY



GOLD DUST

GOLD DUST advertising sells GOLD DUST.

GOLD DUST cleansing power keeps GOLD DUST selling.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL

BORDEN'S

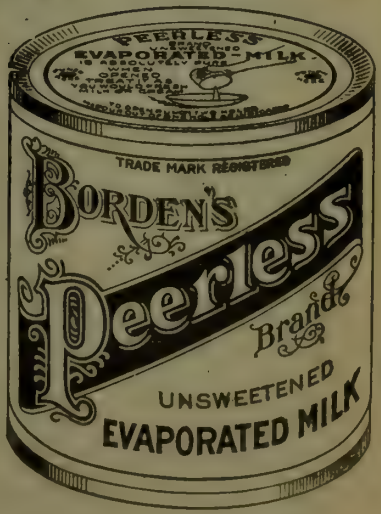
EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



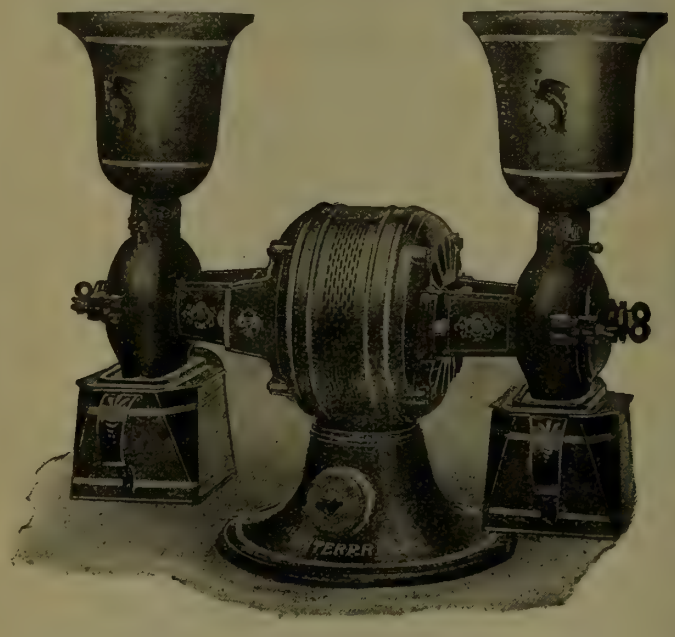
BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



WAGSTAFFE'S

FINE OLD ENGLISH MINCE MEAT AND PLUM PUDDING

NOW READY FOR DELIVERY

¶ Made from the finest fruits and spices obtainable, in the most up-to-date sanitary factory in Canada.

¶ Our goods may be a little dearer, but look at the quality.

¶ Mince Meat, packed in 1-lb. 2s, 5s, 7s ; 25-lb. gold-lined pails, and 62-lb. tubs. Plum Puddings, packed in 1s, 2s, 3s, crocks. In individual cardboard boxes.

ORDER QUICKLY, PLEASE, FOR THE SEASON
ONLY A LIMITED QUANTITY BEING PACKED

WAGSTAFFE, LIMITED

PURE FRUIT PRESERVERS

Hamilton - - - Canada

"GET A RECEIPT"



89.0 JAN.11

★D 77.00

A.LABONTE
MONTREAL
GROCERIES

Return This Check
In Case Of Error
It Is Your Receipt

Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation.

Increases trade. Increases profits.

BECAUSE It enforces a correct record of
All cash sales. All credit sales.
All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada, 285 YONGE STREET, TORONTO 136

New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

FIRE! FIRE!

6 STORES BURN ACCOUNTS ALL SAVED THROUGH THE KEITH SYSTEM

A COMPLETE STORY IN 6 VOLUMES
HERE IT IS

1. D. D. BOWERS, Liberty Center, Ohio.
2. A. F. BENDER, Cumberland, Md.
3. W. D. DICKEY & SON, Springfield, Ohio.
4. GUSTAVE KRATZIG, Pittsburg, Pa.
5. J. KUMMER & CO., Uhrichville, Ohio.
6. THOS. H. CARROLL, Hartford, Conn.

(Write any of the above parties if you wish to verify these statements.)

LISTEN!



One-writing. Self-Indexing. Fire-Proof.

Every one of these merchants had large stores in which buildings with contents were completely destroyed, but they all saved their accounts through the **Keith Fire-proof System.**

This positive evidence of the fire-proof qualities of the Keith Systems actually spreads all over the United States, and yet, strange as it may seem, certain manufacturers of drop-leaf systems who would first sell their system and would then afterwards sell you an expensive safe in which to store the accounts—call us fire-proof fakers.

They have an axe to grind.

We have given you facts backed by sworn affidavits, and we, therefore, feel safe in leaving this matter to your intelligence.

The fire-proof feature is only one of the many points of protection offered by the Keith System.

WRITE AT ONCE FOR CATALOGUE "H" FOR FULL INFORMATION.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 843, Brockville, Ont.

By Royal Letters Patent.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon



Advertisement Rock

Sticks of pure sweatmeat lettered right through with the name of your town or an advertisement of your store.

Pink's Rock has an enormous sale in every holiday resort in England. You can do a big trade with it too. Each stick is wrapped in tissue paper or packed in a carton.

Samples and Prices from our sole Canadian Distributors

THE MANUFACTURERS' AGENCY COMPANY

Montreal, J. W. Windsor, 22 St. John St.
St. John, N.B., S. Cecil Irvine, 48 Princess St.
Halifax, N.S., C. E. Creighton, Bedford Chambers.
Boston, U.S.A., Gen. Sales Office, 330 Board of Trade Bldg.

E. & T. PINK, London, Eng.



A Woman's Pride Is In Her Home

It is a safe estimate that nine out of every ten of your customers are householders. Therefore, you are gaining their confidence by offering an article that will help them to keep sinks, bath-tubs, glassware, etc., perfectly clean and sanitary with very little muscular effort.

LAWRASON'S Snowflake Ammonia

is your best stock to win the trade of the housewife. It is the largest five-cent package of ammonia on the market, besides being backed by a guarantee of $500 that it is the most effective.

Does it qualify for a place on your shelves?

Order from Your Jobber.

S. F. LAWRASON & CO., London, Ontario



Handle McCormick's Jersey Cream Sodas!

There is both satisfaction and profit in offering McCormick's Jersey Cream Sodas to your trade. For the name "McCormick's" stamped on a biscuit stands for the utmost that can be produced in soda biscuits.

CRISP — TASTY — WHOLESOME
Just the goods your trade needs

Get in a full stock of McCormick's Jersey Cream Sodas and be ready to meet the big demand our advertising is creating.

Order from your nearest shipping point.

McCORMICK'S FANCY JERSEY CREAM SODA BISCUITS

FACTORY AT LONDON. WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY.



Chinese Starch

The Starch for Beautiful Work

Develop your starch trade by featuring the starch which gives complete satisfaction. "Chinese" is the starch that customers are so pleased with that they keep on re-ordering it

OCEAN MILLS

Montreal

IT SELLS ON MERIT

There's a constant demand in every household for a good bottle of Worcester Sauce. The kind that possesses that peculiar piquancy and gives a superior zest to any dish is

Adam & Co.'s Worcester Sauce

Prepared under conditions of most scrupulous cleanliness and efficiency, the ingredients are from an original recipe and guaranteed absolutely pure.

Canadian Agents: Alex. Tytler, Temple Building, London, Ont.; J. A. Crooks, Bedford, Halifax, Nova Scotia; Kirkland & Rose, 312 Water St., Vancouver, B.C.; G. C. Warren, Regina, Sask.

PROPRIETORS:

"KIT" Goffee Company, Govan, Glasgow, Scotland

When You Sell Soap

make sure

that you only sell

the Best

i.e.

"Canada's Best"

which IS Soap.

Have you had particulars of our new Premium and Certificate system? If not, you should write right away. You will find it worth while.

The United Soap Co. of Canada
LIMITED
MONTREAL

THE WAY OF SUCCESS

in handling matches is to sell the best—the kind that light silently without sputtering or breaking, and give uniform satisfaction to the last match in the box. Matches of such quality delight the user and insure repeated purchases.



A staple like the Dominion Match promotes sales.

THE DOMINION MATCH CO.,
LIMITED,
DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Quebec.



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country.

Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

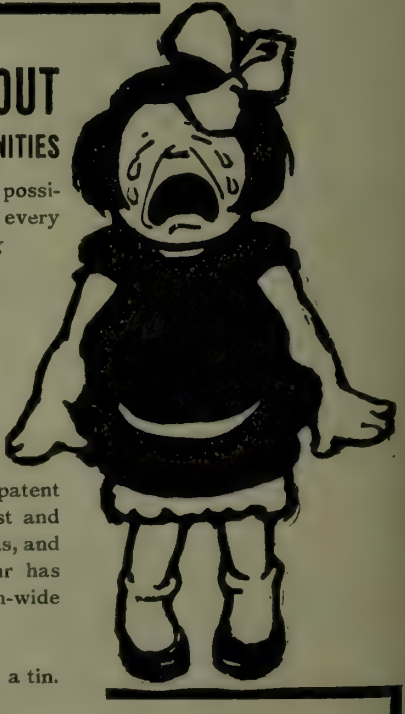
DON'T CRY OUT

OVER LOST OPPORTUNITIES

There are unique profit possibilities AHEAD for every grocer who is featuring

BJELLAND'S

SMOKED HERRINGS IN BOUILLON



Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.

Ask Your Wholesaler

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON :: :: ONTARIO



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



'CAMP'



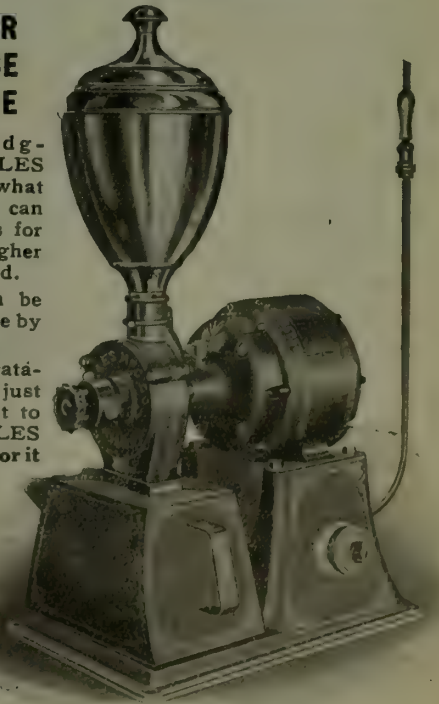
Built For Permanence

CONSIDER
CRITICISE
COMPARE

Base your judgment of the COLES models upon what you know—or can learn—of mills for which much higher prices are asked.

We will then be content to abide by your decision.

The COLES catalogue tells you just what you want to know about COLES mills. Write for it now.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

KO-KO-BUT Talk No. 2

We have shown you that KO-KO-BUT, the perfect Cooking Butter, is 100% pure and more economical than Butter or Lard. We now call your attention to our method of co-operating with the retailer.

Our Co-operation

We are daily creating a greater demand for KO-KO-BUT, and the best of retailers acknowledge that we are acting squarely with them. If you will send us a list of your best customers we will forward every one of them a copy of our Cook Book. If you place a small order to meet the demand, we will place your name and address on each copy. Isn't this fair?

Write Us To-day Don't Fail

Dominion Cocoanut Butters
Montreal LIMITED

"KO-KO-BUT is not a Fad."

No Advance in Price

for our Celebrated

Pearl Brand Maple Syrup

To those who are not familiar with our syrup we guarantee it superior to any other mixture syrup on the market, regardless of make or brand. We will ship it to any point, prepaid to the extent of 40 cents per 100 lbs.

A Suggestion---That you take advantage of the present season and clear your present stock of maple goods—then send us a trial order through your jobber.

We guarantee our goods to be perfectly satisfactory, or they may be returned at our expense.

Maples Limited

TORONTO - - - - ONTARIO

QUINQUINOL

What is it?

The most "up-to-the-minute" Stock Food on the market to-day. Has gained three diplomas at recent Exhibitions and has been highly recommended by the Minister of Agriculture.

One Dealer Wanted

in each town and advertising matter provided.

Quinquinol

is packed in gallon tins and is thus free from loss by vermin or moisture.

50% Profit.
$4.00 per doz. gallon tins. Retails at $6.00.

Write and Register

American Pure Food Co.
MONTREAL

NATION'S CUSTARD POWDER

& Egg Powder

The dainty, delicious dessert sold by leading grocers from coast to coast, and always in season.

5-CENT PACKETS
HALF-POUND TINS
ONE-POUND TINS

AGENTS:

Ayre & Sons, Ltd.,
St. John's, Newfoundland
F. Coward, Toronto
(For Ontario)
The W. H. Escott Co.,
Winnipeg, Man.
McKelvie, Cardell, Ltd.,
Calgary, Alta.
Distributors, Ltd.,
Edmonton, Alta.
W. H. Malkin, Ltd.,
Vancouver, B.C.

Sample free by post.

Weston's Fancy Biscuits

Put up in small glass front tins—especially for the Christmas trade, in four varieties—Cocoanut Macaroons, Fancy Macaroons, King's Mixed and Lady Fingers.

These lines are also put up in bulk, in plain or glass front tins.



Weston's Cocoanut Macaroons

You will find a warm confidence among your trade in Weston's Biscuits—based on the fact that they have been found unsurpassable in **quality** and **flavor.**

We solicit mail orders. You will find us always at your service to give you the closest attention and satisfaction.

Send for a trial order NOW, and make us prove our assertions.

George Weston, Limited

TORONTO

WE BOUGHT SUGAR BEFORE THE RISE

and bought heavily, too. We are thus able to offer Grocers in Canada our world-famed Scotch Marmalade at the lowest prices. You and your customers get the benefit of our big and careful buying.

John Gray & Co.'s Scotch Marmalade

is the acme of purity. Prepared only from fresh, ripe Seville oranges and pure refined sugar, it contains no Glucose nor preservatives. We have been making fine preserves in Glasgow for generations, and we stand back of every sale we make. Our guarantee of purity is on every jar.

Prices of this popular and quick-selling line from our Agents:

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal.
Toronto: LIND BROKERAGE CO., 73 Front Street East.
Ottawa: E. M. LERNER & SONS, 11 York Street.
British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.



HOW WONDERFUL

it is in its doing towards turning the drudgery of washday into a veritable pleasure. Inexhaustive tests have proven it a sure and speedy cleanser for many and all kinds of fabrics, without injuring the most delicate.

Hard and pure, Wonderful Soap will do more work to the bar than any other soap.

The market is good for such a useful washday wonder, and the profit well repays you.

ASK FOR PRICES.

THE GUELPH SOAP CO.

GUELPH, :: ONTARIO



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

Tartan BRAND

THE SIGN OF PURITY

Tartan Brand Teas, Coffees, Spices, Extracts, Baking Powder, Canned Fruits and Vegetables Salmon and Sundries. Every tin and package guaranteed.

Wagstaffe's Jams, Jellies, Marmalade.

Imperial Vinegar.

The above lines are fully guaranteed for quality, appearance and sale.

Phone 3595. Exchange to all departments.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

This Mark on Every Box

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
TRADE MARK

Means Quality Dried Fruits

The Highest Type of Packing
The Finest Fruits

Place Order Now for Fall Delivery

All First-Class Jobbers Handle.



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

MINCE MEAT OF QUALITY

Combined with Purity, is the outstanding feature of

Sterling BRAND

which has proven itself equal to the home-made product. Is made only of finest selected fruits, spices and peels, making it both delicious and wholesome.

This is a seasonable line for Fall trade and yields excellent profits to the retailer.

Try a small order. Sure to produce results.

THE T. A. LYTLE CO. Limited

Sterling Road, - Toronto

THE RETAIL STORE

that gets the business and **HOLDS** it, is the store that handles lines of the Best Quality. How many new customers do you get in a month? How many do you **LOSE**? Certain retail stores get a "name" for goods of high quality, **THEIR** business is permanent, just the kind of business **YOU** want!

YOU CAN GET IT by buying from "**US.**" Anything and everything needed in your business, bought for you right, from the right people and shipped to you promptly. The best manufacturers, firms that put out lines of the finest quality, are constantly making us their direct representatives for the West.

LET US HELP YOU towards permanent and increasing business.

RICHARDS & BROWN, - - - WINNIPEG

Wholesale Commission Merchants

THE "WALKER BIN" SYSTEM

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

DO YOU SELL

FOREST CITY BAKING POWDER

THOUSANDS DO, WHY NOT YOU?

You want the best, then buy FOREST CITY

PROFITS

Try our special Christmas offer.

1 c/s	6	oz.	6 doz. at		75c.
1 "	12	"	6 "	"	$1.25
1 "	16	"	6 "	"	1.75

and we will give you 1 doz. each size free and pay the freight to any Ontario point.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.



There is But One Brand

that will satisfy the desire of all classes of your trade for baked beans. Proper cooking of the highest quality beans, combined with just the right amount of flavoring ingredients, has made

"Simcoe" Baked Beans

a popular dish with the classes, as well as the masses. "A Better Quality at a Lower Price."

Baked Beans are an excellent substitute for potatoes, which are very high priced at the present time. Notwithstanding the high price for White Beans, the canned beans have not been advanced in price and are continuing to please the lovers of this wholesome product.

"Valuable Hints on Storing Canned Goods,"
an interesting little pamphlet, is free for the asking

DOMINION CANNERS LIMITED, HAMILTON
ONTARIO

Furuya & Nishimura

(JAPAN TEAS)

SHIDZUOKA - NEW YORK - CHICAGO - MONTREAL

L'ETOILE

Macaroni Vermicelli Spaghetti

Are you selling a satisfactory amount of alimentary goods? If not, the slackness may be due to the fact that you are not stocking the proper line.

L'Etoile gives satisfaction

and we strongly advise you to put it in a prominent position in your store or window display. The package is rich looking and the goods are richer.

WRITE FOR PARTICULARS

Cie Francaise des Pates Alimentaires

6-9 HARMONY STREET, - MONTREAL

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance,
and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.

"YOUR CHOICE"

Is often the way your Customers will leave it to you in supplying them with the best of quality.

ST. LAWRENCE GRANULATED

is absolutely the best quality you can buy, made only from Choicest West India Cane Raws, testing, $99\frac{99}{100}$ of Purest Sugar Quality. This is a sugar that will back your opinion and reputation for supplying and handling only the finest goods.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

TEA LEAD

(Best Inoorrodible)

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BRASS STENCILS

OF EVERY DESCRIPTION.

THE HEROD MACHINE & STAMPING Co LIMITED BRANTFORD CAN.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

THE PRIDE OF THE KITCHEN

is generally the stove. You can both please and satisfy your customer by supplying

JAMES DOME BLACK LEAD

A Stove Polish that will give absolute satisfaction all the time.

Pays a Good Profit Gives Great Satisfaction

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE W.H. ESCOTT CO.
Wholesale Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
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SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
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might bring inquiries. Better write for rates to
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This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
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Manufacturers and Buyers of Dried, Evaporated and Canned Apples
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ESTABLISHED 1856

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OF DURABILITY
are the "TARBOX BRAND"
No. 8 Plain Cloth Holder. } Stamped Steel Heads
No. 10 Combination Brush }
Specify through your Jobber along with Self-wringing and Crank-wringing Mops. Manufactured by
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Every Box a Trade Bringer
Prevail upon your customers to take a box of
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as a trial. Its genuinely good quality will make it exceedingly popular, and serve you as a good trade bringer.
The demand is great—the profit is good—Order NOW
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The ***BROWN*** is the ***Perfect*** Bag Holder
Size required can be seen at a glance.
Handy, saves time and therefore money.
For sale by jobbers everywhere. Ask your jobber or write
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The best in the world are made by
McDOUGALLS
Insist upon this make
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Write us for prices. Phone order at our expense.
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The "Double Event" Package
is what many consumers call our "Club" Jelly Powders, because the carton contains a rich and tasty jelly powder and a custard powder which make a really delicious dish.

Have You Tried "Club"
Why not write for sample package and have your wife give them a trial? If she be pleased, well, your best customers will also like them.
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Montreal - Toronto

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—your name and field of operations before
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—looking for responsible representatives.
It costs you little and means much to you if you are looking for agencies.
Write for particulars to
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Montreal Toronto Winnipeg

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Makes a perfect Dessert.

Easily prepared and a favorite with all.

Trade-mark  of QUALITY

Choice materials, finest fruit flavors, and perfect art in making, ensure our Jelly Powder a winner.

Your sales increased and satisfaction guaranteed.

I X L SPICE & COFFEE MILLS, LIMITED

LONDON, - - ONTARIO



SAPHO LINES



are the winning lines, Mr. Grocer, and should receive a fair share of your attention. Here are four of them. Look at cuts.

Liquid Bluing.
Household Ammonia.
Anti-Dust Sweeping Powder.
"Mine Grasse" Stove Polish.

Genuine Specialties—all of them.

ASK FOR PARTICULARS.



THE

Sapho Mfg. Co. Limited

MONTREAL



Holds Your  Best Trade!

To make a dish more palatable, some sauce or relish is invariably used. Should the sauce not add piquancy to the dish—the grocer generally has to suffer. If you sell your customers

BRAND'S India or Mango Chutney

you may rest assured it will please the tastes of your more fastidious customers. Careful preparation in manufacture makes it a standard table relish and a delight to all.

If you have not India or Mango Chutney in stock, see to it to-day—the business is bound to come—and the profit is good.



BOUILLON SEASON IS HERE

You can fill the want of your custom for a stimulating and invigorating, as well as healthful, drink at this season of the year by selling them

BRAND'S BEEF BOUILLON

Being specialists in the manufacture of invalids' foods, only the higher grade beef is used combined with a necessary perfection of cleanliness and purity.

Brand & Co.'s Beef Bouillon leaves a lasting favorable impression, by reason of the pleasant taste it leaves after drinking. A point that makes it superior to all other specialties of the nature.

STOCK NOW—AND GET THE COLD WEATHER TRADE.

BRAND & CO., Limited

Purveyors to H.M. the Late King Edward VII.

MAYFAIR, LONDON, ENGLAND.

NEWTON A. HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

Less Than Three Weeks Till Christmas

You have just a short time left to get your stocks for Xmas and after-Xmas trade into shape, and you should consider the following lines most closely, as they are all in good demand just now, and carry a genuine *guarantee of quality*, from an up-to-date house with an old-time reputation

A BARGAIN

A few boxes of "Princess" and "Duchess" Malaga Table Raisins, 1910 stock, but in *perfect condition*, to clear at a very low price.

1911 MALAGA TABLE RAISINS

COUNTESS CLUSTER, 5½ and 22-lb. Boxes.
PRINCESS CLUSTER, 5½ and 22-lb. Boxes.
DUCHESS CLUSTER, 1-lb. packages, 20 to the case. 5½ and 22-lb. boxes.
EMPRESS CLUSTER, 1-lb. packages, 20 to the case. 5½ and 22-lb. boxes,

FIGS

Here's a great Xmas seller. Get in a supply at our prices. Here is a nice profit for you. Mention the following brands when ordering.

CAMEL. 16-oz. and 10-lb. boxes, and 30-lb. bags.

ALLIOTTI. 12-oz. boxes.

COMMANDER. 33-lb. mats.

Valencia Raisins, 1911

GRAND AND ROWLEY

SULTANA RAISINS

MISTLETOE—1-lb. packages
EXTRA BRIGHT—
Loose

California and Oregon Prunes 1911

ENGLISH PEELS

Lemon Orange Citron

7-lb. BOXES.

Take a timely hint and have plenty of peels in stock. You can never exactly gauge the demand so be on the safe side. Let us quote you. Prices are so reasonable, and goods so superior that you will be thoroughly satisfied.

NOW FOR NUTS

Look at this variety:—
MAYETTE GRENOBLE, TARRAGONA, FILBERTS, MARBOTS, PECANS, BRAZIL, PEANUTS (Japanese "G" Bon Ton.) SHELLED WALNUTS, 55-lb. boxes.

YOUR SPECIAL ATTENTION

is drawn to the fact that we have just received a large shipment of Hallowee Dates, crop 1911. High quality. Loose and in 1-lb. packages,

CANNED GOODS INFORMATION

Le Soleil Brand has proven itself a general favorite. Always remember it when ordering imported goods. We can fill a few orders still for Canadian Corn, Peas, Beans and Fruits.

TIME MEANS MONEY. DELAYS ARE SERIOUS. ACT RIGHT NOW.

Laporte, Martin & Cie., Limited
MONTREAL

Wholesale Grocers. Wine and Liquor Importers.



Banner Brand Jams

Everything that careful selection and sanitary handling and expert cooking can do to make jam as palatable as possible has been embodied in this well-known brand.

Our expert process gives the customer jam with a delicious flavor, and you have our guarantee to back up every sale.

Send for Prices.

LINDNER & BENNER,
TORONTO

Western Agents---Laing Bros., Wholesale Grocers, Winnipeg

Some Christmas Specialties

China Ginger

Preserved Stem--pots, 1 and 2 lbs.
Chylong Preserved, - 1-lb. pots.
Dry Sugared, - - - 1-lb. tins.

Genuine Camenbert Cheese

Small sealed tins, 15c. line, $1.35 doz.
Medium " " 25c. " 2.10 "
Large " " 40c. " 3.75 "

FRENCH FRUITS—

Crystallized Cherries and Assorted Glace Fruits in 1-lb. boxes.
Glace Cherries, Pineapple and Assorted Fruits.
Crystallized Cherries, boxes, 8¼ lbs.

A SNAP IN PICKLES—

MIXED, pails, 5 gals., - - $2 25
CHOW, " " " - - 2.75

Quality guaranteed. This is a genuine bargain.

SEND US YOUR ORDER FOR ANY OF YOUR CHRISTMAS REQUIREMENTS.

EBY-BLAIN, LIMITED, Wholesale Grocers, TORONTO

COOK'S FRIEND

BAKING POWDER

Contains

NO ALUM



The Very Finest



Ceylon Tea is used to uphold the unexcelled reputation enjoyed by

"SALADA"

To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality.

And---Remember---The Sale is Guaranteed.

"SALADA" TEA COMPANY

MONTREAL TORONTO

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Creating Demand for Christmas Goods

Some Actual Experiences of Dealers Who Sell Goods Not Asked for—Instances of Elevating Standard of Goods Sold to Customers—Special Lines to Display, Advertise and Talk up Between Now and Xmas—Give Special Attention to the Window.

Now that Christmas is only a little over two weeks in the distance, the dealer is in the thick of the holiday rush. In addition to handing out the goods asked for, he must give time and attention to creating demand himself, if he is to reap the best harvest.

The power of suggestion around Christmas is one that must be taken into consideration. A word from the dealer or clerk at the proper time will sell some Christmas novelty, a pound of figs, a package of dates or will induce the purchaser to take a better quality article than she had originally asked for. One of the chief aims of every merchant should be to elevate the standard of goods sold. The purchaser will have to pay a bigger price but the satisfaction secured will be worth it. Good goods eliminate dissatisfaction.

Raise Standard of Purchases.

Now is a splendid time to develop raising the standard of foodstuffs. People have usually more money to spend just now, or if they haven't more, they spend more than they otherwise would. They are susceptible to the persuasive appeals of the grocer and can frequently be induced to purchase a higher class article than is their custom.

The best grocers make this a strong plank in their platform.

"Yes, we have the lower priced sugar," was a recent remark heard by the writer, "but for your Christmas baking I believe you will be well repaid by purchasing No. 1. You will be much better satisfied."

Sold the Better Bacon.

Here is another: "We have some nice bacon at 25 cents. Yes, we have some at 22, the same as you have been getting, but you are going to get more satisfaction from the 25-cent bacon than from the other. Notice the regularity of the streaks of lean and fat, and the flavor too is superior."

The result in both cases was purchase of the higher priced article. The price is generally forgotten if the quality is above the average.

Once a dealer begins to raise the standard of any article and sends home a satisfied customer, this task gradually becomes lighter. Development is rapid, satisfaction is ensured with every sale and prospects for future business much brighter.

Besides elevating the standard of goods sold, the dealer must endeavor to create demand. The best method is by using personal appeals to back up a counter, shelf, show case or window display.

Effect of Personal Suggestion.

After the customer has given her regular order for tea, sugar, butter, etc., suggest something else, something seasonable.

"Those Malaga grapes shown in the window there have a particularly nice flavor," is one instance noted; "they are sound and sweet and I know you would like them."

Here is another:—"We have a fine line of jams just in. This is a line we never carried before, but we have made a thorough test and find it superior to anything we have ever sold."

In both cases sales were made because the dealer had something worth while and which he knew would appeal to customers.

The Lines to Feature Now.

Where help in a store is not plentiful or when everybody is busy, the merchant must rely on other influences. The power of an attractively dressed window is great as is also that of a convincing advertisement in the newspaper. At present dried fruits, nuts, extracts, flour, plum pudding spices and peels should be given every attention. Show them in the window and talk them up in the advertising if you have not the time to personally refer to them. When Christmas Day draws nearer a little more attention should be given to oranges, confectionery, walnuts, almonds, Brazils, candy, Malaga raisins, mincemeat, dates, figs, bananas, cranberries, cheese, bacon, poultry, Malaga grapes, etc. Sales of these lines Saturday before Christmas will be enormous and there can be no doubt that the dealer who has the most attractive way of offering them will reap the greatest benefit.

Confectionery Very Seasonable.

Candy and confectionery, will, however be a pacticularly good seller from now on. Many Xmas presents are boxes of choice confectionery and a good display will mean extra sales. Lines that can be thoroughly relied upon should be stocked so that satisfaction will be guaranteed. Profits are good and the line is well worth extra attention. Some dealers for a month before Christmas place a special clerk in charge of the confectionery counter so as to get the maximum result.

Talk up Malaga Raisins.

More attention should be given Malaga table raisins. These should be on almost everybody's Xmas dinner table and if some attention is paid to them sales can very easily be extended. Suggest them as a wholesome diet; show them in the window and call special note to them in advertising.

Every late Xmas window should contain oranges. The Xmas eve stocking usually has an orange or two and the Xmas table is always adorned by them. Bananas are a staple but their sales can be materially increased also.

Don't Overlook Cranberry.

The Xmas turkey needs a number of accessories. There are spices for the dressing and cranberry for the sauce. Don't neglect mentioning both and particularly the cranberry. This is now practically the universal turkey sauce and suggestion is only needed in a great many cases to swing the customer's mind in favor of a purchase.

Sales can readily be increased in figs and dates. Now that the package article is on the market as well as the bulk, particular buyers are sure of a clean article. A feature should be made of the individual boxes of figs for eating purposes. One or two open boxes in a conspicuous place will do a great deal. Both dates and figs are healthy and there is little danger in giving plenty of them to children.

Talk Value of Nuts.

The nut department is a worthy one. Nuts contain oils of value to the body and are considered a splendid food. The most should be made of them for Christmas, for while they are good sellers all winter and sellers the year round, now is a splendid time to demonstrate their value. Don't allow a customer to leave the store without mentioning nuts. No one can be offered at this season, and the chances for making extra sales are splendid.

Extracts in the Display.

Many Xmas windows now shown do not contain extracts. The dealer

should not forget them as they are an important ingredient for the baking. Include them in the list of suggestions to your customers and some will surely be found to adopt your suggestion.

Sell the Best Flour.

Flour is another article to push now. Even if many people do not bake their own bread they take pride in the quality of their Xmas dainties and don't usually trust them to the art of the baker or confectioner. Increase the sales of the flour you know to be the best in your store by window displays, advertising, and personal conversation. The fact has been demonstrated that the good dealer can increase the sales of any article he may be interested in. Pick out the best brand of flour you have and sell it now. After the festive season customers will come back for more.

Good Displays in Fall Number.

By referring back to the fall number of The Grocer (Nov. 3)—which everyone should keep on file—some Xmas window dressing suggestions will be observed. These are particularly good from some standpoints and no doubt will convey ideas that may be utilized. If special consideration is given to this department, sales above what people originally thought of will undoubtedly be made. Care should be taken with the window. Boxes of dried fruit, bottles of extracts, oranges, etc., placed promiscuously will not hold attention. The window should be symmetrical, clean and tidy. Bunches of holly, which can be secured from some of the advertisers in this issue, add to the appearance. A little money and time spent in decorations tends to spread the Christmas purchasing fever and to create a good will for the store.

Advertise for the early shopper, get the people coming early for their goods; crowd as much of the business into the next week and a half as possible and then throw all your energy and that of the clerks to creating demand among the late arrivals.

Grocers Selling Better Quality Goods

Manufacturers Finding That the Dealer Uses His Selling Power to Push Attractive Goods of High Quality—Dealer Anxious to Give Satisfaction and Encourages Purchasing the Better Goods.

If grocers would take the time to think about it they would be greatly impressed by the improvement in the quality and appearance of many of the acticles on their shelves. There seems to have been a general movement to raise goods to a higher standard and manufacturer, retailer and consumer have all played their parts with a willingness that has been very helpful.

No More Water-soaked Oysters.

A great number of examples could be mentioned to show just what has been accomplished in this direction, but every department has been invaded with beneficial results. Consider fish for instance. The water-soaked oyster is a thing of the past and the manner of display is about as sanitary as possible. The old-time salt herring is almost forgotten and the bulk of the trade runs into better lines and more appetizing.

Another example was noticed recently in dried fruits. Malaga raisins as packed by a certain Spanish packer, embraced practically all that could be desired in point of appearance and suggested quality. To begin with the box had a hinged top with a catch. It was a little less than two feet long, about a foot wide, and several inches deep. The corners are rounded, the packing was in good taste as was also the lightographing on the outside of the lid. The raisins were eight crown fancy Malagas and for fine large well colored fruit it would be difficult to find better. This will suffice for dried fruits, but it is only one of quite a number of illustrations of what has been done to raise their general quality.

Selling Mincemeat a New Way.

Considering seasonable goods, see what has been done with mincemeat. The wooden pail and its ladle used to be the only method of selling. To-day mincemeat is sold in glasses and tins with probably a preference for the former. A particularly tasty method is that of a firm who use a white porcelain container of various sizes, one being a little larger than a tumbler. It is very suggestive of cleanliness and exceptional quality.

Likewise, there is a good demand now for plum pudding in tins and linen bags and surely if anything might have been considered a doubtful success before a trial this might surely have been questioned. But the result has been quite the reverse.

And thus a wide range of articles might be mentioned. Look over the array of preserved fruits and vegetables in glass, at the jams and marmalades. Scarcely an article has escaped this elevation of standard.

On the question as to who is responsible for this improvement, the first decision might be given the manufacturer. He possessed an insight that encouraged him to raise the quality of his goods if that were possible and especially to give more attention to their appearance. He must have also judged that the people were able to pay for the extra cost thus entailed. But the care in preparation for the market made on the mind of the purchaser an impression of quality, and the exterior appearance proved an asset in that there was the suggestion of quality that could not fail to attract the attention of the customer.

Public Appreciates Appearance.

It might be shown, if it were necessary, that some firms have lost ground by not keeping up with the present day movement. A traveler for an international company whose product has been given wide prominence recently told The Grocer of how a competing firm had practically taken over their trade. One of the contributing forces to their capture of the market was the care they gave the appearance of their article and their attention to packing.

A grocer who uses selling power must have the assistance of an appealing or attractive appearance. It is one of his best assets in making sales. He is handicapped in the very beginning if he has to overcome a certain reticence on the part of the customer caused by a none too attractiveness of the article. The manufacturer who provides for this feature lends a great co-operative influence to the retailer and the result returns to the former.

The purchasing public have apparently more money to-day than ever and they are willing to pay for quality in their foodstuffs. Grocers maintain that the cost of living has not increased through their trade and that the onus of blame for this question must be placed elsewhere. Therefore, it would appear that even though manufacturers have shown more care in the preparation and packing of their goods the grocery bill of the people has not become heavier. Those who buy extensively of luxuries may not be included in this statement, but that is another matter.

Looking back over the past year there are visible signs of improvement in the grocery trade and the question of quality and suggested quality in exterior appearance and preparation for the market has become more important than ever through the progress made during the past twelve months. Manufacturers who have taken a forward step in this direction have found retail grocers ready and willing to accept their products.

In this regard the year has been beneficial both to the manufacturer and the retailer, and this co-operation should receive every encouragement by both parties

Three Xmas Windows

Herewith are three suggestions for the floors of Christmas windows. These are all of simple arrangement and yet can be made attractive with a little care and attention.

Dried fruits, of course, must be conspicuous in at least one Christmas window. Prominent attention has been given them in accompanying suggestions.

Arranging the Half Wheel.

Figure I. is the half wheel with space between the spokes filled with nuts and dried fruits as marked. The words "Merry Xmas" may be made of rows of peel inlaid in cranberries, cranberries in Sultana raisins or loaf sugar in currants. Neat piles of oranges at the back corners raised as high as possible set off this display nicely. If the window is large a background of open boxes of clean dried fruits on a keg of Almeria grapes could be used. Spaces separating the different fruits can be made of slats covered with tinsel paper. The sides and back of the window would of course be much improved by addition of bonches of holly, mistletoe or other evergreen.

The Flag Design.

In Figure II. we have the flag design which can with little trouble be artistically arranged.

The diagonal bars will look pretty if each is filled with a row of oranges. A large window would accommodate two rows on bottom and one in centre on top. Lemons and grape fruit might be selected for the horizontal and vertical bars. Brazils and walnuts on the left; peanuts and almonds on the right; figs and dates at top and currants and raisins on bottom complete the design.

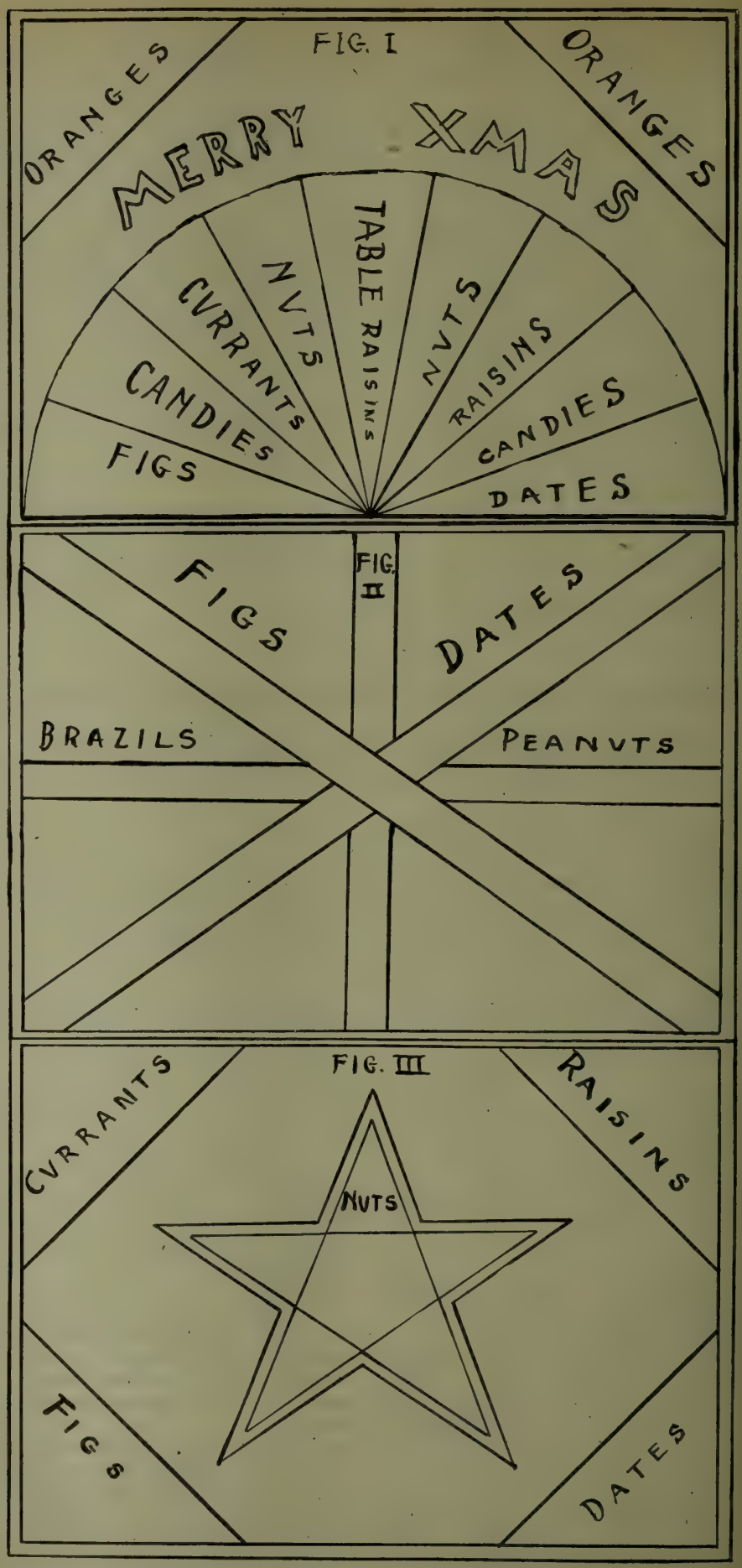
The reference made to background and addition of evergreens in figure I. applies here as well.

The Appropriate Star.

The Star design as shown in figure III. is one often used and for the Xmas season is quite appropriate.

The points of the star might be filled with nuts of various kinds and the centre with table raisins. Currants, raisins, figs and dates placed in the corners of the floor will show these goods off effectively with oranges, lemons, grape fruit, etc., surrounding the star.

N.B.—For other good suggestions on Xmas designs, see Fall Campaign Number, Canadian Grocer, Nov. 3.



Make Your Plans Early for the New Year

Begin to Set Your House in Order—Take the Inventory Carefully, Honestly and Accurately—Build up a Surplus in Solid Cash and Add to Amount First of Every Month.

* By Henry Johnson, Jr.

December is generally considered the time of the grocer's harvest. This because of the Christmas trade, which is usually so brisk as to make us almost believe first, that our business is growing and, second, that the grocery business is not such a bad trade after all. Long ago I exploded this idea so far as I was concerned, because I found that my July sales exceeded my December sales. Thus do actual figures help us out of false impressions and notions based on fancy.

Sell off the Stickers.

But December is the right time to shape your store for the end of the year accounting. In that respect it is a most useful month. In it occur many days when things are slow, trade dull and there is lots of time for cleaning up. Do that. Spend all the spare time in shaping your stock so that it can readily be counted, weighed and measured. In doing this you will find many things you can bring forward and sell out. It is the golden time to get out stickers and these should be sold out at practically any price, to release the idle capital so you can put it to work again. You will note that this suggestion is opposed to the general rule, which is to buy heavily, if not recklessly, in December, close the year with a lot of stock which can hardly be moved until the following Christmas, and then work through a gloomy January and February with the feeling that "this is the slow season in any business—we cannot work up any enthusiasm again until spring."

Be Careful of Over-stocking.

No: work your stock down, not up. Remember that the three or four days of brisk Christmas trade will run to nuts, raisins, mince meat, figs, candles, holly and kindred lines. Replenish your stock of such goods sufficiently, but do not buy enough to last even until the end. Better be just a little short of some things and have to buy from your neighbors than carry over a dollar's worth of those goods. Of other lines, such as are more or less staple throughout the year, postpone the buying, except as you must have them for daily business. And remember that every sticker you clean out now will help to put you in clean condition to make January and February busy, profitable months, instead of periods of discouraging somnolence. Fix your mind on the future pleasure of cleaning up with a small stock and some ready money on hand January 1, and you will be glad you figured things that way.

The inventory is a most important thing. It is so important that it should be taken oftener than is the usual custom, especially for merchants of limited experience. Why should we stick to the custom of taking an honest account of stock only once a year? When I first took hold of my store, eighteen years ago, I took inventory at once. I took it again in sixty days; again in another sixty days; then in four months. By that time I was so familiar with the workings of it that I was safe to take it annually, as I have done ever since. But, should we have a period of depression again, or should I find reason to question some of my results, I should not hesitate a minute about shoving in an extra accounting any more than I would neglect to count my cash to see if I had what I should have.

Merchants Cheating Themselves

It has been said that the meanest man is he who will cheat himself at a game of solitaire. That is going some, but there are numbers of merchants who annually cheat themselves at inventory time. There is a peculiar temptation to make a good showing, so many points are strained, often unconsciously but often unconsciously but often also with a sort of guilty consciousness, to make things figure out well. And for what? It is like going on a spree—feels pretty good while it lasts, but one is pretty miserable on the proverbial "morning after." If you do not want any "rude awakening," be honest with yourself in these matters.

There is no sort of danger that you will work yourself any permanent harm through underestimating any of your possessions; but you can rapidly go broke through overestimating. For instance: Suppose your figures show that you have possessions which are worth $3,500 when, as a matter of conservative figuring, they would not show up at more than $2,500, do you think for a minute that the $1,000 of fictitious value will not be revealed later on? Do not deceive yourself, for it surely will. In the meantime, you will feel so good over it that you would not be human if you did not do some liberal, maybe reckless, things. But suppose, on the other hand, that you really have $3,500 in property and have made out your figures on the basis of $2,500, do you not know—KNOW as an absolute certainty—that the extra $1,000 will come to the surface later on? Indeed, you do; for after a showing which is not so glowingly happy as you had thought it was going to be, you will be exceedingly careful and conservative; with the result that you will inevitably not only conserve the hidden $1,00, but add to it for the next time of accounting.

Habit of Under-estimating.

I do not know how it happened, but it has always been my habit to underestimate. I have consistently worked against my business in every way when taking account of stock and other property. I am somehow like a friend of mine who put $5,000 into farm lands which promised big and rapid returns. Being wise, he carried that investment on his records at $1 valuation—wiped it all out as it were. Thus he was prepared beforehand for the period which followed—a time when farm lands seemed to be a drug on the market. But when the scheme worked out, as it did in after years, he got a good return for his money, and then he had not only the profit, but he found the original $5,000 again. The first few years I handled the business of Johnson & Son, I almost thought I must be a dub, because the showing was so poor; but it came along all right and I am glad I never worked any other way.

So be honest with yourself in this. Figure everything "down to the bone." Leave nothing in your final accounting which will not show up later on at full value during the coming year.

If you follow these suggestions, you will be in shape to take the next step—begin to pile up a surplus in cash.

Really and actually, you do not make any money out of your business until you have that money to show—in CASH or its equivalent.

It is all right enough to have more stock, more fixtures, more accounts outstanding than you had a year ago; but it is CASH that really counts.

There is just one way to do this—pull out the cash regularly, systematically, invariably, just as you would pay rent, and put it away where you can get it any time—and then do not get it!

If your business amounts to $6,000 a year, put away $25 per month. Do not stop to ask how you will do this; just gather it up the first of every month and deposit it in the savings bank at 3 per cent. or 3½ per cent.

(Continued on page 50.)

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

Keeping Frost from the Store Window

Original Idea of a Smith's Fall Dealer—Has Double Window on Lower Half of Outside of Plate Glass—Putty Joint Between Frame and Plate Glass—Leaves "Double Window" on Winter.

By Wm. Hyndman.

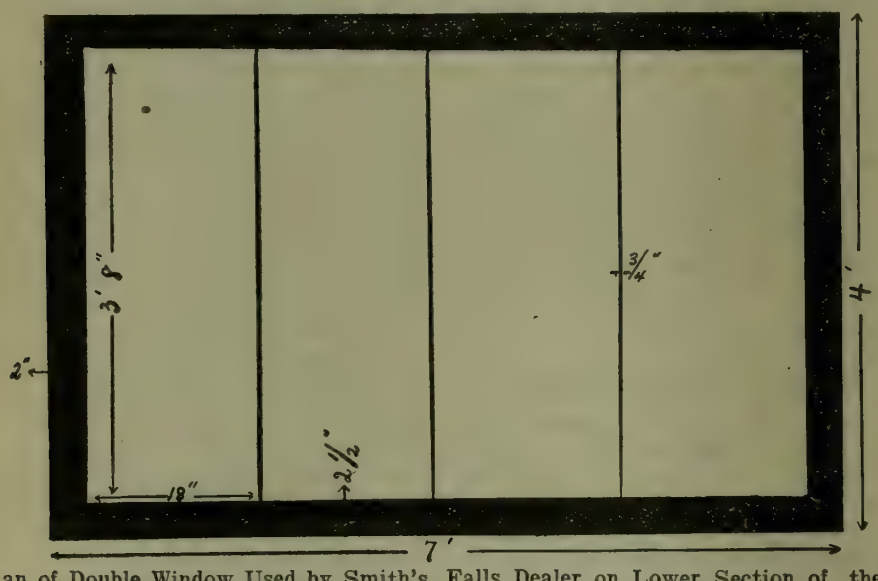
I was much interested on reading your article in Nov. 17 issue "Prevention of Frost on Windows."

Having solved this great difficulty some years ago, I would like to add my experience to your article. Seven years ago after having tried other methods which proved unsatisfactory, I had a frame made to fit on the inside of window frame against the plate glass. This was really a double window 4 feet high but placed inside. I made a joint with putty at the top to prevent leakage from above running down between plate glass and the frame. This leakage came from top part of original window not covered by the short window I added. The top edge of the frame was beveled that the water would the more rapidly run down and be carried away in the usual manner at the bottom.

Changed From Inside to Outside.

I found this method unsatisfactory as the putty joint separated from the plate glass, and the water from the upper part of glass ran down between causing ice to form. I then transferred the storm window to the outside and have had perfect results ever since.

I have this afternoon put this window in its place in the space of ten minutes where it will remain until spring.



Plan of Double Window Used by Smith's Falls Dealer on Lower Section of the Plate Glass to Prevent Frost Excluding View of Display.

WINDOW DRESSING AND AD. WRITING CONTESTS

Xmas Season Presents Good Opportunities Which Should be Taken Advantage of—Twenty-five Dollars in Prizes.

The Grocer has already had assurance from a number of clerks and dealers that they will enter our Christmas window and ad-writing contests. Full particulars of this was given on page 192 of our Annual Fall Campaign Number of Nov. 3, which every dealer no doubt has on file as a valuable trade directory.

The competitions are open to dealers and clerks. Photographs of windows must be sent to the publication office of this paper before Dec. 31. A contestant may of course, enter as many photographs of this year's displays as he desires. Prizes for the window dressing competition are as follows:—

Towns and cities over 10,000 population, first prize, $5; second, $3; third, $2. First, second and third prizes for centres under 10,000 population will be same as above. All windows must be product of dealer or his clerk.

Prize of $5 for the best written and best displayed Xmas advertisement will be given. It must deal with Xmas goods. Clip it from newspaper, mail and briefly outline your opinion of newspaper advertising.

* * *

N.B.—In sending photograph of window display don't overlook description in writing of this window. See that your photographer gets you a good picture. Don't allow him to stand too far away. Try to have him eliminate reflections. Get a picture that will show up to advantage the details.

Address, The Editor, The Canadian Grocer, 143-149 University Avenue, Toronto.

Turned Back the Clock to Allow of More Shopping

(By A. H Harvey.)

After the first week in December business generally takes a spurt that necessitates longer hours for the clerks as well as the grocers themselves. It is inevitable. There are special holiday goods that must be brought out and made prominent, preparations must be made for the following day's business, the store is usually given a festive appearance and the great bulk of this work is usually done after hours.

It should be the clerk's part to lend as much assistance as possible during these weeks, for after the new year opens business will return to the routine. December brings the first skating, and outdoor sports vie with socials in claiming the evenings of the average youth. A clerk may, therefore, feel disposed to consider his own amusement in preference to the welfare of his employer and refuse to return for "overtime" work in the evening.

He should remember that the whole winter lies before him and that the busy period extends through only a few weeks.

This is an occasion when he can do a little extra for his employer, and the average Canadian grocer will appreciate any willingness to assist at a time when as much business as possible should be transacted. An interest in the business can be dishlayed by suggesting bright window, showcase and counter arrangement, and by generally entering into the spirit of the Christmas business with a whole-heartedness and energy that will be of real value to the employer. As an illustration, Christmas fell on Sunday a few years ago and a grocery clerk, knowing that his employer, who was a staunch observer of the Lord's Day, would lock the doors at midnight, turned the minute hand back twenty-five minutes when the correct time was 11.45 o'clock. He knew that Santa Claus was delaying many purchasers and thought it a shame to bar the door on customers that particular night. This is not fiction by any means.

The clerk should be interested enough in the business to do his share in making the last two weeks in the year the first, financially.

THE CANADIAN GROCER

Established - .- 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

Publishers of Trade Newspapers which circulate in the Province of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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Subscription, Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

CARRY OVER NO DEAD STOCK.

Now is the time to get rid of all Christmas goods, novelties, etc., which will be practically unsalable after the New Year. Every dealer should make it a point to get behind these goods and encourage all his salesmen to do the same. When Christmas and New Year's are over the general public will have spent practically all their appropriation and will again fall back to straight, every day family necessities.

Make strong efforts, therefore, to sell all the straight holiday goods. If you have to advertise a little more than usual, do so; if an extra window or counter display will help, take the time to make one, and above all introduce all the customers possible to the goods you are anxious to move out. Personal suggestions of this character are bound to sell in many instances.

Better spend some time and money now in selling these goods than have dead stock on hand after the New Year.

"PARCELS POST IN THREE WEEKS."

"That a parcel post system will be inaugurated within the next three or four weeks is the prediction The World ventures to make at this date."

This appeared in The Toronto World during the week and should at once be given attention by every retail merchant in Canada As the World is likely to have some inside information into what the new Federal Government may do, the above intimation is serious. It should be a warning to retail merchants to at once voice their opinions strongly to local members on parcels post.

That the large mail order houses are behind the proposition and that they are the people more anxious to secure it than anybody else, is the firm belief of those who have gone into the question thoroughly. The mail order houses stand to gain everything and the retail merchant to lose. Those members of parliament who berate on and bemoan the rights of the people on what they consider economic questions, forget that the retail merchants are the backbone of the country. Wherever any new settlement or district is opened, it is the merchant who first appears on the scene; he begins the erection of the first buildings which are the foundations of future towns and cities; it is he who is entitled to a big share in peopling those districts and therefore to the increase in value of the land. Eliminate the straight merchant from any town and what is left?

Parcels post is a scheme that will enrich the few mail order houses in the larger centres at the expense of the communities from which that few draw the earnings of the people that should legitimately remain at home.

Wire or write your local member immediately. Tell him to oppose parcels post legislation and give him your reasons. Defeat the bill before it gets through committee stage. If every member receives a dozen or two curt telegrams, he will think twice before giving his influence to such a scheme.

SELLING PEEL AT A LOSS.

This is a pointed reason why some grocers fail and others remain poor.

A Montreal wholesaler calls the attention of The Grocer to the fact that a retailer was selling orange peel at 9½ cents a pound. Yet the best this wholesale grocer could quote to another jobbing firm was 10½ cents. It seems that reports such as these must exist, but it is difficult to try to understand why they should.

VALUABLE OIL IN NUTS.

Nuts should have a large sale in winter. A Montreal wholesaler who has studied the matter states that the oil contained in nuts is a good article to help provide the blood with material to counteract the cold. There are very few people, however, who take this sensible view in making their purchases.

This is one of the duties the grocer should strive to perform, the education of people in a real knowledge of the goods they purchase.

Of course, there will be a big trade in nuts for Christmas, but the trade should not rest content with that flash of business and an effort should be made to continue sales.

EDITORIAL NOTES.

Great Britain, France, Germany and Italy are the European countries that have been the heaviest purchasers of California prunes this year.

* * *

The King's army in Canada is worrying over lack of funds to pay its grocery bills. This is due to the fact that when the late Government dissolved parliament to appeal to the electorate, the regular military supply had not been granted. The next pay day is Dec. 15, and hopes are expressed that something will be done.

* * *

Information from Smyrna mentions the formation of a combination in the fig industry. It is stated that there only remains the securing of a charter for the corporation to make the plans complete. In future the growers in the interior will not be able to get fancy prices for their figs and raisins, as one buyer will take the place of the forty or fifty that represented the chief packing houses under the old conditions. Europe and America, it is further stated, will have to pay more for their figs and raisins in future and therefore fig packing will likely once more be the profitable business it used to be.

BANK OF MONTREAL

Proceedings at the 94th Annual Meeting of Shareholders.

The 94th annual general meeting of the Shareholders of the Bank of Montreal was held Monday at noon in the Board Room, at the Bank's headquarters in Montreal.

Amongst those present were:- Mr. R. B. Angus, Sir Edward Clouston, Bart., Sir William Macdonald, Sir Thomas G. Shaughnessy, Messrs. D. Morrice, H. V. Meredith, E. B. Greenshields, Hon. Robert Mackay, James Ross, W. Molson Macpherson, C. J. Fleet, K.C., Dr. H. B. Yates, G. F. C. Smith, Rev. G. H. Parker (Lennoxville), C. H. Cahan, K.C., William H. Evans, Hugh Paton, George Hooper, Henry Joseph, M. S. Foley, W. R. Miller, John Hamilton, George Durnford, C. S. Garland, W. Blackader, William Stanway, Mr. Archibald, C. Meredith, Mr. Alexander, Bartlett McLennan, James Crathern, P. F. McCaffrey, John Beatty, H. Meredith Smith, H. Dobell, J. B. Learmont, John Patterson, H. B. Scott, C. W. Buchanan, and James Skeoch.

On motion of Mr. W. M. Macpherson, the President, Mr. R. B. Angus, was requested to take the chair.

It was then moved by Mr. C. J. Fleet, K.C., seconded by Dr. H. B. Yates, that Messrs. G. F. C. Smith and Bartlett H. McLennan be appointed to act as Scrutineers, and that Mr. James Aird be the Secretary of the Meeting. This was carried unanimously.

THE ANNUAL REPORT.

Sir Edward Clouston, Bart., the General Manager of the Bank, was then called upon to read the annual report of the Directors to the Shareholders at their 94th annual general meeting held 4th December, 1911:

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1911.

Balance of Profit and Loss Account, 31st October, 1910		$ 961,789.11
Profits for the year ended 31st October, 1911, after deducting charges of management, and making full provision for all bad and doubtful debts		2,276,518.75
Premiums on New Stock		365,677.50
Adjustment Bank Premises Account		3,400,000.00
		$7,003,985.36
Dividend 2½% paid 1st March, 1911	$ 360.000.00	
Dividend 2½% paid 1st June, 1911	360.000.00	
Dividend 2½% paid 1st Sept., 1911	360.000.00	
Dividend 2½% paid 1st Dec., 1911	360.000.00	
	$1,440.000.00	
Amount credited to Rest Account	3,000.000.00	
Amount expended on new Premises during year	708,800.00	$5,148,800.00
Balance of Profit and Loss carried forward		$1,855,185.36

Since the last Annual Meeting, Branches have been opened at Grand Falls, Nfld., West Summerland, B.C., Suffield, Alta., Athalmer, B.C., Kamloops, B.C., and Port Haney, B.C.

At a Special Meeting of the Shareholders, held on 5th September, 1911, an issue of $1,600,000 new Capital Stock was authorized, making the total Paid-up Capital of the Bank $16,000,000, and at this date $1,013,000 of the New Stock has been subscribed for.

It has been decided to increase the Bank Premises Account to an amount which, while still thoroughly conservative, more closely approximates the value of our land and buildings as assets than did the former practice.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

(Signed) R. B. ANGUS,
President.

Bank of Montreal, 4th December, 1911.

THE GENERAL STATEMENT.

Then General Statement at 31st October, 1911, was read as follows:—

LIABILITIES.

Capital Stock		$ 14,887,570.00
Rest	$ 15,000.000.00	
Balance of Profits carried forward	1,855,185.36	
	$16,855,185.36	
Unclaimed Dividends	1,508.01	
Quarterly Dividend, payable 1st December, 1911	360,000.00	
		17,216,693.37
		$32,104,263.37
Notes of the Bank in circulation	$ 15,914.654.00	
Deposits not bearing interest	46,187,554.74	
Deposits bearing interest	135,538,261.10	
Balances due to other Banks in Canada	175,687.44	
		197,816,157.28
		$229,920,420.65

ASSETS.

Gold and Silver coin current	$ 9,627,050.47	
Government demand notes	9,717,605.75	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	700,000.00	
Due by agencies of this bank and other banks in Great Britain	14,566,291.85	
Due by agencies of this bank and other banks in Foreign countries	3,408,981.89	
Call and short Loans in Great Britain and United States	42,602,772.00	
	60,578,045.74	
Dominion and Provincial Government Securities	675,479.94	
Railway and other Bonds, Debentures and Stocks	16,134,307.86	
Notes and Cheques of other Banks	7,013,395.71	
		104,445,885.47
Bank Premises at Montreal and Branches (Valued at $9,088,000.00, Land, $4,735,000; Buildings, $4,353,000)		4,000,000.00
Current Loans and discounts in Canada and elsewhere (rebate interest reserved) and other assets	$121,053,065.71	
Debts secured by mortgage or otherwise	188,204.43	
Overdue debts not specially secured (loss provided for)	233,265.04	
		121,474,535.18
		$229,920,420.65

E. S. CLOUSTON,
General Manager.

Bank of Montreal, Montreal, 31st October, 1911.

The President's Address

The president, Mr. R. B. Angus, then moved the adoption of the Report, seconded by the Vice-President, Sir Edward Clouston, Bart. The President said:

I beg to move the adoption of the Report; and in doing so I have to call attention of the Shareholders to two important changes in the Annual Statement.

The one that was authorized by you at the Special meeting of 5th September and subsequently approved by the Treasury Board, provided for an increase of the Capital Stock by $1,600,000—mainly with a view of extending to that amount the right to increase the issue of notes in circulation. This appeared to be urgently demanded, as the circulation of this Bank has reached the legal limit, the amount of the paid up capital; and as other banks were much in the same position, it was feared that a great scarcity of currency would soon be experienced.

Another considerable change in the Statement at this time will be seen in the treatment of Bank premises account, which for years had been represented by the comparatively insignificant sum of $600,000, notwithstanding the large expenditure recently incurred for Bank Buildings and for providing suitable accommodation for the increasing business throughout the country. Your Directors have been frequently criticised for having charged the full amount of the cost under this head against the profits of the year, and it has been suggested that we should alter our system to conform to that of other Banks in the published statements. We have therefore had a conservative valuation made of the property, which results in the figures now submitted, namely, $9,088,000, land $4,735,000 and buildings $4,353,000, and have taken back less than half that amount or $4,000,000—more adequately to represent this item in the balance sheet. To adjust bank premises consequently the sum of $3,400,000 has been applied and the balance carried forward.

The calls on New Stock extend over a period of nine months and the payments being completed the capital will stand at $16,000,000, and the rest at a like amount.

On 15th September last we sustained a loss of $271,721.00 by burglary at New Westminster, one of our important branches, where a considerable amount of money had been provided for the payment of wages. A small portion so far has been recovered in addition to the insurance and the balance has been written off.

The business of the bank has been fairly prosperous during the year, although the employment of spare funds, in call and short loans, has been less productive than usual, the prevailing rates having been extremely low in New York and London during the whole period. The ordinary deposits show a gratifying increase, while those of a temporary character have to some extent fallen off, as we have been unwilling to encourage them at a higher rate of interest.

The money markets of Great Britain and the Continent of Europe have taken freely of Canadian bonds and stocks, municipal, railway and industrial. There was a brief interval of dullness but that condition seems to have passed and well

vouched for securities are again in good demand. There is ample room for the employment of foreign capital in this rapidly developing country and it becomes the more imperative that no issue having any taint of doubtful value should be submitted to the foreign investor.

During the year under review Canada has enjoyed a period of great prosperity in almost every department of trade and commerce and has undoubtedly added largely to her permanent and productive wealth; although this has been more marked in the prairie provinces and British Columbia, Ontario, Quebec and the Maritime Provinces have not failed to participate.

The mining industry of British Columbia has taken on a new life, although the prolonged coal strike has seriously interfered with the operation of the mines and lessened their product. The mines in Ontario have been wonderfully productive. The iron and coal of Nova Scotia have had a large output and promise to be more profitable when their organization is more complete.

Manufacturers have been fully occupied and new industries of every description are springing up in all parts of the Dominion.

In immigration from Europe and the United States Canada has attracted 348,633 souls to her population, an increase over the previous year of 56,369. This item alone represents a very substantial gain, the value of each immigrant in money and property brought into the country has been variously estimated, and in the aggregate we know it must be very great; but still more to be valued is the advantage of the advent of so many additional hands, mostly farm laborers, who repair at once to the lands which lie open to their enterprise.

The increasing immigration, the consequent development of new acreage and the various climatic conditions make it difficult to estimate the result of the harvest. For instance the generally accepted figures for last year ranged from 80 to 95 millions of wheat, while the final outrun showed actually 118 millions in round figures. I have from a capable and well informed source the following estimate for this year: He says with regard to the Western crops:

Early estimates made by competent judges were in the neighborhood of 200 million bushels. However, since then, these estimates have been reduced to about 180 millions, owing to subsequent unfavorable weather conditions. While the quality this year, as a whole, is not all that could be desired, the average prices being paid for the lower grades are even better than the prices obtainable in many previous years for the higher grades, and consequently the net cash returns will be the largest ever obtained from our Northwest.

When considering the effect of the wheat crop in relation to its influence on the prosperity of our Dominion, the value of the other cereals produced in our Northwest must not be overlooked. If we accept the present estimates of the various important grains, which are as follows:

Wheat	180,000,000	bushels
Oats	200,000,000	"
Barley	35,000,000	"
Flax	7,000,000	"

the cash value to the farmer, at the average prices prevailing to-day, would be approximately over $235,000,000, no inconsiderable sum, considering that this is exclusive of the farmers' receipts from various other sources, such as live stock, hay, root crops and dairy products.

Railway construction, especially in the Northwest, continues to manifest great activity; and while in its immediate effect it benefits the country by the expenditure of money and the employment of labor, where the lines are judiciously chosen, it prepares the way for settlement and affords facilities for intercourse and ready access to markets.

Most worthy of note are the extensive irrigation works in the Northwest by which the arid lands are converted into fruitful fields destined to become the homes of a large farming population. As to the ready made farms they cannot be supplied fast enough to meet the wants of would-be settlers. While the railway took the initiative in this enterprise, it is being followed by large landholders and capitalists, of Great Britain, who, from patriotic motives in some instances, are making such investments with the view of supplying homes and giving a fresh start in life to the surplus population of the Mother Country. Experimental farms for the instruction and convenience of settlers are also of immense advantage and are gradually being extended to every province of the Dominion.

A review of the various branches of trade and industry throughout the Dominion is beyond my province, although the Bank in its widespread operations is vitally interested in the commercial life of the country, and touches it at every point. I, therefore, attempt but a brief summary.

The dry goods trade of 1911 has been somewhat unsatisfactory. In the spring stocks were heavy and the demand light, this being to some extent a legacy of the previous year. But a decided improvement has set in with much better prospects.

In Canadian cottons a largely increased trade has been experienced with firm prices, and imports are gradually decreasing.

Early in the year also our woollen and worsted manufacturers suffered from the competition of foreign imports. Goods intended for the United States, where the markets were overstocked, were, according to Bradford reports, sold in Canada at a sacrifice, but that condition of things has been overcome and the mills are now well employed in goods for next season.

Indeed, competent authorities report the wholesale trade to be at present in a comparatively flourishing condition and increasing in volume.

The iron and hardware trade and groceries are said to be decidedly good, although profits are somewhat curtailed by excessive competition.

In boots and shoes a large and apparently profitable business has been transacted, notwithstanding the high price of leather. A most remarkable change has taken place in the values of butter and cheese, as compared with those of a year ago. Farmers have been receiving 3c more per lb. for cheese, and 5c to 6c more for butter. The advance has been realized on a considerable portion of the season's make—indicating that the farmers have received at least $3,000,000 more for their exports of dairy products than for the corresponding period of last year.

The hay crop of the Dominion for 1911 was less than the previous year, but the farmers have realized from it a larger return by $2 to $3 per ton, and a good demand exists both in the United States and Great Britain.

The export of cattle continues to grow less each succeeding year, this being due in a great measure to the larger consumption of the home market and the increasing population both in the East and West.

The fisheries on our Atlantic Coast have been exceedingly prosperous and last year everyone who handled fish made money through the transaction. The fishermen had the biggest catch and obtained the highest prices recorded. This is true generally both in regard to our Maritime Provinces and Newfoundland.

With regard to the Pacific Coast, the salmon pack is reported to have been an average one. The market is active, and prices good. Other fishery conditions are generally satisfactory.

Recent changes in the tariff of the United States and the comparative failure of the water powers in that country have brought the pulp and paper making in Canada into prominence. Several of our mills have been successful in their operations; and with our extensive spruce forests and unsurpassed hydraulic powers this industry is sure to find a natural development in this country.

The lumber trade has been poor throughout the year especially in British Columbia, which has had to face the keen competition of the Western States whose lumber has been forced upon the Canadian markets in consequence of the almost complete paralysis of business in their own neighborhood. In the East and especially of late, there has been experienced a marked improvement both in export and local account. In the latter there has been an unprecedentedly brisk and profitable demand in consequence of the activity of building operations.

This leads me to remark upon the real estate transactions which in some districts savor too much of speculation. In Montreal and other large Eastern cities prices have long been in a measure dormant, until recently when the public suddenly realized the necessity of providing homes and commercial buildings for the vastly increasing population. Hence the rise in values which is not without justification.

The business of the port of Montreal shows a healthy increase. The total quantity of grain exported during the season of navigation is about 29,388,359 as compared with 26,349,514 bushels last season, while the exports of flour have almost doubled.

With the high prices of agricultural produce prevailing the farmers of Canada have had a profitable year, which is reflected in the satisfactory condition of the general business in all portions of the Dominion.

There can be no more certain indication of the business activity and general prosperity of the country than the rail-

(Continued on page 36.)

Swing of Progressiveness P

Past Progress, Present Standing and Future Pr
Manufacturers—Extensive Factory Equipped w
of Business Demands Greater Factory than has b

TO keep pace with the spirit of the advancing times is the aim of every business, large or small.

No finer example of progressiveness exists anywhere among Canadian industries than the business of The Cowan Co., Limited, Cocoa and Chocolate Manufacturers, Stirling Road, Toronto. Established a quarter of a century ago, this business has grown up with, and kept ahead of, the rapid strides of the grocery trade of the Dominion.

Its ideal location, its railway facilities, the modern plant, the finest cocoa and chocolate machinery in the world, the quality of its products, its liberal advertising and the progressive aims of the men at the helm, have all combined to make the name of COWAN a familiar and respected one among the Canadian trade.

Finest Machinery in Existence.

That there is no finer cocoa and chocolate establishment in the world is beyond a doubt. To go through the factory and see the smooth operations of the immense machines is an education to anyone.

The machinery is the finest and most modern in existence to-day. It is practically all new and of the largest type. Every known device for facilitating and perfecting the manufacture of the products of the company has been installed. It is absolutely impossible for any man to purchase anything more modern.

With such a splendidly equipped factory one can easily understand the enormous amount of business done, which, it is stated, is close to a million dollars a year.



Planning to Build Again.

Nor is that all. When the present large factory, shown in the accompanying illustration, was erected some six years ago, it was thought to be large enough to cope with the business for many years to come.

But business has increased so rapidly since that time, that plans are now under way for another large building, one about the same size as the present. This will be similarly equipped with the very latest in machinery and modern improvements and will insure an output double what it is at present.

The Shipping Facilities.

Situated as it is on the main line west of the Canadian Pacific Railway, and at the same time with the Grand Trunk Railway on the opposite side, the site is recognized as one of the best factory locations in Toronto. Railway sidings into a factory mean much in these days of advanced trade, and The Cowan Company, Limited, have long since experienced the value and necessity of them.

Business is done on a large scale by this company. All supplies such as the raw cocoa beans, sugar, coal, etc., are purchased by the carload and a great part of their output leaves the factory in the same way.

The Largest Water Tank in Toronto.

The Cowan Co.'s Building is constructed of Milton Pressed Brick. The Sprinkler System is installed for fire protection and is fed by the huge tank which can be seen in the illustration. This tank has a capacity of 50,000 gallons and is the largest in the city of Toronto.

If fire should break out anywhere, the sprinklers are automatically brought into operation by the action of heat on certain portions of the piping. A perpetual stream of water immediately begins to play upon the flames.

The building is further protected at night by the Patrol Signal Service. This is one of the modern perfected inventions which brings immediate aid, if through any mishap the night watchman fails to "touch the buttons" located in every department of the building, and which register the rounds of the watchman at the downtown central station.

Hardwood floors are found throughout the entire building. On a visit through the establishment, one is struck by the cleanliness of these floors and the order of things existing everywhere.

meates the Cowan Co., Ltd.

ts of Canada's Well-known Cocoa and Chocolate e Finest Machinery in the World—Rapid Increase Evidences of the Modernness of this Big Industry.

A good idea may be gained of the capacity of this factory when it is known that there are 111,115 square feet of floor space. This is now inadequate, as stated above, to meet present conditions.

Employees' Residences.

In other ways is the Cowan Co., Limited, more than keeping pace with the times. The firm has begun the erection of employees' homes on its own property. Two pretty little cottages are located on the south, as seen in the illustration and are occupied by employees. This idea



of always having trusted employees close at hand in case of fire, etc , belongs only to the most progressive manufacturers, and the fact that this company have adopted such an advanced policy tends to place it among the leaders in Canadian commerce.

Delivery by Motor Truck Likely.

A fine new garage and stable is now in the course of erection. A south and east view may be seen herewith. It looks as if the company intends establishing in Toronto motor truck delivery system.

Clean, comfortable dining rooms for both girls and men add to their pleasure and comfort. They include every facility for enjoying luncheon and provide against employes having to travel long distances for the midday meal. In fact, it is plain to any observer visiting the factory that the employes of The Cowan Co., Limited, are unusually well treated and protected.

The immense steam plant, generating the power and operating the cold storage, is worth while seeing. In addition to steam power, motors were observed to be necessary on many machines to aid in turning out the many products of the company.

Prominent Men as Directors.

The strength of The Cowan Co., Limited, from a financial standpoint will be readily appreciated from the personnel of the directorate.

The president is Dr. Elmore Harris, the eminent Doctor of Divinity, and also one of the largest shareholders in the Massey-Harris Co.

Charles T. Stark, of Jno. Stark & Co., and also a director of The Dominion Radiator Co., is vice-president, and H. N. Cowan is the Managing Director. Mr. Cowan is a son of the founder of the company, the late John W. Cowan, who established the business in 1886. Ever since its inception the present managing director has been connected with it. The authorized capital of the company is three-quarters of a million.

A National Business.

The Cowan Co., Limited, does business from coast to coast. Branches have been established in Montreal, Winnipeg and Vancouver, thus presenting every facility for promptly supplying the trade. This is still another testimonial of this firm's ability to advance with the times and to keep more than abreast with commercial conditions.

Improvements to the factory and machinery are going on all the time. The best and most modern equipment is the watchword. There is nothing obsolete; nothing that will retard the greatest output possible, and nothing that will tend to diminish the service rendered the trade. "The best that money can buy," is the motto, as one can readily recognize from the hum of the great machines, their appearance and the ease with which they operate and turn out the Cowan products.

The Cowan Co., Limited, always in the forefront of progress, is pushing forward to still greater things. The new building under contemplation will be equipped with the latest machinery needed to cope with increasing trade from the Atlantic to the Pacific. Judging from the progress of the last 25 years, it needs no prophetic eye whatever to see this business continue to be in the forefront of Canadian industries at the end of the next quarter of a century.—Advt.

Bank of Montreal Report.

(Continued from page 33.)

way earnings, which are phenomenally large.

I regret to announce the retirement of Sir Edward S. Clouston, Baronet, from the General Managership of the Bank. After 47 years of service, 20 of which have been passed in the Chief Executive Office, it is natural that he should seek some relief from the arduous duties of that position. I am happy to say, however, that his mature judgment and great experience will still be available to the administration, when required, in the less strenuous office of Vice-President.

He will be succeeded by Mr. H. V. Meredith, an able and well qualified officer, who will surround himself with such capable assistants as are always to be found on the staff of the Bank.

Sir Edward Clouston.

In seconding the adoption of the Report, Sir Edward Clouston said:—

As the President has dealt with the general business of the country, I will confine the few remarks I make to the statement, a copy of which you have in your hands.

To meet the wishes of the shareholders, expressed at several of our meetings, and to conform to the custom of the other banks in Canada, we have shown the amount expended on new bank premises during the year. We have also obtained valuations of all our lands and buildings, and I do not think we can be accused of overvaluation when we place the value in our statement at $4,000,000, somewhat less than the value of the land alone. In fact, to the amount of $9,000,000 should be added the cost of uncompleted buildings, making it $700,000 more. The increase of $3,400,000 over former statements has been employed partly to increase our Rest to an amount equal to our Paid-up Capital, and the surplus has been carried to our Profit & Loss Account. Speaking as an individual, and in no way as a mouthpiece of the Board, I would not advocate increasing, in future, our Rest beyond the Paid-up Capital. I should always like to keep the Profit & Loss Account at its present amount, as a Reserve, to be used when the Directors might see fit to do so in the interests of the Bank, and any surplus profits, after full appropriations have been made, I would suggest distributing among the Shareholders.

The shrinkage in deposits, as compared with last year, is accounted for by the fact that at that time we had very large special deposits, which were shortly after distributed. The regular deposit business of the Bank has been satisfactory. The increase in our Loans is an evidence that our Canadian business is steadily increasing. I think you will agree with me that the statement is a strong and satisfactory statement.

The President has mentioned that I have decided to retire from active Executive work. I have held the stage for a long time, for I find my service in the General Manager's position is more than double that of any of my predecessors. I have kept in mind, however, that while Corporations may go on forever, the men who manage them come and go, and with that in view I have always tried to arrange that the exit of any one man should not in any way interfere with the business of the Bank. In passing over the reins of office to my successor, I feel I am doing a good thing for the Bank and its Shareholders. Mr. Meredith has spent all his active business life in the service of the Bank, is familiar with its policy, is trained in its traditions, and has been uniformly successful in his previous appointments. I have no doubt he will be equally successful in the high office to which he is called, and I am quite satisfied your property will be handled conservatively.

The ballot for the election of Directors was then proceeded with, and without much delay the Scrutineers appointed for that purpose reported the following gentlemen duly elected, the old Board being re-elected :—

Messrs:—R. B. Angus, A. Baumgarten, Sir Edward Clouston, Bart, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thomas Shaughnessy, K.C.V.O., Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

OFFICERS ELECTED.

At a meeting of the Directors held later, the Right Honorable Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O., was elected Honorary President of the Bank, Mr. R. B. Angus, President, and Sir Edward Clouston, Bart., Vice-President.—Advt.

Prizes Given for Three Best Reasons

Should Merchant Accept Inferior Poultry From Good Country Customer at Price Paid for Good Poultry, or Not?—Grocer Reader Relates Interesting Experience.

The letter printed below from a reader of The Grocer brings up an interesting question, but by no means an uncommon one. It arises probably in every general merchant's and grocer's store in the country, where eggs, butter, poultry, etc., are bought from country customers. If the poultry is poor, unsalable stuff, but the customer offering it one who purchases freely, should the merchant purchase it or not?

Readers of The Grocer are requested to give their opinions as to whether the clerk in the store mentioned in this letter did the proper thing, and reasons for thinking so; or whether he should have bought the chickens at the price named in the circular.

The Grocer will pay $1 to each of the three readers giving best reasons for their opinions. Here is the letter :—

Editor Canadian Grocer :—The following incident happened this week, and would you kindly give me your opinion regarding it, whether I acted wisely or not, through the columns of The Canadian Grocer?

Our store is located in a good farming section with two other competitors. We sent out circulars soliciting poultry during the winter months. We had a good market for nice dry-picked and bled chickens, etc., and were offering a cent more per pound than competitors. Two young women entered the store and told the clerk they had chickens in the buggy. The assistant was sent out for them and took them to the scales. He called my attention to them as he thought they did not look up to the mark.

I examined them, and they were the worst lot of chickens I ever saw, small, had been scalded and their necks broken instead of bled; also, they were an unusual color and the flesh of some badly torn. I took them in myself and told the young women that we could not handle them at any price. I was very sorry that I had to reject them, and pointed out they were quite unsalable in the market we had, that we were pleased and willing to take all kinds our circulars asked for and that we were paying top-notch prices for good stuff only.

The young women made a few purchases and left, and upon inquiring I found they belonged to a family who had just begun to deal with us and were pretty good buyers. I never consulted the proprietor as he was busy with a traveler and I knew he put faith in my judgment, although he would have taken the stuff himself. I still feel uneasy about it, and if it is not troubling you too much I trust you will comply with my wishes.

A READER OF CANADIAN GROCER.

SELLING PRUNES A NEW WAY.

The prune is no longer to be considered as a boarding house joke. The price alone raises it to a new standard, but it is now put forward as a dainty. Here is the proof : "Glace Prunes, stuffed with walnuts, from California. This is one of the most tempting and delicious articles we ever sold yet. The demand for them is so great that the manufacturer never sends us all we order. If you want a treat get a box of Glace Prunes stuffed with walnuts, price 90c per box."

This is the description given them in a Montreal grocer's advertisement. Not only does it give the prune a higher standing in the fruit world, but it shows the writer possesses a fine idea of how advertising copy should be written.

Sugar Has at Last Turned Downward

Declines 10c On Wednesday—First Downward Movement Since February Last --Second Shipment of New Crop Dates Lower in Price—Brazil Nuts Higher—Broom Situation Continues Strong—Washboards Have Advanced—Citron Peel Higher in Montreal—Currants Not Plentiful in Winnipeg—Halifax Reports Strong Molasses Situation.

QUEBEC MARKETS.

Pointers :—

Sugar.—Down 10c.

Citron Peel.—Advance of 2c.

Brazil Nuts.—Advance of 3c.

New Dates.—Price quoted lower.

Canadian Chicory.—Up now. 10 to 12.

Montreal, Nov. 7.—With the close of navigation wholesale grocers have delivered the most of the bulky goods that were on the order sheets in order to take advantage of the freight rate by boat. However, there is a general report of extreme activity and it is fully expected that business will be good right through the holiday season. Some grocers in the country delay purchases until the eleventh hour, others buy lightly and exhaust their supplies before the heaviest part of the rush and a large number of city grocers, of the smaller means buy practically from hand to mouth. Thus, there will be a good general trade up to the first of the year at any rate.

A noticeable feature of this year's business is the heavy demand for seasonable goods. "The demand has been phenomenal," said one wholesaler, and remarked that there must be a great deal of money in the country. Currants, raisins, peel, and a long list of other goods are going out in a stream; and it must be remembered that in the most cases prices are higher than usual. In addition many luxuries are showing a new activity. For instance Malaga raisins are a feature of the season in themselves. One firm reports they have oversold on them. Another has done the same with figs and now reports an advance of one cent per pound. A representative of one firm made the statement that they expected their business for 3 months to amount to one million dollars. November showed them to be well over the required one-third and it is likely that their estimate will be reached. It is now assured that the year will make a fitting close and the wholesale and retail trade should receive splendid returns for the season and the year.

Sugar.—The market declined 10 cents on Wednesday. This is the first decline since early in the year, and first change for several weeks.

Granulated, bags	5 75
" 20-lb. bags	5 80
" Imperial	5 80
" Beaver	5 85
Paris lump, boxes, 100 lbs.	6 45
" " 50 lbs.	6 55
" " 25 lbs.	6 85
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 45
" " 100 lb. boxes	6 55
" " 50 lb. "	6 65
" " 25 lb. "	6 85
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 20
" " 50-lb. boxes	6 10
" " 25-lb. boxes	6 60
Powdered, bbls.	6 00
" 50-lb. boxes	6 20
Phoenix	5 75
Bright coffee	5 50
No. 3 yellow	5 50
No. 2 "	5 50
No. 1 "	5 35

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—A good demand is felt for syrups and molasses. These are seasonable and are holding their own in the face of a heavy holiday trade.

Fancy Barbados molasses, puncheons	0 38 0 40
" " " barrels	0 41 0 43
" " " half-barrels	0 43 0 45
Choice Barbados molasses, puncheons	0 34 0 36
" " " barrels	0 37 0 39
" " " half-barrels	0 39 0 41
New Orleans	0 25 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03¾
" ¼-bbls.	0 03¾
" 35-lb. pails	1 75
" 25-lb. pails	1 25
Cases, 2-lb. tins, 2 doz. per case	2 40
" 5-lb. " 1 doz. "	2 75
" 10-lb. " ½ doz. "	2 65
" 20-lb. " ¼ doz. "	2 60

Dried Fruits.—It is evident from the amount of business already transacted in dried fruits that the holiday trade will be exceptionally heavy in spite of rather high prices and the growing tendency to purchase mincemeat, plum pudding and fruit cake from the grocer. Package fruits are being shown everywhere and currants in packages appear to be selling as well as raisins in this form. Malaga raisins may be termed a "big seller" this year and generally speaking this fruit is of good size and color. Bosnia prunes have been arriving of late and the trade is now supplied with all the necessaries for the holiday business. This department remains steady with firm prices. New dates due in Montreal about December 10th or 11th are quoted lower than the first arrivals. These are from the S.S. Gorjistan and coming much later than the first shipments are thus quoted slightly lower.

Evaporated apricots	0 29 0 24
Evaporated apples	0 10½ 0 11½
Evaporated peaches	0 18 0 19
Evaporated pears	0 18 0 19
Currants, fine filiatras, per lb., not cleaned	0 07 0 07½
" " " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09½
" Patras, per lb.	0 09 0 09½
" Vostizzas, per lb.	0 09½ 0 10
Dates, 1-lb. packages	0 07½ 0 08
Dates, Hallowee, loose	0 05½
Fards	0 11

Figs, 3 crown	0 07½ 0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08 0 10½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½ 0 13	Comadre figs, about 33-lb mats	1 30 1 40
Figs, 6 crown	0 09 0 14		

Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½

Prunes—

30-40	0 16 0 18
40-50	0 14 0 16
50-60	0 13 0 14
60-70	0 12 0 13
70-80	0 11½ 0 12
80-90	0 11 0 11½
90-100	0 10 0 11
Bosina prunes	0 08 0 09

Raisins—

Choice seeded raisins	0 09½ 0 10½
" fancy seeded, 1-lb. pkgs	0 10½ 0 11½
" loose muscatels, 3-crown, per lb	0 08 0 08
" " 4-crown, per lb	0 09
Select raisins, 7-lb. box, per box	0 63½
Sultana raisins loose, per lb	0 12
Sultana raisins, 1-lb. cartons	0 13 0 13
Malaga table raisins, clusters, per box	2 50 5 75½
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb	0 07½ 0 08
" select, per lb.	0 08½ 0 09
" 4-crown layers, per lb.	0 08½ 0 09

Nuts.—Jobbers have practically all their supplies for the Christmas trade and most retailers have received their orders. Prices are steady and the demand is heavy from those grocers who did not send in their orders earlier. Tarragona almonds are reported scarce and prices are expected to hold their own through the season. A sharp advance in Brazil nuts was announced on Tuesday by importers, and at the time it was unknown whether jobbers would follow or not. The advance for first quality Brazils was exactly three cents over the former price. Thus, those who have already made their purchases are now three cents a pound ahead of former quotations. The reason is a scarcity of nuts and a heavy demand. Holders in New York are reported as having advised local representatives not to be too eager to take orders for the reason that the market supply is short.

In shell—

Brazils	0 18 0 19
Filberts, Sicily, per lb.	0 10½ 0 12
" Barcelona, per lb.	0 10½ 0 12
Tarragona Almonds, per lb.	0 15½ 0 16½
Walnuts, Mayette Grenobles, per lb	0 15½ 0 17
" Marbots, per lb.	0 13 0 14
" Cornes, per lb.	0 10 0 11
Hungarian	0 13½ 0 15

Shelled—

Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 32
" (in bags), standards, per lb.	0 27 0 28
Valencia shelled almonds, new crop	0 33 0 35
Cashews	0 15 0 17

Peanuts—

American—	
Japanese roasted	0 08½
Coon, roasted	0 08½ 0 09
Diamond G, roasted	0 09½ 0 09½
Ron Ton, roasted	0 11½ 0 12
Sun, roasted	0 10½
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 18 0 20
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves, bright	0 33 0 35
Broken	0 28 0 30

Peel.—This market is certainly firm before a heavy demand which will be felt at its height for some time. Prices are firm and citron is quoted by some at an advance of two cents over last week's figures.

Lemon	0 11 0 12	Citron	0 16 0 17
Orange	0 11½ 0 12½		

Rice and Tapioca.—The market is featureless this week. Demand is steady and the situation remains firm.

Rangoons—

Rice, grade B, bags, 250 lbs.	3 65 3 75
" " " 100 lbs.	3 65 3 75
" " " 50 lbs.	3 65 3 75
" " pockets, 2" lbs.	3 75 3 85
" " ¼ pockets, 12½ lbs.	3 90 4 00
" " C.C., bags, 250 lbs.	3 55 3 65
" " " 100 lbs.	3 55 3 65
" " " 50 lbs.	3 55 3 65

"	pockets, 25 lbs	3 65 3 75
	½ pockets, 12½ lbs	3 70 3 80
Fancy Patna—		
Patna polished		3 85 3 95
Pearl		4 10 4 20
Imperial Glace		4 60 4 70
Sparkle		4 70 4 80
Japans—		
Crystal		5 05 5 15
Snow		5 15 5 25
Ice Dips		5 30 5 40
Carolina rice		0 08 0 10
Brown Sago, lb		0 06 0 07
Tapioca, medium pearl, lb		0 07 0 08
Seed, lb		0 07 0 08

Coffee.—Just the same old firmness in the coffee market. Retailers who have held out have advanced prices in keeping with the primary market.

Mocha	0 25	0 28	Santos	0 22 0 24
Rio	0 21½	0 23½	Maracaibo	0 23 0 26½
Mexican	0 25	0 28		

Tea.—There is nothing specially new in teas. Conditions remain firm, prices are steady and high.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 25
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Peas and Beans.—High prices prevail as explained in previous numbers. Demand is normal.

Split Peas, per bag, 98 lbs	3 50 4 00
Whole Peas, per bus., 60 lbs	1 80 2 00
Pot Barley, 98 lb bag	3 60
Pearl Barley, 98 lb. bag	4 75
Beans, white, per bus., 60 lbs	2 45 2 55

Canned Goods.

Montreal. — Tomatoes are coming to be regarded as scarce in the United States. There are two reasons for this. Prices are higher and jobbers report light stocks. The market in Baltimore has been steady at 95c, but of late $1 was quoted and some even demanded $1.05. Thus there have been numerous sales at figures showing a considerable advance. Locally canned goods are rather quiet. Orders are still coming in but the bulk of the business was done for late boat shipment and the bulk of the retail trade should have supplies that will carry them well into the winter.

Toronto.—There is a present good demand for canned goods. The fact that green goods are scarce, as well as vegetables, works for a better demand for canned vegetables than would otherwise be the case. Canned fruits, jams and marmalades have become regular sellers and are moving out freely just now

If the situation in tomatoes here is to be gauged by that across the line from where considerable supplies have been brought, it can be said to be stronger. While not very long ago 3s in Baltimore could be had for 95 cents, now $1.02½ is being asked.

Other lines hold a steady position.

ONTARIO MARKETS.

POINTERS—

Sugar—Down 10c cwt.

Dates—Second shipment lower.

Seeded Raisins—Lower.

Brazil Nuts—Advanced.

Walnuts—New crop at lower price.

Pot Barley—Now at $3.90 to $4.00 per cwt.

Washboards—Up 25 to 35c per doz.

Toronto, Dec. 7.—The greatest feature of the week has been the break in sugar which declined 10 cents per cwt. on Wednesday, the first marked change since Sept. 8th when this commodity reached the highest point since 1889. Up to Sept. 8th, it had been steadily on the ascent from early in February.

The bulk of the goods that are in demand for the Christmas baking have gone out to the retail trade. There has been an excellent demand for currants, raisins, peels, spices, molasses, flavoring extracts and other essentials. Now sorting orders for lines that the grocer has run short of or which he thinks he will need before the festive season will be coming in. There will be the finishing touches, which are not in big demand until the day is near, such as icing sugar, cake candies, mincemeat, etc. Good sized orders are coming in for nuts of all kinds, confectionery, dates, figs and Malaga raisins. So far business has been of an appreciable volume and wholesalers are looking forward to a good wind up of the Christmas trade, and when the final count of the sales sheet is made, it is expected to show a goodly increase over last year.

Sugar.—The expected has come at last. Sugar is down 10 cents per cwt. This decline announced late on Wednesday is the first downward movement in sugar since February last. The trade for some time have been operating on a hand-to-mouth basis and were carrying only small stock. It brings granulated in Toronto down to $5.85. The situation is still easy, but whether any further declines will take place this side of the new year is a question.

Extra granulated, bags	5 85
" " 20 lb. bags	5 95
Imperial granulated	5 65
Beaver granulated	5 65
Yellow, bags	5 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 25
" " 50-lb. boxes	6 45
" " 25-lb. boxes	6 55
Powdered, brls	6 05
" 50-lb. boxes	6 05
" 25-lb. boxes	6 45
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 75
" in 50-lb. "	6 85
" in 25-lb. "	7 05

Syrup and Molasses.—A good seasonable trade is in evidence in syrups despite the rush of other lines at this time. Molasses hold the same steady position. There is an excellent demand for this line at present.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb	0 03½
Half barrels, lb	0 03½
Qtr. barrels, lb	0 03½
Pails, 3½ lbs. ea	1 75
Pails, 25 lbs. ea	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40

½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—There is a good sale for various kinds of dried fruits. Retailers are filling up the hollow spots in their stocks for the Christmas trade. Raisins, currants and peels have been moving freely. The latter are inclined to scarcity, especially in better quality, and prices hold firm.

As we stated would be the case, the second arrival of Hallowee dates has brought lower prices. Supplies from the first vessel were well taken care of. The third shipment is due to arrive in New York on Dec. 20.

Prunes are in the same position as a week ago. Seeded raisins on spot are again a little easier, but late advices from coast denote slightly firmer feeling there. Valencia raisins and currants are both in steady position.

Dates, figs and table raisins are going out freely for the Xmas trade.

Prunes—				
30 to 40, in 25-lb. boxes				0 16
40 to 50 " "				0 15
70 to 80, in 25-lb. boxes				0 10
80 to 90, in 25-lb. boxes				0 09½
90 to 100, in 25-lb. boxes				0 09
Same fruit in 50-lb. boxes ½ cent less.				
Apricots—				
Choice, 25 lb boxes				0 23 0 24
Fancy, " "				0 25
Candied Peels—				
Lemon	0 10	0 11	Citron	0 15 0 17
Orange	0 10	0 12½		
Figs, 2 to 2½ inches, per lb				0 10 0 13
Tapnets, "				0 04½ 0 04½
Bag figs				0 04½ 0 07
Dried peaches				0 17 0 18
Dried apples				0 09 0 09½
Evaporated apples				0 09½ 0 10½
Currants—				
Fine Filiatras	0 07½	0 08	Vostizzas	0 10 0 12
Patras	0 08	0 08½		
Uncleaned ½c less				
Raisins—				
Sultana				0 11 0 12
" fancy				0 14 0 14½
" extra fancy				0 16 0 17
Valencias selected				0 08½
Seeded, 1 lb packets, fancy				0 09
" 16 oz. packets, choice				0 08½

New Dates—		Package dates,	
Hallowees—		per 1 lb	0 07½
Full boxes	0 07½	Fards choicest	0 09½ 0 10½
Half boxes	0 08		

Coffee.—No special or new features to report in coffee. The firmness is maintained. The statistical position is strong, that is, as far as visible supply is concerned. Chicory holds at the present price of 12 cents per pound.

Rio, roasted	0 22	0 23	
Green Rio	0 20	0 21	
Santos, roasted	0 24	0 25	
Maricaibo, "	0 24	0 25	
Bogotas	0 26	0 27	
Mocha, roasted	0 30	0 32	
Java, roasted	0 32	0 35	
Mexican	0 27	0 28	
Guatemalo	0 24	0 25	
Jamaica	0 24	0 25	
Chicory		0 12	

Spices.—There is good sorting trade in spices. The present Christmas baking demand is responsible. There are no special market features. Nutmegs are

slightly easier but practically unchanged.

	Tins	¼-lb. pkgs. doz	½-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—09	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers, white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	15—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb. in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Nuts.—Nuts are certainly in prominence now. Orders are coming in freely for supplies for the Xmas trade. Wholesalers' stocks are practically complete. This week there have been a number of price changes and happily they have been mostly downward in keeping with new crop values. Bordeaux and Marbot walnuts are at lower price of new crop goods. New Grenobles are expected daily but the first heavy direct shipment will not arrive for a week or 10 days. Peanuts have eased off in price as suggested would be the case. Those who have been following up our market reports knew what to expect of Brazils. Prices are higher this week and are firm at the advance, for supplies are scarce.

Old shelled walnuts were pretty well cleaned up before the arrival of the new which are quoted at 35 to 38 cents. January arrivals will be lower in price.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 15½	0 16
" shelled	0 34	0 37
Walnuts, Grenoble	0 16½	0 17
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12½
Pecans	0 17	0 18
Brazils	0 19	0 20
Peanuts, roasted	10	0 13

Beans.—Prices are unchanged but well maintained. There is a good demand through the ordinary channels.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

Rice and Tapioca.—There are no new features to either rice or tapioca. Demand is of an appreciable volume in both lines.

Pot and pearl barley continue to increase in value. Not more than a month and a half ago pot barley was quoted at $3.50 per cwt. The present price is $3.90 to $4. Pearl is $1 per cwt. higher.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.			
Rangoon	0 03½	0 04	Sago, medimm brown	0 05½ 0 06
Fancy rangoon		0 05	Tapioca—	
Patna	0 05½	0 06	Bullet, double goat	0 08
Japan	0 05	0 07	Medium pearl	0 06½ 0 07
Java	0 06	0 07	Flake	0 08
Carolina	0 08	0 10	Seed	0 06½ 0 07

Brooms.—There has been no further advance in broom prices but the market is still strong. Broom corn still holds at the high figure and it is reported that 90 per cent. of broom manufacturers of Canada and United States purchased corn at from $140 to $200 per ton. "I certainly don't expect any decline," stated one manufacturer. "On the contrary I expect to see further advances after the turn of the new year." The trade well know where prices went to following the 1909 crop. In that year the acreage of corn in the United States was 55,574 acres. This year, it was only 49,395 acres and besides the latter part of the crop was poor, while there has been no help from foreign corn, as it has been a poor year in Hungary, Turkey and Italy. Indications are, therefore, for continued strength in this market.

Washboards.—An advance of from 25 to 35 cents per dozen according to grades has taken place in washboards. Manufacturers state that the increased cost of the material used in their manufacture is the cause. Prices are also higher in the United States. Lumber is higher, while zinc has also been advancing considerably during the past year.

Olive Oil.—Prospects for new crop olive oil still continue quite favorable. One report says "The demand continues very good; prices are unchanged; if anything hardening, while sales of new crop have been made at figures slightly above those asked last week. It does not look as if we shall see a very low market this coming season, although prices are expected to be reasonable in view of the good crop expected."

MANITOBA MARKETS.

POINTERS.—
Sugar.—Steady.
Coffee.—Strong.
Currants.—Scarce.
Prunes.—Strong.
Beans.—Firm.

Winnipeg, Dec. 7.—Another week of mild weather has assisted materially in making up for cold spell two weeks ago. In spite of this, however, there are yet many thousands of bushels that will not be threshed till spring and as a result collections have been backward and many retail merchants have been carried over by large wholesalers.

Tone of market at present time is decidedly strong for all lines, and in many cases advances are expected within the immediate future. In discussing this topic one wholesaler predicted an advancing market on all lines this winter. When asked as to present volume of trade being transacted he was very optimistic, and pointed out that general trade conditions were healthy, and that in spite of disappointment regarding collections, caused by delayed harvesting, orders were being received in large quantities, which at same time were conservative with conditions. This factor alone he claimed was very encouraging as it demonstrated that retailers realized that in view of the prevailing situation they were not justified in asking for large credit. The main drawback at the present time was the serious blockage that was existing in the freight yards in the city of all railroads for the last three weeks. Conditions were not better than last week and that cars were lying in the yards which should have been unloaded from ten days to two weeks ago. This neglect might be due to some extent to the effort to get as many cars of wheat to head of lakes before navigation closes. This should have taken place on Nov. 30, but an extension to Dec. 5 was granted by insurance companies, and in rush to get all vessels clear before midnight of that date, other lines of freight are simply being ignored. After the close of navigation the price of wheat usually drops about three cents. To give some idea of the enormous quantities of grain leaving the head of lakes it might be well to state that 3,095,000 bushels were loaded out in the 24 hours preceding midnight of Nov. 30.

In the trade direct all lines are holding steady and few changes are necessary. A rearrangement of prices will be noticed in some cases.

Sugar.—The situation in sugar is somewhat firmer than it was last week, and now that the Christmas season is on hand there is little chance of decline before the end of the year. Retailers have stocked up to supply the season's demands but they are still looking for lower figures and will not order more than enough to supply immediate demand. Prices remain unchanged therefore at last week's figures.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup and Molasses.—Steadiness continues to prevail in these lines and while no rapid advances are taking place, yet the market is likely to go higher before the winter is out. Prices being quoted by the largest wholesalers in town are:

Syrups—	
24 2-lb. tins, per case	2 38
12 5-lb. tins, per case	2 78
6 10-lb. tins, per cate	2 66
3 20-lb. tins, per case	2 67
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 48
New Orleans molasses, half barrels, per gallon	0 30 0 31

Dried Fruits.—An active demand still continues for all lines of dried fruits. New figs are active and moving freely. Prunes are perhaps of greatest interest this week and all indications point to an advancing market. One large wholesaler stated that 90 per cent. of the crop in California has already been shipped. Result is that this will mean bare market early in new year. Prices he predicted would range as high next spring for

prunes as they were this summer. These conditions have been brought about by abnormally strong European demand. Two steamers had sailed from San Francisco for Europe last week each carrying about 500 carloads of prunes. Such a condition has never been known before and California growers are unable to account for it. As regards Mediterranean fruits the trade was watching the effect of the present Turco-Italian war with interest. It is the opinion that if hostilities continue much longer Turkey will order all exports to cease, which would consequently affect the price of figs considerably. All Mediterranean fruits will be scarce unless some change takes place. Prices prevailing at present are :—

New prunes.	Per lb.	70-80s, 25s, s.p.	0 09
90-100s, 25, s.p.	0 08	70-80s, 10s, s.p	0 10
90-100s, 10s, s.p.	0 09	60-70s 25s, s.p.	0 09½
80-90s, 25s, s.p.	0 08½	50-60s, 25s, s.p.	0 10
80-90s, 10s, s.p.	0 09½	40-50s, 25s, s.p.	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16
Emmanuel 3-crown	0 08½
" 4-crown	0 09½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s., 28s., s.p., per box	2 00
Fine, selected, 28s., s.p., per box	2 20
4-crown layers, 28s., s.p., per box	2 30
4-crown layers, 14s., s.p. per box	1 2
4-crown layers, 7s., s.p., per box	0 58
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry clean, per lb	0 07½
Washes, per lb	0 08
1-lb. package	0 08½
2-lb. package	0 17½

Nuts.—Regular Christmas demand is already prevailing for all lines of nuts and all lines are moving freely. No new stocks have been added to market.

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Aberaness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17

Coffee.—Coffee market is unchanged, demand remaining strong and prices holding firm.

Coffee, standard Rio.	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 18½

Beans and Peas.—New prices are quoted in beans and peas. The lines are exceptionally strong and the demand is keen.

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs	3 10	3 15

BRITISH COLUMBIA.

Vancouver, B.C., Dec. 7.—The seasonable Japanese orange is on the market again, the first shipments having arrived this week. They are of good quality this year, and give evidence of greater care in the orchards in the Orient. It looks as if the Jap, ever quick to learn, is profiting by the rejection of shipments two seasons ago, because of infection by fruit pests. Prices are 50 and 55 cents, retailing at 65 cents.

The price of eggs has climbed to its usual winter altitude, beyond the reach of the ordinary population. Strictly new-laid, the kind to be depended on, are not jobbed to a large extent, in many instances being sold direct to the stores. They are bought for 75 and 80 cents, and retail at 85 cents. Selected retail at 40 cents, with a lower grade at 35, the jobbing price being 32 and 33 cents. The 40-cent brand are good for general purposes and there are large sales.

NEW BRUNSWICK MARKETS.

St. John, Dec. 7.—General satisfaction prevails among majority of local wholesalers regarding the increased trade of late, largely due to preparations for holiday season. Money is circulating quite freely, and orders are steadily coming in. Travelers in general report good business through country centres of province, as well as in other cities. All outlying districts have been supplied for the Christmas trade in so far as large orders are concerned, and dealers are gratified with the results. Retailers are now buying sorting up orders.

Bacon		0 15	Eggs, henery	0 40	0 45
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 28	0 30
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 25	6 50
Butter, creamery, lb	0 24	0 27	Flour, Manitoba	6 45	6 50
Buckwheat, west. grey, bag	2 80	2 85	" Ontario	5 60	5 65
Cheese, new, lb.	0 15½	0 16	Ham		0 15
Currants, 1's, lb.	0 08	0 08½	Lard, compound lb	0 10½	0 11
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		4 50
Beans, string	1 02½	1 05	Molasses, fcy. Barbados, gl	0 40	0 41
Corn, doz.	1 00	1 05	Oatmeal, rolled		5 75
Peas, No. 4		1 20	Oatmeal, std		6 35
" No. 3		1 25	Pork, domestic mess	22 00	22 50
" No. 2		1 30	Pork, American clear	21 50	24 00
" No. 1		1 80	Potatoes, bbl.	1 75	2 00
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03½	0 04
Raspberries, dozen	2 05	2 10	Salmon, case—		
Strawberries.	1 85	1 90	Red spring	7 75	8 00
Tomatoes	1 75	1 80	Cohoes	7 25	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran.		5 25	Standard gran.	6 00	6 10
Cornmeal, bags.		1 80	Austrian "	5 90	6 00
" bbls.		3 75	Bright yellow	5 80	5 90
			No. 1 yellow	5 50	5 60
			Paris lumps	7 00	7 25

NOVA SCOTIA MARKETS.

Halifax, Dec. 7.—Orders now coming to hand for Christmas groceries are of good volume and trade this season gives promise of being excellent. Stores are making fine displays of dried fruits, and other goods for the festive season. All the dealers have the goods, however, and they will get them out in good time. The sales of dried fruits so far is above the average, particularly Valencia raisins, the stocks remaining in wholesale grocers' hands being small. This has caused an unusually heavy demand for California muscatel raisins which are going to the trade at 8½ cents per pound.

Provision houses buying poultry are advising country merchants to ship their turkeys early this month. One firm places date at not later than Dec. 19, as, it claims, there will likely be a slump in prices after that date.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Editor Canadian Grocer :—Can. you inform us through your Letter Box column of the names of independent canners in Ontario.

We have perused The Canadian Grocer for a number of years and have derived many advantages from it for our business.

W. DURANCE.

Hamilton, Ont.

Editorial Note.—Among the names of firms requested are the following : Essex Canning Co., Essex ; Oshawa Canning Co., Oshawa ; J. B. Orser, Bloomfield ; Church Bros., Picton ; Jno. McKay, Limited, Bowmanville ; London Canning Co., London ; Ontario Canning Co., Sarnia ; Vineland Canning Co., Vineland.

Mr. Manchee, of H. W. Nelson & Co., Toronto, was in Chicago last week attending convention of National Broom Manufacturers' Association of United States and Canada. There were over 300 manufacturers of both countries.

Invitations are out for the smoking concert of the Toronto Retail Grocers' Association to be held in St. George's Hall, on Thursday evening, Dec. 14.

Wilson & Kenning, Haileybury, Ont., have sold to Jacobs & Gordon.

The Standard Blend Tea Co. has been given charter by the Ontario Government. The office is at Peterboro, Ont.

The National Packers' and Machinery and Supply Association will held its annual convention in Rochester the second week of Feb., 1912.

In the last issue of The Canadian Grocer error was made in the two-page ad. of Sugars and Canners, Ltd., Montreal, who are well known in different parts of the country as the "Always Something New" confectionery people. The popular line of mixed candy was given as selling at 7½ cents per lb. instead of 8½ cents. Readers when ordering kindly note.—Advt.

NEW CANNING CONCERN.

Montreal Despatch Tells of Men Interested—Five Factories Contemplated.

Montreal, Dec. 7.—(Special.)—There is a report here of the formation of a new big canning company headed by C. H. Cahan and a number of Montreal capitalists. It is stated that 5 factories will be erected in Ontario. While there is nothing definite yet re the name of the company, rumor has it that it will be called the British-Canadian Canners' Co., and that it will begin with paid up capital of $500,000 bonds, paying six per cent., and $750,000 of common stock. Those already identified with the company are C. H. Cahan, H. A. Lovett, John Black and Sir Henry Bate of Ottawa.

D. C. T. A. BANQUET.

Montreal, Dec. 7.—The annual banquet of the Dominion Commercial Travellers' Association to be held in the Windsor Hotel, Monday, Dec. 18, gives promise of the usual brilliance with which this function has usually been accompanied. Among the public men who have signified their intention of attending are Sir Wilfrid Laurier, Hon. Geo. E. Foster, Hon. C. J. Doherty, Fred C. Lariviere, president of the Chambre du Commerce, Montreal, and J. H. Burland, president of the Board of Trade.

Premier R. L. Borden has been invited and may possibly be present if his parliamentary duties do not prevent him.

ALBERTA MERCHANTS' DEMANDS.

Want Practically all Exemptions Abolished Where Debtors May Escape Debts.

Edmonton, Alta., Dec. 5.—The retail merchants of the province had a deputation officially call upon Premier Sifton recently to present a petition which they claim has been signed by every retailer in the province. It pleads for the abolition of practically all exemptions under cover of which debtors are enable to escape paying their debts.

The retailers claim it was very well in the old days of the territorial councils to exempt a great many articles so that farmers and others could be induced to come into the country. The retailers say that to exempt all these articles now is to aid dishonest people to escape from paying their grocer and butcher bills.

The retailers think that farm implements, stock and land should only be exempt from seizure when they are held and owned by a debtor actually living on and farming the land.

SOMETHING NEW IN MONTREAL.

Montreal, Dec. 7.—A week ago there was opened in Dupuis Freres, departmental store, what is termed a model grocer department having for its motto "quality, economy and good service." The firm's avowed aim is to supply their numerous customers with the highest class food products at wholesale prices, plus a small percentage to cover cost of administration. H. B. Wylie, formerly of the grocery department of W. H. Scroggie, Ltd., has charge of the Dupuis department.

It is apparent that the new venture, like many others of the same kind, is merely a form of advertising and is an illustration of what the ordinary retail grocer has to contend with.

XMAS CARD PHRASES.

New walnuts—every nut is full of meat.

Taste the taste of these chocolates.

Everything for the Christmas cake.

Don't forget to buy icing sugar.

These cake candies will set off your cake nicely.

Figs are both healthy and pleasing to the palate.

Buy our assorted nuts.

Purchase your table raisins now.

Poultry dressing for that turkey.

Of course, you want cranberry sauce.

New Season's Goods

NOW IN STORE

RED SPANISH PIMENTOS, in tins
EXTRA MUSHROOMS, in glass
CHOICE FRENCH PRUNES, in glass
BRUSSELS SPROUTS and
SPINACH, in tins

L. A. PRICE & COMPANY, Shippers
BORDEAUX, FRANCE

L. CHAPUT, FILS & CIE. Wholesale Importers
FANCY GROCERIES, TEAS AND WINES
Distributors
MONTREAL

REMEMBER

Be ready to meet the extra demand that will be made for the very HIGHEST CLASS FOOD DELICACIES, during the coming Holidays.

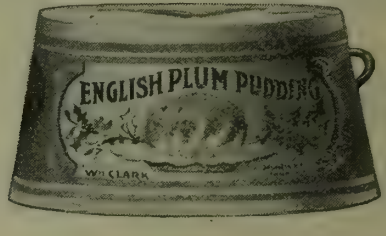
Clark's Paragon Ox Tongue

"Inglass Brand," 1½ and 2. In Cans, 1½, 2 and 2½.

Juicy, sweet and without a rival for savouriness, has that tonguey taste which has made Clark's Ox Tongues famous and in demand from Halifax to Vancouver.

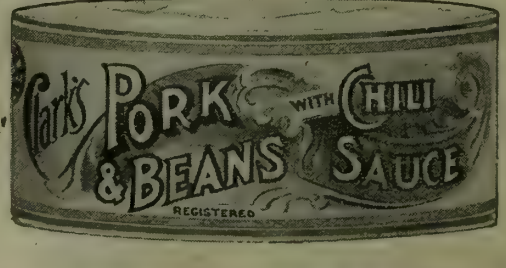
Clark's Christmas Plum Pudding

THE VERY ESSENCE OF DELICACINESS



Clark's Pork and Beans

WITH PLAIN, TOMATO AND CHILI SAUCES



W. CLARK, - MONTREAL

Manufacturer of the Celebrated MINCEMEAT put up in the NEW STYLE CAN.

Expenses and Leaks in Business

Their Relation to Profits—Grocery Business Looks Good on Paper and to Those Not Acquainted With Big Expenses and Leaks Which Cut Away Profits—Some Examples.

(By R. J. Young.)

The grocery business looks good on paper. That, perhaps, is one of the reasons why clerks are often so anxious to get into business for themselves, afterwards to be disappointed in results.

It may be the reason why consumers unaware of the large expenses and the many leaks, believe that the dealer dispensing groceries has a gold mine. It is the incentive for many people to enter the business who know practically nothing about it. For the simple reason that it looks good when figured on paper.

Prospects Were Rosy.

When I first enquired into the prospects, I was delighted with the bright future which seemed to be ahead with very little exertion. I was told by men in the business, that the profit on groceries averaged around twenty per cent. That may be pretty nearly true. It varies greatly with different dealers.

On beginning to figure on that basis, I reckoned on doing a $200 business per week. That would mean a profit of forty dollars per week. Figuring that expenses would be fifteen dollars, that would leave twenty-five dollars net profit. This, compared with the salary I was then receiving looked mighty big. Here's how I figured out my expenses:

Rent of store per week	5.00
Wages for assistant	6.00
Keep of horse	2.00
Light, per week	.50
Heat, per week	.50
Advertising, per week	1.00
Total	$15.00

Is Now a Wise Man.

I am wiser now in regard to the expenses of running a grocery store and of the profit derived by the proprietor. In my expenses I had forgotten to figure on a few items. In making an estimate one should include rent, salaries, light, heat, advertising, delivery, management, stationery, printing, loss by bad accounts, wrapping paper, twine, decorations, fire insurance, deterioration of fixtures, telephone, cost of collections and business tax.

To be exact, one might also add another very substantial list, including brooms, cleaning, donations, newspapers, wagon grease, horse shoeing, nails, messengers, pencils, pens, postage, post office box rent, repairs, soap, telegrams, free cigars and candies, harness, extra help, broken goods and goods forgotten to be charged.

Proprietor's Salary.

Then to top this, the proprietor must be given a salary, and take what is left as the return on money invested or deduct the interest on the amount invested and take what is left for salary.

Indeed, the grocery business is not exactly the dream which I figured it in my days as a clerk, nor the returns so encouraging

Watch the Leaks.

Besides keeping expenses at a minimum for the business done, the grocer must give special attention to the prevention of leaks if he would secure a living profit. Not alone must the large and conspicuous leaks that drain away the store's profits be closely watched, but also the smaller ones which through their relatively less importance are liable to be overlooked, but these same smaller leaks decide to a great extent the amount of total profit.

Poor buying is a source of considerable loss in many establishments. While the grocer should always aim to keep a complete stock, there is a difference between this and overbuying. It is preferable to buy a too small amount than too large. Purchases should be gauged on previous sales of the article, considering always the prospects for an increase or decrease in its sale in the future.

There is also the prevention of the accumulation of dead and unsalable stock in the store. If you purchase a case of a certain article and two packages stand on your shelf until they are not fit for sale, then you have made practically nothing or perhaps lost on the deal. Remember that the profit comes from the sale of the last package of every dozen. With that fact before you, use your salesmanship not only to sell the eleven but the twelfth, for therein lies your profit. There is also much in knowing when to move an article regardless of cost. I believe that the first loss is the best.

Overweight in Sugar.

Carefulness in weighing is another essential of the successful store. I was in a brother grocer's store the other day when a clerk was weighing several packages of sugar. In the first place, he impressed one with the fact that his chief desire was to complete the work regardless of his employer's profit. The counter, scales, and the floor, received a liberal sprinkling of the valuable sweetstuff. When he had finished, I placed three of the parcels on the scale and found the generous clerk had given customers all the way from 1½ to 4 ounces of sugar more than they were entitled to. In other words, he has cheated his employer of just that much. Just another example of the leaks that will creep into a business where every care is not exercised.

In the storehouse of the same store was observed a good many leaks. On first view one of the most prominent was a hole in a sack of grain which was allowing the profits, literally, to flow down the crack in the floor. At one side was a sack of peanuts, also with a hole. To this the clerks had given considerable attention, but in the way of helping themselves to the contents whenever they happened to pass. Farther on a bundle of paper bags had fallen out upon the passageway, and over these the clerks had trampled, making many unfit for use.

Catsup Lost in Sawdust.

Passing out of the storehouse I found a case filled with sawdust in which was still a bottle of catsup which the clerk in his hurry had neglected to unpack.

At one side of the backyard was a pile of broken boxes which the grocer was using as kindling instead of keeping them in good shape and selling the same. There was indeed plenty of evidence that the store needed a business doctor.

The grocery business is no dream. However, it will return a fair living profit to the man who is prepared to give it the necessary effort and attention, and who watches closely the expenses and the leaks.

RICE IMPORTS.

During the six months ending September, 1911. Canada imported 7,563,650 pounds of cleaned rice. Of this, 4,101,673 pounds came from Great Britain, 2,387,935 pounds from Hong Kong, and 485,042 pounds from the United States. Uncleaned, or unhulled rice comes in free. During the same six months, 31,144,892 pounds were imported. United States sent only 1,300 pounds, Hong Kong 6,232,827, Japan 6,047,578, and other countries 18,863,187 pounds.

GUM AS MOUTH-CLEANSER.

Dr. Le Grand Kerr, of New York, a specialist in diseases of children recommends the use of chewing gum as a mouth cleaner. It is, he says, especially effective in infectious diseases where a child usually rebels against the use of cleansing lotions.

The Handiness of OXO CUBES



added to their downright goodness, leads the discriminating woman to use them in far larger quantities and with greater readiness than old-fashioned meat extracts.

Make this handiness of **OXO Cubes** a strong point in your selling talk. Point out to her that there is no dipping with a spoon---no measuring---no waste.



With **OXO Cubes** on hand she is never at a loss for an appetizing, refreshing hot drink or a nourishing soup, and with them she can vastly improve the flavor and food-value of the warmed-up meat dishes which are so difficult to make tempting.

It's worth while to push OXO Cubes, co-operate with the OXO advertising and get for yourself this rapidly growing OXO trade.



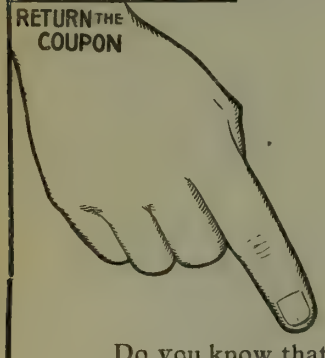
Put up in 10c. and 25c. Boxes

CORNEILLE DAVID & CO.

MONTREAL TORONTO WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.



RETURN THE COUPON



Accurate Oil Measure



Do you know that most hand measures in use to-day are too large—They are. If you have one you are probably giving away a part, if not all, of your profit on each gallon. *That's Pure Loss.*

To insure everybody a square deal buy a

BOWSER
Self-Measuring System

It is guaranteed to give correct measure, U.S. Standard—(231 cubic inches). That is fair to you and to the customer alike. Then it does away with measures, funnels, barrels, oil odors, contaminated merchandise, etc. It saves Space, Time and Money. The cost is so slight you can't afford to do without one—They will pay for themselves.

Send the Coupon NOW for our Illustrated Catalog. It's FREE.

S. F. BOWSER & CO., Inc. - Fort Wayne, Ind.

Atlanta New York Boston Philadelphia Minneapolis
San Francisco St. Louis Dallas Chicago Toronto

S. F. Bowser & Co., Inc.
I am interested in your self-measuring oil tanks. Please send me book No. 5, illustrating complete line. This without obligation on my part.

Name .....
Address .....
....

Just Arrived

Italian Peeled Tomatoes

The quality is exceptionally high and absolutely superior to any other line on the market.

Haricot Vert,

Italian Canned Green Beans

Here is a line that is worthy of a place in your store. Prices are wonderfully reasonable.

ALSO
complete assortment of
Italian Tomato Pastes
(Bertolotto and Ercole Brands)

½ lb. 1 lb. 2 lb. 10 lb.
and 20 lb. tins.

H. E. VIPOND

197 St. Paul St., - MONTREAL



Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

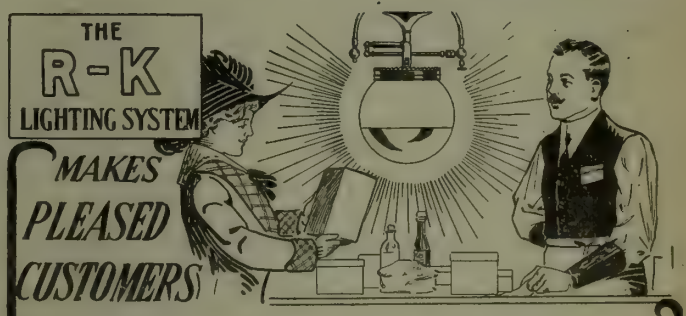
In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

Alexander Marshall, 144 Water Street, Vancouver, B.C., for British Columbia and Yukon District; Hamblin & Brereton, Limited, corner Notre Dame and Victoria Streets, Winnipeg, for Manitoba and Saskatchewan; C. Fairall Fisher, 22 St. John Street, Montreal, for Quebec and Ottawa; McCarthy, Holloway & Reid, P.O. Box 1056, Edmonton, Alberta, for Alberta; R. B. Colwell, 265 Barrington Street, Halifax, for Nova Scotia.



Think of it from your customers' point of view. People don't know why they dislike a store, but consciously or unconsciously, they avoid a poorly lighted one. On the other hand, in a well-lighted store, customers stay longer, do their shopping better and buy more.

Please your customers and increase your sales by having the best lighted store in town. R-K Lighting System will make it bright as day at a less cost than any other method of lighting. Can be installed anywhere—no matter where you live. You own your own gas plant, always ready to light. Each lamp produces from 500 candle power up, of pure white, brilliant light at an average cost of one cent per hour.

You need a light like this in your store. Write to-day for Booklet "M"—It's free—a postal brings it.

Rice-Knight, Limited

TORONTO

CLERK'S CONDITION AND THAT OF YEARS AGO

Independence Existing Now Was Not so Prominent in the Old Days—A Conspiracy Among Clerks Which Ended in Failure.

By A. H. Harvey.

Grocers find a certain independence among clerks to-day that was altogether lacking in the trade two or three decades ago. Looking back to the days when he was passing through his clerkship the grocer recalls the long hours that were then the general rule, but now his clerks have no night work and when they are requested to give a little extra time it is not always done with the best grace.

A grocer recently discussing this point remarked that when he was a clerk his employer was but little short of a czar. Hours were long, and if a clerk demurred he was generally instructed to find other employment. This grocer had learned the business in the Old Country where he was apprenticed for four years to a grocer who paid him the princely wages if 3s 6d a week. However, the clerk had usually received a thorough training and he went out into the world with an efficiency and capability that is said to be lacking in the present day product of the trade, or at least with quite a percentage of it.

Couldn't Stand Their Ground.

The grocer recalled one occasion when a silent mutiny broke out among the clerks with whom he worked. There had been long hours and some of the clerks talked of walking out if their position was not ameliorated. This grocer threw in his lot with the others but when the time came to carry out their plans, the ringleaders backed down and our grocer was the only one ready to act.

To-day, good clerks are scarce, and conditions are much improved. It is a noticeable fact that the inferior clerks are those who make the heaviest demands. They over-estimate their importance, possibly feeling secure in their position.

PUSH GELATINE SALES.

Pointers on How Good Results Can be Accomplished.

By H. T.

How many sales of gelatine will you have during the coming holiday trade?

This question is suggested by the fact that to secure the best returns during the coming season the grocer must use his imagination in order to place before his customers as extensive a stock as possible. Gelatine is an article that goes into all but the poorest homes and is included or should be included in all Christmas orders. The grocer should remember that gelatine not only forms a part of many delicacies of the table but it enhances the appearance of the tables when just little things add to the charm of a home gathering.

But, gelatine has been mentioned only as an example of opportunities that are presented but of which full advantage is not often taken. The grocer must decide for himself what his programme is to be. He knows the limits of his stock and the character of his customers. He must play his own game.

But speaking of gelatine, it must be remembered that there is a wide demand for this article during winter. Little social affairs in the homes are numerous and gelatine should have a fair trade. Giving this and kindred articles an occasional selling help in the form of a window or counter display will assist materially in bringing results.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 404, CANADIAN GROCER, Toronto

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England

HOW MUCH
IS YOUR
NAME WORTH?

We are safe in saying that it will be worth a considerable amount to you if you determine to sell the best of goods all the time.

Macaroni Vermicelli
("SWALLOW" BRAND)

should be stocked and pushed right now. You know the reason.

Make a point of asking for "Swallow"(In French, Hirondelle) when ordering from your wholesaler. You will get quality goods by specifying this brand.

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited
ST. CATHARINES, - - ONTARIO

YOUR GOODS KEPT PROMINENTLY BEFORE THE WHOLESALE TRADE

Manufacturers and Shippers

of Eastern Canada, Europe and the United States who wish to get in right with the trade-increase of booming Western Canada should avail themselves of the facilities and service we offer.

Our five large warehouses at the five main distributing centres of the West enable us to cover the territory in an aggressive and thorough manner.

We have an unrivalled connection among the wholesale trade of Western Canada. May we push the sale of your grocery lines in this territory?

We call daily upon every jobbing house in Manitoba, Saskatchewan and Alberta, ensuring every product we handle being kept prominently before the wholesale trade in a wholly effective way that no other house can offer.

It's Your Move

Nicholson & Bain

Wholesale Commission Merchants and Brokers

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

IF'S

IF the housewife asks you for something to produce a polish not a faint shine
HAND HER ROYAL POLISH

IF you want a line giving thorough satisfaction, just
STOCK ROYAL POLISH

IF you want a profitable seller that every household needs
IT'S ROYAL POLISH

IF your customers want a polish for brass and metal
SELL THEM ROYAL POLISH

IF you are under the impression that polishes deteriorate through time
EXAMINE ROYAL POLISH

IT IS DIFFERENT AND SUPERIOR TO ANY OTHER MANUFACTURE. THAT IS WHY IT IS THE LINE FOR YOU.

The Royal Polishes Company,

Montreal



'Pride of Canada' Maple Syrup

is undoubtedly the purest on the market to-day. It IS maple. That is why you should have it to supply those customers asking for Maple Syrup.

THE ADVANTAGES

to you of handling this line in preference to others are numerous. You have the satisfaction of recommending Quality Goods. You have the pleasure of seeing your customer endorse your recommendation and still greater the satisfaction of selling more goods than formerly.

"PRIDE OF CANADA" and N-O O-T-H-E-R

The Maple Tree Producers' Assoc.

LIMITED

MONTREAL TORONTO

'PON HONOR PRODUCTS

Gunns Quality Wafer Sliced Breakfast Bacon

(No Rind—No Waste)

In attractive sealed one-pound cartons. A special cure of delicious flavor. Put up in any quantity.

Why not try a sample with your next order?

GUNNS

Pork and Beef Packers, - WEST TORONTO

Fearman's "Star Brand" Lard

is good pure lard, made under Government inspection, put up in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and Tin Pails	20 "	" "	3 "

1-lb. and 2-lb. cartons

Pure lard is in great demand. Prices are going to be higher.

ORDER NOW

F. W. Fearman Co.
LIMITED

HAMILTON



"If it's Reindeer Brand it's Good."

This is in the minds of all users of Condensed Milk or Coffee. Now tell your customers about REINDEER CONDENSED COCOA. It contains Milk and Sugar. Always ready by simply adding boiling water. Average cost, one cent per cupful. Delicious beverage after rink.

Manufactured only by

REINDEER
LIMITED

Truro, N. S. **Huntingdon, P. Q.**

You'll Never Lose Money On McLean's "White Moss"



Cocoanut of Quality

Always greatly in demand for its exceptional flavor, pure white long shreds and full weight package.

Canadian Cocoanut Co., Sole Makers, **Montreal**

"NUGGET" POLISHES

WILL NOT FREEZE

SHOW YOU A GOOD MARGIN OF PROFIT

Price list mailed on request.

THE "NUGGET" POLISH CO., LTD.
TORONTO, ONT.

Christmas Poultry in the Limelight

Dealers are Wondering How Supplies Will be—Look for Ample Offerings for Xmas—Turkeys Generally Small in Size—Difficult to Size up Live Hog Situation—Comparison of Feed and Product in Chicago—United States Eggs Come to Canada—Butter Holds Strong—Cheese is Steady.

With Christmas fast approaching, poultry and more especially turkeys are being brought into the limelight. Dealers are wondering how supplies for the festive season are going to turn out. On the whole, they seem inclined to believe that supplies of poultry will be ample. Turkeys, while rather scarce in some sections, are quite plentiful in others. While the quality is quite good, they will run into small sizes. This week from various parts of Ontario and Quebec, shipments are going west to supply the Xmas trade.

It is an important fact that as yet, arrivals of poultry at the various centres have been small. However, there is always an inclination to hold supplies until the near approach of Xmas in hope of higher prices. In many sections this was the case last year and quite a flood came to market Christmas week. Country dealers generally make arrangements with the surrounding farmers for their supply.

The tendency in live hogs is slightly stronger this week. Offerings at some centres have been rather stinted. The English bacon market has also firmed up again. It is a difficult matter for the dealer to size up the live hog situation. Arguments are put up on one hand why the market should strengthen and by others why it should not. It is claimed by some that the rather free movement that has been in order during the fall was brought about by the high price of feed and that this will be at the expense of receipts later on. Still this has been put forward for some time back and still at intervals receipts get heavy.

"A rather interesting situation is produced at present in the cost of feed stuffs and in the cost of products," says a dispatch from Chicago. "The price of grain is nearly 50 per cent. higher than last year in both corn and oats. Prices for rough feed stuffs are not correspondingly as high, but mill feeds of all kinds are considerably higher than a year ago. On the other hand, the price of product os lower than a year ago."

The arrival of United States eggs at several Canadian centres indicates the size of storage stocks in this country and the general situation in eggs here. Prices are firm here and the same is also true at the moment across the line. Fresh eggs are extremely scarce and are bringing high prices.

While stocks of butter on most markets are considered small as compared with last year, the tendency is firm. Cheese is also steady under a strong statistical position.

MONTREAL.

Provisions.—The provision market is practically where it was a week ago. Pure lard is in good demand with pork moving well. Live hogs are quoted at $6.40 this week, showing an advance.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12¾
" " " 3 " "	0 12¾
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Com. pound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09½
" 5 " " " "	0 09¾
" 3 " " " "	0 09¾
Pails, wood, 20 lbs. net, per lb	0 09½
Pails, tin, 20 lbs. gross, per lb	0 08¾
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08¾
One pound bricks	0 10
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	24 00
Bean pork	17 50
Canada short cut back pork, bbl. 45-55 pieces	23 00
Heavy short cut clear pork, bbl	22 50
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11½
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 40
" dressed, per cwt	9 25

Butter.—As has been hinted at in these columns of late, the butter market shows an advance in price this week. The supply of butter in store here shows a considerable decrease compared with last year's figures. Demand remains steady. It is expected that the market will continue firm and that higher prices will be reached. Butter is dear in the United States and if the Old Country market goes higher the home prices will surely be raised.

Creamery	0 32
Dairy, tubs, lb	0 24 0 27

Cheese.—The market continues firm under a better export enquiry. Local demand is good and prices are unchanged. The export figures are reported slightly higher following the new export interest.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 16½ 0 17½

Eggs.—With Advent there should be a little keener demand for eggs. Receipts of new laids have been fair considering the time of the year. Prices are unchanged this week and this market shows no feature.

New laids	0 30
Selects	0 32
No. 1	0 27

Honey.—The market remains unchanged. There is a fair demand that is seasonable. Prices are the same as formerly.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

Poultry.—Poultry is one of the prominent lines just now. There is a heavy trade passing with supplies fairly liberal and prices what may be termed moderate when the high figures for other lines are considered. It is difficult to form an idea of what the supply will be around Christmas and New Year's, but it is expected that the market will be up to the average. Just now it is steady and active with prices reasonable.

Fowl	0 11 0 12	Turkeys	0 20
Chickens	0 10 0 15	Ducks	0 18
Geese	0 12 0 13		

TORONTO.

Provisions.—Trade is on a moderate scale. Lard is moving freely. The present busy baking season helps in the extension of its use, while the high price of butter induced many housewives to substitute it whenever possible for butter. The only change in provision prices this week is a one cent reduction in breakfast bacon. There is a general steady tendency to the heavier lines of pork products.

A week of rather stinted offerings has shaped the price of live hogs upward by 25 cents, present quotations at country points ruling at $6.15.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 15 0 16
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 11½
" pails "	0 11½ 0 12
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 75
Dressed hogs	9 00 9 25

Butter.—Fresh creamery prints are more valuable by 1 cent per pound than week ago. The whole butter situation is quite strong and there are few if any dealers ready to predict easiness in price in the immediate future any way. It is

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

generally agreed that stocks of butter fall considerably below those of year ago.

	Per lb.	
Fresh creamery print	0 33	0 34
Creamery solids	0 29	0 30
Farmers' separator butter	0 27	0 30
Dairy prints, choice	0 25	0 27
No. 1 tubs or boxes	0 23	0 25
No. 2 tubs or boxes	0 19	0 21

Eggs.—Some time ago we pointed out what could be expected of the egg market. It will be recalled that we laid emphasis on the smallness of stocks put away during the summer months and the rapidity with which supplies were being cut into. The last week has witnessed the arrival of several cars of United States eggs on this market. While of course storage stocks are not cleaned up here, these recent imports denote the tendency of the market. Storage eggs are generally a cent higher this week while new laid, scarce and in keen request, are selling at a price which certainly puts them in the luxury class. As high as 60 cents is being asked for guaranteed new laids.

Storage eggs	0 27	0 29
New laid eggs	0 50	0 60

Cheese.—No further change is noted in cheese. Trade under the high price is routine in character. The same strong feeling still prevails.

New cheese—		New twins	0 16 0 16½
Large	0 15½ 0 16	Old Stiltons	0 17
Old cheese	0 17		

Honey.—There is a fairly good demand for honey and prices hold firm. Otherwise there is nothing to report.

Clover honey, strained, 60-lb. tins	0 12
Clover honey, No. 1 comb, 14 oz. per doz	2 50 3 00

Poultry.—It is general belief that on the whole, supplies of poultry for the Xmas season will be ample. At least, it is claimed by more than one house in touch with the situation that such is the case. The amount of poultry coming forward at the present time is small but there are plenty of inquiries, indicating that there must be considerable poultry in the background. It is hinted that perhaps the same holding back of supplies will be carried on as last year, causing a considerable rush to market at the last moment. Some houses are sending out word for shipments to be sent in early because it is not likely anything will be gained by holding off. Considerable supplies are being sent out of Ontario to the West to supply Christmas trade there and of course the market tendency will depend to some extent on the demand from that source and the amount left for the Ontario markets.

Turkeys at any rate will run to small sizes, although otherwise it is said the quality will be good. The high cost of feed will no doubt show itself in general poultry.

There is an easier feeling in fowl and chickens this week, as denoted by some houses. Some buyers of turkeys are offering a slightly higher figure.

The Canadian Produce Co. quote chickens, over 5 lb. each, milk fed and fat, 11c live, 15c dressed; chickens average quality, 10c live, 12c dressed; ducks young, over 5 lb., each and fat, 11c live, 14c dressed; hens, fat, 6c live, 8c dressed; turkeys, young, 9 to 14 lbs., well fed and plump, 18c live, 20c dressed; geese, young, fat, 9c live and 11c dressed; pigeons, live only, per pair, 20c.

Fowl, live	0 05 0 07	Ducks, live	0 10 0 11
Chicken, live	0 08 0 09	Geese, live	0 09
		Turkeys, live	0 15

Dressed poultry 2 to 3 cents over the above prices.

MAKE YOUR PLANS EARLY FOR THE NEW YEAR.

(Continued from page 29.)

If you have some pressing indebtedness which you must wipe out, do this anyway—you can pay the debt with this money as it accumulates. The point is that you will, first, form the most valuable habit any man can form and, second, continue in this work after you are free from the debt.

Deposit the Cash Regularly.

If you are doing $12,000, lay aside $40 to $50 per month. If your business is $20,000, put away $60 to $75. And whatever you start with, keep up that monthly amount, rain or shine, good times and bad. You must make at least 5 per cent. net on your sales, and the surest way to really make that proportion is to pay out that proportion every month in this way. The reason I reduce the proportion on the larger business is because it is relatively harder to make a liberal profit on a big business than on a small one, because you cannot be so close, personally, to the bigger business. But the cash resource of such a reserve will daily make you more able to realize in money the full possibilities of the bigger business, because you will daily become a better manager.

Lastly, do not say that you cannot afford to have any capital lying around at 3 per cent. or 3½ per cent., because you can make much more in your business. Just fix in your mind this idea: "One of the best ways to make money is to KEEP IT." We can talk about what you will best do with it after you have a little of it. I shall be glad to help you any time.

Lastly, please note that every word of this is based on my own, personal experience—so I know just what I am talking about.

The Regal Flour Mills have been incorporated with a capital of five hundred thousand dollars. The head office is in St. Thomas, Ont.

Calgary, Alta., has the prospects of getting a new cereal factory. The Magnetic Wheat Food Co., now operating in Halifax, N.S., are negotiating for a site there.

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

Grocers: You make more profit by handling a good article that is guaranteed by the manufacturer and extensively advertised than by investing your money in some unknown brands with which you get a bonus of free goods and which your customers do not want at any price.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal



WHY YOU SHOULD USE "BEACON" BRAND OYSTERS and HADDIES

OUR oysters are the only oysters that are shipped in a new, non-returnable package from the sea-shore to your shop. Quite an improvement on the plan of getting oysters in a can that is returned again and again, and perhaps not properly cleansed—is it not?

Every oyster is fully matured, nice and plump. The flavor is unimpaired by "bleaching" or "watering." Include a package in your next order to us.

AND DON'T FORGET THAT BEACON HADDIE

We have succeeded in getting our curers to produce an extra choice stock. Beautiful thick fish, with just the right amount of smoking to give them a flavor all their own.

THE F. T. JAMES CO., LIMITED

CHURCH AND COLBORNE STS., TORONTO

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RIHA FDS & BFOWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

The Steady, Increasing Demand *for*

POSTUM

since it was put upon the market, 16 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.

Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.



People buy Postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

"There's a Reason"

Attractive, easy-to-put-in Postum Window displays increase sales—sent prepaid to any grocer upon request.

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

Domestic Flour Trade Shows Briskness

Good Volume of Present Business in Flour—Little Buying Ahead—Export Trade Still Slow—Cereals Moving Freely—Interest in Christmas Confectionery—Good Season, Both in High-priced Goods and Children's Favorites—Assortments Sold by Some Dealers.

Domestic trade in flour is on a good scale. Not that there is any abundance of contracts for future needs, for such business is particularly scarce as compared with other years, but in the routine trade that is being transacted for immediate wants. Then with the Christmas baking season in full swing, pastry flour is moving out freely. Export demand for flour continues on the low level reported during the past month. Cereals are selling well, the weather being favorable for their sale.

Weather in Argentine which is having its share in influencing movement of wheat prices is very fickle. However, the reports of damage by rain and frost were apparently taken with a grain of salt by wheat operators. Present reports are of fine weather. Considerable Canadian wheat of the lower grades is being worked off for export.

Although most dealers had orders in ahead for the greater proportion of their Christmas confectionery, "filling in" and "assorting" orders are now coming forward. Christmas is the big season of sale for sweetmeats, not alone in the ordinary lines, but also in the higher priced boxed goods this season perhaps finds the largest sale of any time during year.

The variety of candies which children prefer will be big sellers. Some dealers make a specialty previous to the festive season of making up assortments of candies which retail at different prices from 25 cents as high up as they can sell. Sometimes these are placed only in the ordinary paper bags, while others have special boxes for the purpose.

MONTREAL.

Flour.—There has been no change in the flour market. Demand is steady and prices are in last week's position. The local trade is good, but out of town buyers appear to be supplied for the time being.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Cereals.—A good seasonable demand is felt for rolled oats with the market showing considerable activity. There is no particular change in conditions for the week and prices have a firm tone at present. As is natural to expect, the amount of business passing is quite heavy.

Fine oatmeal, bags	2 86
Standard oatmeal, bags	2 86
Granulated oatmeal, bags	2 86
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 60
Rolled oats, cotton bags, 90 lb	2 65
Rolled oats, barrels	5 45

TORONTO.

Flour.—There has been no perceptible change in flour situation in past week. New features are lacking. Manitoba wheat on this market went to 1.08½ on Saturday last, highest figure yet recorded for present crop, but quotations just now tally exactly with those of week ago. Domestic trade is good, the near close of navigation having been responsible for good sales during past couple of weeks.

Ontario wheat is lifeless and is likely to continue so until the break of the new year. Exporters of Ontario flour claim they cannot get orders at figures which will permit a profit, hence export business is practically nil.

Manitoba Wheat		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

Cereals—Cold weather is good for cereal trade. Even now with the Xmas rush at hand, retailers find it good business to feature this line.

With good consumptive demand, millers busily engaged in turning out the product and raw market holding firm, rolled oats continue in steady position while same may also be said of the other lines.

Rolled oats, small lots, 90-lb. sacks	2 60
Rolled oats, 25 bags to car lots	2 50
Standard and granulated oatmeal, 98-lb. sacks	2 86
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

ORANGE AND LEMON CROPS.

The orange crop of California made a gain of 145.4 per cent. during the decade between 1899 and 1909, increasing from 5,882,000 boxes in 1899 to 14,436,000 boxes in 1909. The lemon crop increased from 874,000 boxes in 1899 to 2,716,000 boxes in 1909. The production of oranges in Florida increased from 273,000 boxes in 1899 to 4,853,000 boxes in 1909 while the lemon crop in that state went up from 2,359 boxes in 1899 to 12,367 in 1909.

A shipment of 8,000 bushels of Ontario white winter wheat was sent to England last week, which is the first lot of Ontario winter wheat that has been exported during the past three years.



ARE YOU GETTING YOUR SHARE

OF THE BIG TRADE DOING IN

the biscuit of unvarying quality, with its own crisp, rich creamy flavor, the

MOONEY PERFECTION Cream Sodas

If not, you are losing good profit and many sales. This is the popular biscuit of the select trade.

Send us a trial order. There is good profit for you.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S, FORT WILLIAM, CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.



MAPLEINE

(THE FLAVOR DE LUXE)

Fulfils all Pledges of Quality, Delicious Flavor and Maintained Selling Price.

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Frost St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE, - WN.

You can talk across the continent for two cents per word in a Hardware and Metal Want Ad.

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest of 1911 is attracting considerable attention.

THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

THE PRIZES

	Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st	- - - -	$5.00	1st - - - -	$5.00
2nd	- - - -	$3.00	2nd - - - -	$3.00
3rd	- - - -	$2.00	3rd - - - -	$2.00

AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of $5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

Decide at once to enter one or both of these contests.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

"Spell Purity"—"'E.-D.-S.' P-r-e-s-e-r-v-e-d F-r-u-i-t"

"E.D.S." Preserved Fruit in the rightful sense does not spell purity. But were it applied only to Jams, Jellies, Catsup, etc., the one and only correct answer would be

"E.D.S." BRAND

This is not an idle statement, but backed up by government authority, when upon Government inspection "E.D.S." fruit preserves were pronounced 100% pure. An authoritative statement, such as this, Mr. Grocer, will aid you materially in first sales; the superior quality of the goods will hold it—and make "E.D.S." brand your most profitable stock.



Crabapple Jelly

is another model of the purity home that is drawing big trade. Put up in the same shaped bottles as Strawberry Jam, in all sizes, to suit every class of trade.

Made only by **E. D. SMITH,** at his own fruit farms **Winona, Ont.**

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N S.: J. GIBBS, Hamilton.



We Paid One Man $128.00 In November

for securing subscriptions to MacLean's Magazine, during his spare hours.

This man joined our circulation organization on October 30th. 1911. He had no previous experience as a circulation salesman. He secured every subscription in his home town, which has a population of 2,300.

In every town in Canada there is a man who can make comparatively the same success. The men with enterprise, initiative and with a desire to hold a worthy place in the world's activities, are the men we want to fill such positions.

We have a number of good openings at present. There may be one in your town. We pay liberally.

WRITE FOR FULL PARTICULARS TO

MacLean Publishing Company, Limited

143-149 University Ave., - - Toronto, Canada

Christmas Fruits

Have full stock of all Seasonable Fruits, Vegetables, Nuts, etc.

Extra Fancy and Extra Choice California Navels, Florida, Jamaica and Mexican Oranges, Dates, Nuts, Figs, Grapes, Celery, Hot House Tomatoes, Head Lettuce, Cucumbers, Holly, Holly Wreaths, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Anticipate Big Xmas Fruit Trade

Dealers Expect Festive Season to Produce Large Sales of Fruits—Oranges are Big Leaders—Will be in Abundance for Xmas—Cranberries High in Price and Rather Scarce—Many Dealers Handle Specials at This Time—Potatoes Hold Firmly.

With Christmas only two weeks off, a good deal of attention is being directed to fruits. Retailers have already arranged or are now planning for their Xmas supply. Travelers for the fruit houses are busy throughout the country securing orders for the Christmas needs. Arrangements have been made by some houses for sending heated cars along certain railroad lines, thus giving the retailer delivery of his goods at the freight rate and also making sure that they reach him without any injury by frost. Oranges are the big leaders for the Xmas trade, but Almeria grapes, bananas, grapefruit, apples and cranberries also come in for a good deal of attention. Dealers are anticipating a good volume of Christmas trade.

Oranges will be in good supply for the occasion. Navels are coming along freely and are showing better color. Floridas are plentiful, while Jamaican fruit also adorns the eastern Canadian markets.

Cranberries are already high in price and not particularly plentiful, although the Christmas season always brings a big sale for them.

Many dealers around the festive season make a big specialty of such lines as celery, head lettuce, cucumbers, hot house tomatoes, mushrooms, etc. People like to have something special for the Christmas table.

Potatoes, although without any special features, hold firmly on all Canadian markets.

MONTREAL.

Green Fruits.—An increasing demand for oranges is a feature of the trade. Navels are not plentiful yet and the most of the purchases are being made of Valencias. Apples are steady and in good demand. Cranberries are naturally moving well at this time of the year. The week has not been marked by any special feature.

Apples—		
Spies	5 50	5 50
Fameuse	3 75	5 50
Baldwins	4 25	4 75
McIntosh reds		6 00
Greenings	4 25	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cranberries, Cape Cod, boxes 22 to 26 qts	2 40	2 60
Cranberries, N.S. bbls		8 50
Grape fruit, Florida, case	6 00	6 50
Jamaica, case		4 00
Grapes, Malaga, per keg	5 00	6 00
Grapes, Cal., box	2 50	2 75
Lemons		3 50
Limes, a box	1 25	1 50
Oranges—		
Navels	3 75	4 00
Valencia	5 00	5 50
Jamaicas, box	2 00	2 50
Mexican	2 00	2 50
Pineapples—		
Cuban, case	3 50	4 00

Vegetables. — Potatoes still remain firm at last week's prices with strength then mentioned still remaining. Celery is moving steadily and will find a good enquiry during the holiday season. Onions are prominent before the trade just now.

Beans, green, hamper	3 00	
Carrots, bag	0 90	
Cabbage, doz	0 40	
Cauliflower, doz	1 75	
Celery, 6 doz to crate, per crate	4 00	4 50
Cucumbers, doz	0 60	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 75
Half crate		2 50
Canadian reds, 100 lbs		3 00
Sweet potatoes, per basket	2 00	2 25
Montreal potatoes, new, bag	1 25	1 35

TORONTO.

Green Fruits. — A moderate routine trade in general lines of fruits is now in evidence. The cold weather is assisting in the sale of lemons.

There have been heavier arrivals of California navel oranges and prices have naturally weakened. Quotations rule this week from $3.25 to $3.75. Jamaicas are offered at $5 per barrel. Oranges are being given considerable attention of late.

Grapefruit is moving out fairly well. California grapes are over and interest is now being directed to Almeria stock. Cranberries are unchanged in price.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Limes, box		1 50
Oranges—		
S. Am. navels	3 25	3 50
Florida	3 00	3 50
California navels	3 25	3 75
Grapefruit—		
Florida, case	5 00	5 50
Jamaica, case		4 00
Grapes, Almeria per keg	5 00	6 00
Cranberries, Cape Cod, brl.	10 50	11 75
Nova Scotia		8 00
Jersey long keepers		12 00
Apples, brl	2 25	4 00
Pineapples, case	3 25	3 50

Vegetables.—It is now generally conceded that there is no overplus of root productions such as beets, carrots, and onions. The yield of these lines in Ontario was small, having been cut down by the drought. Already prices are quite high and from present indications will be maintained.

Potatoes are in the same boat. While there has been no further change in prices this week, present quotations are well maintained. The colder weather has a tendency to stiffen prices somewhat.

APPLES

Handpicked Greenings

$2.50 per barrel delivered in Toronto in lots of 14 barrels

Correspondence Solicited

Box 404, Canadian Grocer

Boston cucumbers, doz.	....	2 25	Parsnips, bag...	0 80	0 90
Boston head lettuce, doz.....	....	1 75	Onions—		
Canadian beet, per bag... ..	....	0 75	Spanish, case...	3 50	3 75
Cabbage, Canadian, dozen...	0 50	0 65	Spanish, ½ cases.	1 85	1 00
barrel	....	1 75	Canadian, 75-lb. bags.....	....	2 00
Carrots, bag....	0 80	0 90	Potatoes, N. B. stock, bag.	....	1 50
Celery, per doz.	....	0 40	Potatoes, Ontario, bag...	....	1 40
Cauliflowers, dz.	1 25	1 50	Sweet potatoes, hamper.....	1 75	2 00

YOU ARE SURE OF

FRESH TOMATOES

all winter, Mr. Grocer, and, furthermore, you will have no loss from the decayed or crushed variety if you entrust us with your business. Write about

"CROWN" BRAND

OUTDOOR GROWN

6 BASKETS TO THE CRATE

Each crate thoroughly examined before shipping.

All crushed Tomatoes removed.

Weekly Shipments Guaranteed.

WEST INDIES FRUIT CO.

39 William Street, Montreal

24 CARS NAVEL ORANGES

AT OUR TORONTO AND HAMILTON HOUSES

is the amount we are handling this season for Xmas.

Royal Crest Brand Navels possess all the necessary qualities of a High-Class Xmas Orange, and the earliest and most matured to leave California.

IF YOU WANT THE BEST, BUY

"ROYAL CREST"

Fancy Fruits. Also Fancy Holly.

WHITE & COMPANY, LIMITED

TORONTO and HAMILTON

FOR—

"Green Mountains,"

"Delewares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,

LIMITED

ST. JOHN, - - N.B.

THE HOLIDAY TRADE

demands the very best quality that money can buy. Let us look after your Xmas order and you will be able to satisfy the most particular.

ORANGES, LEMONS, BANANAS, GRAPE-FRUIT, CRANBERRIES,

NEW NUTS, NEW DATES, NEW FIGS, HOLLY, HOLLY WREATHS, EVERGREEN.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 GUELPH, ONT.



BUSTER BROWN

LEMONS



are carefully graded and packed and you should always order Buster Brown Brand for best general satisfaction. As we grow better we want better Lemons. This is the reason our orders are increasing. Your business will increase too by handling our pack. Mention the Brand or name FOLLINA.

FOLLINA BROS., Packers, Italy W. B. STRINGER, Sales Agent, Toronto



Fish - Oysters



Advent Gives Impetus to Fish Trade

First Special Fish Season Starts off With Good Healthy Stride —Good Season Anticipated—Fish Consumption in Canada has Apparently Been Increasing More Rapidly Than Production— Unusually Stormy Weather Interferes With Nova Scotia Catch.

Fish trade with the opening of Advent has taken on a good brisk stride. This week has brought a good demand for smoked and prepared lines as well as fresh frozen fish and this briskness is expected to continue for the next couple of weeks. Oysters are also moving freely.

A good season is anticipated, although prices are comparatively high. Supply of fish in Canada is apparently about on level with demand, which would indicate that consumption has been increasing more rapidly than production.

Nova Scotia reports unusually stormy weather and the catch of fish has accordingly been small. The receipts of salt codfish in that province have also been rather disappointing.

QUEBEC.

MONTREAL—First week of Advent has been accompanied by brisk business in practically all lines of fish. There has been a big demand for smoked and prepared fish and the trade of past week should continue through next two, and after the new year opens there is expected a seasonable trade of large proportions. The demand for fresh frozen fish, has been heavy and the representative of one firm stated that prospects are brighter than even this year. Prices are comparatively high and consumption of fish appears to have about caught up to production. It was stated that orders for some lines had been turned down because of supply being below the demand. On the whole, however, orders are being well met and the trade is looking forward to a continuation of conditions that promise a better season than last year and it was admittedly a good one. It has been said that the supply of fish in Canada is just about sufficient for demand, which means that its consumption has been increasing more rapidly than production. Oysters have been given a new impetus during the past few days and are going out freely.

FRESH

Steak cod, headless, per lb	0 05	0 05½	
Haddock, per lb	0 04½	0 05	
Smelts, fancy	0 10		

FROZEN

Haddock	0 04	0 04½	
Halibut, per lb.	0 08	0 08½	
Herring, frozen, per 100 fish	1 70	1 80	
Pike, round lb	0 05	0 05½	
Pike, dressed & headless, lb	0 06	0 07	
Steak cod		0 05	
Mackerel		0 11	
Dressed perch		0 10	
Dore or Pickerel	0 07	0 07½	
Round red salmon	09	0 10	
Gaspe salmon, per lb		0 13	
Qualla salmon	0 07½	0 08	
No. 1 smelts, lb		0 10	
Extra smelts, lb		0 14	
Lake trout, lb		0 10	
Tomcods, per brl		2 00	
Whitefish, large, lb	08½	0 09	
Whitefish, small	0 06	0 06½	

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 00
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	7 00

SALTED AND PICKLED

New green cod, per lb	0 04½	0 05	
New Labrador herring, per bbl		5 50	
New Labrador herring, per half bbl		3 15	
Labrador sea trout, bbls		12 00	
Labrador sea trout, half bbls		6 50	
No. 1 mackerel, pail		2 00	
No. 1 mackerel, ½ bbls		8 00	
Scotia herring, No. 2, bbl			
Lake trout, kegs		6 50	
Choice mackerel, pail		2 00	
Mackerel, ½ bbls		8 00	
No. 1 green haddock, per 200 lbs		7 50	
No. 1 green pollock, per 200 lbs		7 00	
Salmon, B.C., red, bbl		14 50	
Salmon, B.C., half bl		8 00	
Salmon, Labrador, bl		15 00	
Salmon, Labrador, half bl		8 00	
Salmon, Labrador, trcs, 300 lbs		21 00	
Salt eels, per lb	0 06½	0 07	
Salt sardines, bbls		5 50	
Salt sardines, ½ bbls		3 00	
Sea trout, ½ brl		6 50	
Sea trout, bbls		12 00	
Scotch herring		6 00	
Scotch herring, keg		1 00	
Holland herring, ½ bl		5 50	
Holland herring, keg		0 75	

SMOKED

Smoked eels, per lb		0 10
Bloaters, large, per box		1 10
Yarmouth bloaters, fancy, per box		1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07½	0 08
Fillets, fancy, 15-lb. boxes, per lb		0 11
Herring, new smoked, per box		1 18
Kippers (small), per box of 50 fish		1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60
Oysters, fancy cape, large bbls		9 00
Malpeque Oysters, per bbl	8 00	12 00

Solid meats—Standards, gal., $1.70; selects, gal., $1.90.

ONTARIO.

TORONTO—First week in Advent brought large flood of business to fish dealers, and general satisfaction is expressed at way trade has opened up. Among other things the weather has been favorable to handling fish with least trouble, and this assists a great deal in inducing retail grocers to take up the line. Frozen halibut is big favorite at present time and sales are heavy. Frozen and smoked fish in general are moving freely.

In quotations on oysters, there is a difference in what different firms regard as "selects," "straights" or "standards" as the case may be. This accounts in some instances for differences in price. For straights, one firm quotes $1.75 for 1's, $1.70 for 3's and $1.65 for 5's. Some others quote selects at the same price. This difference in standards is perhaps explainable by the fact that "selects" from one shipper or district may be inferior or superior to "selects" from another shipper or district. Sales in oysters so far this season have been good.

Sale of shell oysters in this market is not large. Three bushel barrels are quoted at $9 to $10.

FRESH CAUGHT FISH

Steak cod	0 07½	Fresh caught herring	0 05 0 06
Haddock	0 04½ 0 06		

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb	0 04½
New Pink sea salmon	0 09	Sea herring, 55-lb. bx	
Whitefish	0 10 0 11	Mackerel, lb	0 12
Red salmon, headless and dressed	0 11	Mullets	
Halibut	0 09	Bluefish	0 12

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	1	Quail-on-toast	0 07
Finnan Haddie, lb.	08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls	3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

HALIFAX.—There is not much change in local situation as regards receipts. Unusually stormy weather has prevailed along the coast, and in consequence fishermen have been able to secure little, with exception of some boats on the inshore grounds. Smelts are a little more plentiful and are selling well. The price, however, is high for these fish. These are selling at wholesale for 13 cents per bunch of twelve, and the fish are small.

Dealers are greatly disappointed at receipts of salt codfish. Few fish are coming along. According to advices received here the catch on the Gaspe coast this season is forty per cent. less than the average one, but the fishermen are making up for the shortage in the catch by the abnormally high prices.

Export sales are fairly good, even at high prices ruling. Both Scotland and Norway are said to have contracted for all available supplies, and shortage of French catch has made an exceptionally good demand from the Mediterranean, and there is no doubt but all the available fish in Nova Scotia and Newfoundland will be marketed before new catch is obtained. There is not much doing in pickled fish. Some odd lots of shore herring are arriving and they are selling at fairly good prices. Some large shipments of cured fish are now being made to the foreign markets.

Three vessels loaded with codfish sailed from Lunenburg this week for the West Indies.

The shipments of fresh deciduous fruits from California for 1911, have exceeded those of any previous year in the history of the fruit business.



Your Advent Trade

in fish should be a large one if you feature the proper lines. You will make no mistake if you read over the following list and order right away. You can sell fish, and lots of it.

"Ocean" Brand HADDIES and FILLETS

Quick Sellers Good Profits Satisfaction

ARBROATH SMOKIES

Have you heard of this line? Quite a winner.
Write for particulars.

"CANADA" BRAND

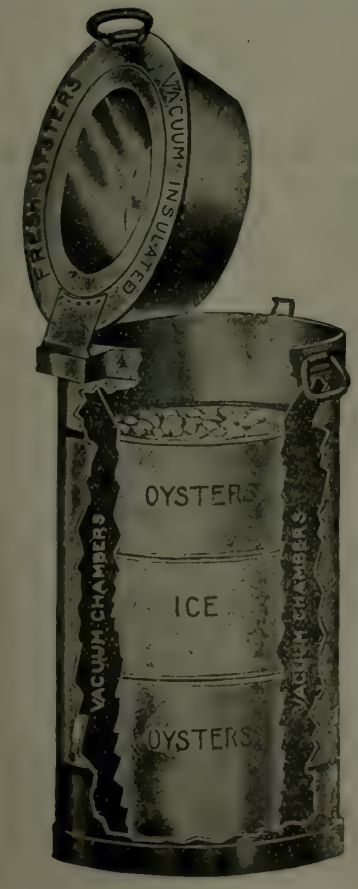
PURE BONELESS COD FISH

CANADA TABLETS, 20 1-lb. Tablets.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
CANADA CRATE, 12 2-lb. Boxes.
COD BITS, 25-lb. Boxes, Bulk.

We are somewhat behind in our shipments of CANADA CRATE and CANADA STRIP, but we can supply all other lines immediately. We must ask customers who have not received goods promptly to bear with us, as the demand has been unusually large.

Halifax Cold Storage Co.

47 William Street, MONTREAL



CHRISTMAS!

Is a time when it behooves the merchant to make sure that the people with whom he books his order are capable of taking care of him. You cannot be governed by promises. It is best to judge their ability by their past performances.

Do not leave the booking of your order until shipping time. Let us have your advice now, for at least a part of your needs. Advise when you want shipment to reach you, and we will make reasonable allowance for the congestion experienced by the Express Companies at that time.

"Coast Sealed" Oysters are carrying more quality than any oyster on the market this season, and in view of the fact that how often the consumers will use oysters in their homes, depends entirely on the satisfaction experienced in eating them, it is essential that you should obtain the best quality possible.

Kindly let us have your favor, which we will acknowledge on receipt, and advise you as to the date shipment will be made.

Connecticut Oyster Co.

Canadian Branch: 50 JARVIS STREET, TORONTO, ONT.

Methods Used in the Canning of Salmon

Big Change in Canning Methods in Recent Years—Machinery Now Extensively Used—Cleanliness One of the Big Features in the Work—Sanitary Canning Machines Now in Use—How the Salmon is Cooked.

The average grocer sells a good deal of salmon. It is with him a staple, all the-year-round seller. He knows perhaps the different grades from the best sockeys down through the red spring, cohoes and pinks, but perhaps is not so intimately acquainted with the methods especially those adopted recently which are used in canning this article.

Not so many years ago, says one writer, when a nice, juicy salmon started his journey through the average Pacific Coast cannery he was destined to be passed through a good many yellow hands before he finally rested with millions of his fellows in the hold of a lime-juicer headed for the markets of the world.

From the time he left the water he was tossed from one Chink to another, cleaned, cut, packed, steamed, soldered, cooked, soldered again, and then labeled. It took a good many of those deft, clever hands to pack the millions of fish that went every year to the far corners of the world, and the matter of labor was always a big item to the packer.

Birth of the Iron Chink.

Then came the wonderful "Iron Chink" born of the brain of the unfortunate Edmund Augustine Smith, whose tragic death in June, 1909, ended a career which would surely have meant much in labor saving machinery for canneries.

The "Iron Chink" took the fish from the moment they landed in the cannery and delivered them cleaner than any Chinaman ever delivered them, to the cutting knives, the cookers and all the rest of the human machinery.

This was about the last big change in the canneries till a year or so ago, when there was introduced as an experiment several lines of so-called sanitary canning machines. These machines, which had been used with success in many other lines, had never been tried in the salmon canneries, and the result of their trial was watched with a great deal of interest by the big interests of the salmon world.

This year has seen a thorough try-out of this method of canning, and so successful has the experiment proved that many canneries will next year be using the new method of canning that waited before till the plan was more thoroughly tried out.

The new method is simple, yet withal so thoroughly practical that it appeals immediately to the men who are most interested in the big plants.

No Puncturing of Can.

There is no cooking followed by a puncturing of the can, as in the old method, where many deft Chinamen were always busy soldering up the little holes that had been made to let out the steam and heat generated when the cans were sent through the cooker.

In the new system, as soon as the cans are filled, they are sent through what is technically known as the exhauster, a flat, steam-tight box through which they travel very slowly in a temperature of 212 degrees Fahrenheit. This cooks the fish somewhat, and in so doing expands the fish and the air in the cans so that when the cover is placed on immediately upon emerging from the exhauster, there is a tendency to draw the ends of the can inward as the contents cool.

The cans are then placed in racks in the usual method, trundled into steam retorts, where they are cooked for ninety minutes at about 250 degrees Fahrenheit. This completes the process of canning by the new method, a very simple process indeed when one looks back to the time when all this was done by hand and there were solder troughs, testing wheels, gibbering Chinks and waste everywhere.

W E. Sutton, sample room manager of the Parsons, Brown Co., Toronto, met with a painful accident recently, the index finger of his right hand being badly crushed. It was at first thought that amputation would be necessary. However, he was operated on at the General Hospital on Monday, and in place of the crushed bone a piece of ivory was inserted. Latest reports from his surgeon state that he is getting along as well as can be expected.

THREE LEADERS
That Make the Buyer Satisfied

Golden Brand Lake Erie Ciscoes
Rich and sweet.
Special low price this week.

Golden Brand Haddies

Neptune Brand Oysters
Solid Meats, are great.

Drop us a line and we will be pleased to send you quotations weekly.

JOHN FITCH
WHOLESALE DEALER IN FISH AND OYSTERS
120 King St. West, Hamilton, Ont.
PHONES: Day 3647, Night 3477

When writing advertisers kindly mention having seen the advertisement in this paper.

53 Highest Awards in Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

TOO MUCH CREDIT BUSINESS WILL KILL YOUR PROFITS.

The credit customer is all right, if he pays regularly, BUT THAT'S IT, He sometimes waits too long, and sometimes gets in too deep for comfort. You don't want to offend him, don't want to lose him. You can keep him within the limit of safety by using

ALLISON COUPON BOOKS

Furthermore, he will be pleased with the system because he sees that it safeguards his interests as well as yours.

HERE'S HOW THEY WORK:—

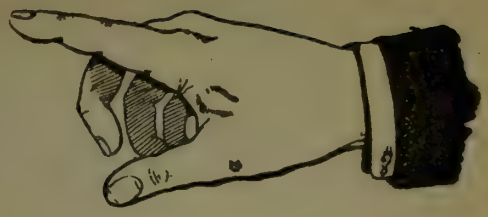


When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company
INDIANAPOLIS, IND.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa Ont.; A. E. Richards & Co, Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

ADVENT — ADVENT

QUAKER BRAND

SALMON

Have you been supplied?

High grade salmon is scarce now.

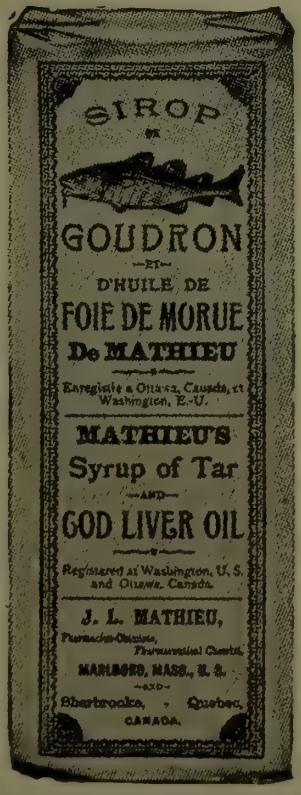
We are filling orders in rotation as received.

Mathewson's Sons

MONTREAL

ADVENT — ADVENT

Money In Other People's Coughs



A suggestion, when you hear a cough, that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is great for coughs and colds, will nine times out of ten result in a sale for you, and a cured cough for your customer. "Many mickles make a muckle."

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Where fever accompanies a cold,

Mathieu's Nervine Powders

the great Headache and Neuralgia cure, are very helpful. They break up the fever, stop the pain in bones, and give great physical relief.

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Chewing Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Smoking "

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.
Quebec Winnipeg

Banner All Brass Lamp Burners

MADE WITH

BANNER TRADE MARK

COVERED BASE



It is put in the BANNER for YOUR PROTECTION

Does not collect dirt, dead insects, or inflammable material.

SOLD BY ALL JOBBERS

Ontario Lantern and Lamp Co., Ltd.
Head Office and Factory, HAMILTON, ONT.
BRANCHES: MONTREAL. WINNIPEG AND VANCOUVER

Tuckett's Orinoco Tobacco

NO BETTER JUST A LITTLE MILDER THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about $4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, Montreal.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER

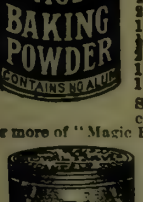


Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
1 "	6-oz	Per case $3 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 [illegible]
" ½-lb.	1 [illegible]
" 12-oz.	3 55
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.35; 1-lb. tins, $2; 12-oz tins $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4 oz. tins, 65c.; 5c. tins, 40c.

Borwick's Baking Powder 5 AND 10 CENTS

Sizes—	Per doz. tins
Borwick's ½-lb. tins	$1 35
" ¼-lb. tins	2 35
" ⅛-lb. tins	4 65



Cartons—	Per doz		
No. 1, 1-lb.,	4 doz	2 40	
No. 1, 1-lb.,	2 doz	2 50	
No. 2, 8-oz.,	6 doz	0 80	
No. 2, 8-oz.,	3 doz	0 85	
No. 3, 4½-oz.,	4 doz	0 45	
No. 10, 12-oz.,	4 dz	2 10	
No. 10 12-oz.,	2 dz	2 20	
No. 12, 4-oz.,	6 dz	0 70	
No. 12, 4-oz.,	3 dz.	0 75	
In Tin Boxes—			
No. 13, 1-lb.,	2 dz.	3 00	
No. 14, 8-oz.,	3 dz	1 75	
No. 15, 4-oz.,	4 dz.	1 10	
No. 16, 2½-lbs.		7 25	
No. 17, 5-lbs.		14 00	

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Peach	1 80
Per doz	Pear	1 70
Strawberry	1 95	Jellies
Raspberry	1 95	Red currant 2 00
Black currant	1 95	Black currant 2 15
Red currant	1 75	Crabapple 1 45
Raspberry & red currant	1 95	Plum 1 70
Raspberry and gooseberry	1 80	Grape 1 85
Plum jam	1 55	Marmalade
Greengage plum, stoneless	1 75	Orange Jelly 1 55
Gooseberry	1 75	Green Fig 2 25
		Lemon 1 60
		Pineapple 1 95
		Ginger 2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 35c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

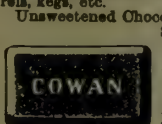
THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

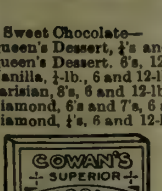
Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'s

G. J. Estabrook St. John, N.B.; J. M. Douglas & Co. Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " " ¼s	0 [illegible]
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼lb cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 5-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 5-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda ½, 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.	Per lb.
1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10 boxes.	25 and Pails.	50-lb. Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85





REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



ST. CHARLES CONDENSING COMPANY.



Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion 1 lb. tins, ground			0 26
" " ½ lb. tins,	"		0 28
English breakfast, 1 lb tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases dozen	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W. S. P.	R. P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

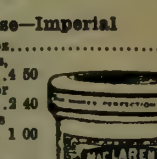
Large size jars, doz.	8 [illegible]
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 [illegible]
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.00

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90c.)	8 00
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.

The polish comes quickly and goes slowly. It will not stain the hands.

Put up in attractive boxes. Feature this attractive line—your profit is assured.

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

Windsor
Butter Salt

Practically every pound of prize-winning butter at the Dairy Exhibitions is made with Windsor Salt.

No other salt is good enough. No other salt sells.

THE CANADIAN SALT CO., LIMITED
WINDSOR, - ONTARIO

IN EVERY LOCALITY
Ontario Salt

has made a place for itself permanently in the hearts and affections of the housewife, and through them in the thoughts and minds of all classes of your trade.

With a demand so sure, every local source of supply should be adequately stocked.

For prices, etc., address

The Ontario People's Salt & Soda Co. LIMITED
KINCARDINE ONTARIO

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb tins—
3 doz. in case.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

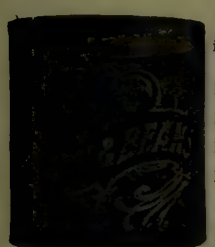
TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" "	tins ½ kilo	100 tins	15 50
Extra Fins	" ½ "	100 "	15 00
Tres Fins	" ½ "	100 "	14 00
Fins	" ½ "	100 "	12 50
Mi-Fins	" ½ "	100 "	11 00
Moyens No. 1	" ½ "	100 "	10 00
Moyens No. 2	" ½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Vichy Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per-cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Lune," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40



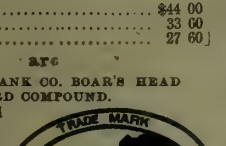
100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

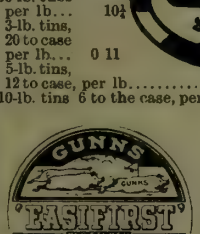
are

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½





GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lr. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).

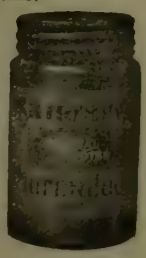


GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.



HOUSEHOLD BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special" per box	0 22
8 lbs.	" " "	0 44
5 lbs.	" "Standard" "	0 27½
10 lbs.	" " "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs.	" " "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Jelly Powders



Assorted Case,	Contains 2 doz.	$1.80
Lemon (Straight)	Contains 2 doz.	$1.80
Orange (Straight)	Contains 2 doz.	$1.80
Raspberry (Straight)	Contains 2 doz.	$1.80
Strawberry (Straight)	Contains 2 doz.	$1.80
Chocolate (Straight)	Contains 2 doz.	$1.80
Cherry (Straight)	Contains 2 doz.	$1.80
Peach (Straight)	Contains 2 doz.	$1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,	Contains 2 doz.	$2 50
Chocolate (Straight)	Contains 2 doz.	2 50
Vanilla (Straight)	Contains 2 doz.	2 50
Strawberry (Straight)	Contains 2 doz.	2 50
Lemon (Straight)	Contains 2 doz.	2 50
Unflavored (Straight)	Contains 2 doz.	2 50

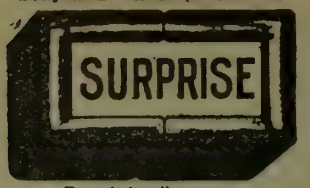
Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



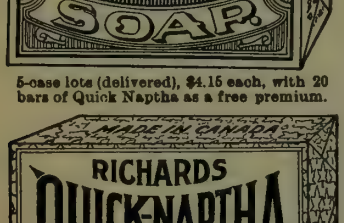
3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.
"SAPHO" INSECTICIDE.

1-16 gall.	doz. 2 00	1 gall.	doz. 19 20
¼ gall.	" 6 00	1-16 gall., gross	
¼ gall.	" 10 80	lot	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch	0 05

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 300 lb.	0 06½
Kegs, 100 lb.	0 06½

Lily White Gloss—

1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½

Brantford Gloss—

1 lb. fancy boxes, cases 36 lb.	0 07

Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case 3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3 00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8 oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
	Vermicelli Tomato
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.



SYMINGTON'S SOUPS

Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Ontario and Quebec Prices. Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 3½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—		Per case
2 lb. tins, 2 doz. in case		2 85
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

			Case
1 lb. tins	2 doz in case		$3 50
5 "	1 " "		4 00
10 "	½ " "		3 95
20 "	¼ " "		3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz.	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz.	2 98
No. 10—Tins, ½ doz. cases, per doz.	4 83
No. 20—Tins, ¼ doz. cases, per doz.	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.
Maritime Provinces and Ontario:

2's, 2 doz. case per doz.	$1 35
3's, 2 doz. case, per doz.	1 95
5's, 1 doz. case, per doz.	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz.	1 60
3's, 2 doz case. per doz.	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per dozen
H P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross $2.40 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5½ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas



THE "SALADA" TEA CO.
Wholesale Retail
East of Winnipeg only.

Brown Label, 1's and ½s	$0 25	$0 30
Green Label, 1's and ½s	0 27	0 35
Blue Label, 1's, ½s, ¼s and ⅛s	0 30	0 40
Red Label, 1's and ½s	0 36	0 50
Gold Label, ½s	0 44	0 60
Red-Gold Label, ½s	0 55	0 80



Blue Label, ¼s	0 21	0 25
Blue Label, 1's	0 26	0 25
Orange Label, 1's and ½s	0 23	0 30
Brown Label, 1's and ½s	0 28	40
Brown Label, ½s	0 30	0 40
Green Label, 1's and ½s	0 35	0 50
Red Label, ½s	0 40	0 60

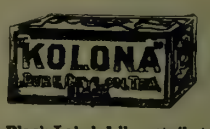


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails. 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 62½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



Clean Hands Always

That's a surety when you use

SNAP
HAND CLEANER

There's no preparation so widely approved by people who require a thorough hand cleanser. It removes instantly all vestige of paint, grease, tar, ink, or dirt, without injuring the daintiest skin.

Stock Snap and increase your sales.

Snap Company, Limited
MONTREAL

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 lbs.	Bags,	224 lbs.
"	112 lbs.	"	112 lbs.
"	100 lbs.	"	100 lbs.

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland
Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE



No Weak Link There

No Profits Lost

See how it works, Brother Grocer.

A woman is ready to buy from you 50 bags a year, maybe more.

But she will not purchase the 50 bags *unless the last bag be as good as the ones that have gone before.*

If the first bag be right—and the second—and the ninth—

She purchases the tenth *with confidence.*

Your sales keep increasing, you see.

Your profit is *continuous*—because of *Steadfast Quality.*

But if the tenth bag be bad, will she purchase the eleventh?

Will *you* continue filling her flour requirements?

No—your chain of profits snaps at the tenth purchase.

You have profited only on *ten* bags when you might have profited on the *total amount* of her yearly purchases.

Don't you see NOW what *Uniformity* means to flour sales?

If sales are greater than ever, it's because FIVE ROSES flour yields *uniform results both in store and kitchen.*

Each bag or barrel starts a chain of Permanent Profits.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs

Daily capacity, 10,500 barrels.

And *each* sale is a sturdy link, without flaw or weakness.

This also is true, that the constant effort made in the big mills out West to maintain the integrity of FIVE ROSES, assures to YOU *permanency of profits.*

This is the only flour that is *unreservedly guaranteed*—

Simply because it needs no guarantee.

Sell quality, Brother Grocer, not in one barrel, or two barrels, but in *each* and every barrel.

Sell FIVE ROSES—sell it NOW.

Write your Jobber—or our nearest office.

ACT!

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached Not Blended

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, DECEMBER 15, 1911 No. 50





For Years in the Lead ——Still Leading

is the unparalleled record of these two brands of staple condiment.

COLMAN'S MUSTARD
KEEN'S MUSTARD

Double Superfine Quality—In square tins.

Any dealer stocking these brands will be catering to the demands of the general public.

MAGOR, SON & CO.
AGENTS FOR THE DOMINION OF CANADA
403 St. Paul St. ;; MONTREAL

Toronto Office:
30 Church Street



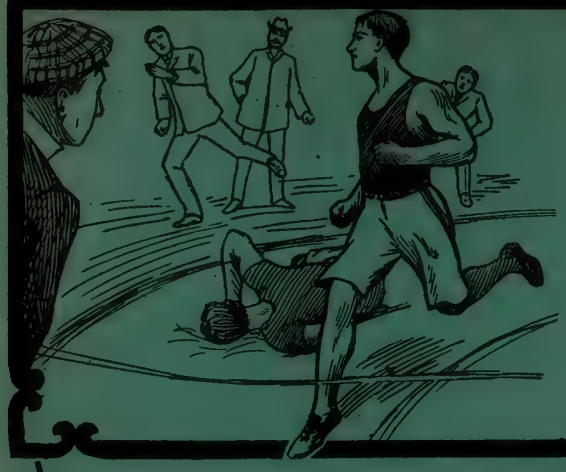
Ask the Girls if They Ever Use Crown Brand Corn Syrup to Make Fudge and Taffy.

If they never have, they don't know how much more wholesome and toothsome than "bought" candy is that made with

CROWN BRAND CORN SYRUP

There is nothing cloying in the sweetness of candy made this way—Crown Brand is the great candy syrup, pure, digestible, and agrees with everybody.

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



Still Winning

IT MUST BE THE
QUALITY











MACONOCHIE'S
QUALITY PRODUCTS

KEEP ON WINNING NEW CUSTOMERS

ASK YOUR WHOLESALE GROCER

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING SUPERIOR IS GROWN OR PACKED IN CALIFORNIA



What the users say:

"I never want to use better Raisins."

—

We have scores of such testimonials.

Raisin Perfection

CHIVERS' FIRST PRIZE JAMS

Gold Medal Brussels International Exhibition 1910
Grand Prix Festival of Empire, Crystal Palace, London, 1911

FRESHNESS—CLEANLINESS—PURITY

A lady in Canada writes to her friends in England, "I felt quite at home at once, as they had Chivers' Jam on the table."



FROM THE FRUIT FARM TO THE FAMILY TABLE

The Daily Chronicle (London) says: "The estate on which the fruit is grown covers upwards of 3000 acres. The gathering of the morning is made into jam during the day, thus ensuring the perfect quality of the fruit. In the factories cleanliness reigns supreme."

CHIVERS' GOLD MEDAL JELLIES

The "**Court Circular**" says:—"They are distinctive in character and vastly superior to any others."

FLAVORED WITH RIPE FRUIT JUICES



"**Great Thoughts**":—"Flavor and purity cannot be excelled."

"**Grocers' Review**":—"The highest possible state of perfection.

GOOD PROFITS GUARANTEED

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West
MONTREAL
(Canada and Newfoundland)

There is much more profit in keeping

Chase & Sanborn's COFFEES

than in trying to explain to a customer why you don't.

CHASE & SANBORN

MONTREAL

BORDEN'S EVAPORATED MILK

PEERLESS BRAND



Makes Your Customers Satisfied

BORDEN'S CONDENSED MILK CO.

"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary

WILLIAM H. DUNN

Montreal, Toronto and Vancouver

KEEP YOUR STORE AHEAD



Made in one and two dozen sizes.

Do not be satisfied to be "just as good": make yours the best and most attractive store in town.

STAR EGG CARRIERS AND TRAYS
FOR SAFE EGG DELIVERY

make clerks and delivery men take pride in accurate, quick, careful methods and build up the entire delivery and store service.

This modern egg delivery system for progressive stores pays for itself in a couple of months and then pays an extra profit on every dozen of eggs delivered.

Write for our two valuable books "Safe Egg Delivery" and "Advertising Suggestions." They explain everything in full.

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



SANITARY CANS

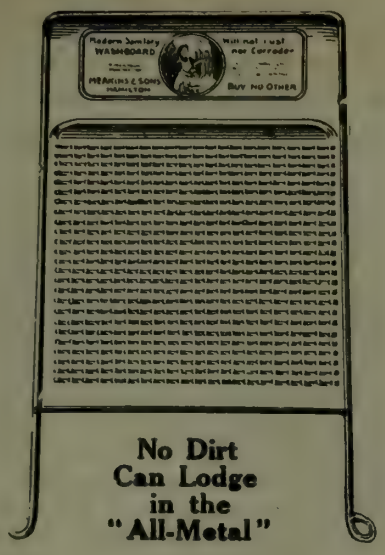
FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



No Dirt Can Lodge in the "All-Metal"

The Trade of Women

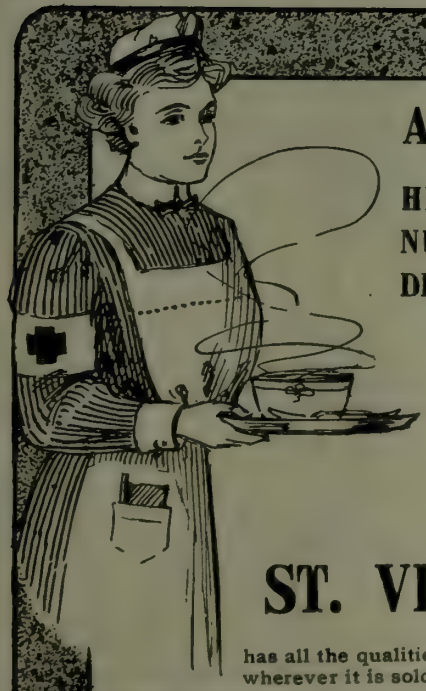
comprises the bulk of your business, and nine out of every ten of those women are housekeepers. It is plain to be seen why you should stock goods that appeal best to them.

MEAKINS' SANITARY WASHBOARDS

are the masterpiece of washboard making. Made in one piece of all-metal, and have no joints or wooden parts in which to hold the dirt to breed disease germs---therefore they are sanitary. Meakins' Sanitary Washboards will appeal to every woman---on their merit alone.

Get in touch with us for prices, etc.

MEAKINS & SONS, Hamilton, Ont.



APPROVED BY ALL AUTHORITIES

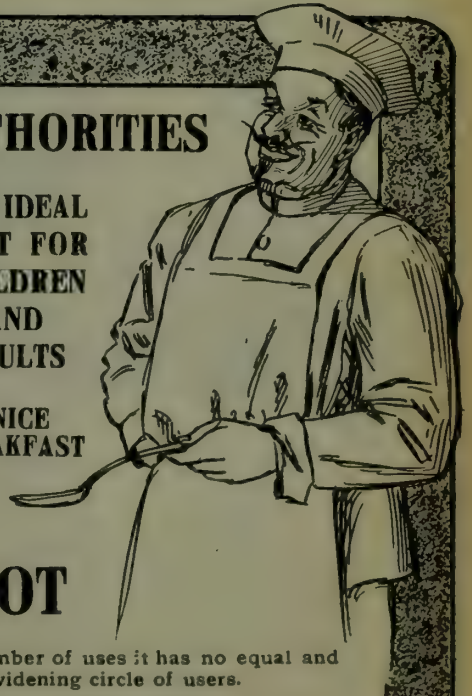
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.

EVAPO-RATED MILK





ST. CHARLES MILK

IT'S FAULTLESS

Every test of climate and temperature is alike in result when our St. Charles Brand Evaporated Milk is concerned. It is the best for every use.

A sure favorite with your trade.

ST. CHARLES CONDENSING CO.

INGERSOLL, ONTARIO, CANADA

Mr. Grocer, of course you have noticed the Heinz advertisements appearing in the different magazines throughout the country, during the past few weeks.

Are *you* explaining to your customers the difference between Heinz Mince Meat and the kinds usually made?

Do you realize that by keeping in stock an assortment of the 57 Varieties, it helps to create an impression with your customers that you wish to cater to the best trade?

Remember that Heinz goods are guaranteed to *please*, and that you are authorized to refund full purchase price, should any of your customers fail to be pleased with them.

Heinz Mince Meat and Heinz Plum Pudding are being extensively advertised just now, and a good stock of these should be kept on hand to supply the demand.

Other seasonable goods are Heinz Apple Butter, Preserves, Tomato Soup, etc.

H. J. HEINZ COMPANY



Have No Hesitation

in deciding in favor of a fixture that saves its cost by cutting cheese ACCURATELY.

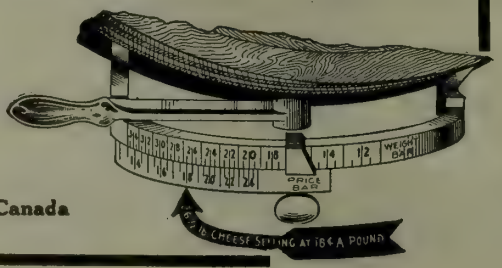
The Perfection Cheese Cutter

encased in a handsome glass and wood, highly polished case, prevents the giving of over-weight by its attachment for exact measuring, doing away with the accumulation of dried up scraps and crumbs.

THE UNUSUALLY MODERATE PRICE we ask for this fixture will surprise you.

The American Computing Co. of Canada

Hamilton - Canada





Advertise The Fact

that you sell "PURITY" SALT. It is a sure sign that you are pleasing your customers. Your customers can buy staples in any store, but they will go a long way to get a high-grade table salt. The people **will have "Purity" Salt,** therefore we say, stock this quality article and make known the fact you have it for sale and watch how rapidly it sells.

THE

WESTERN SALT CO., Limited

Mooretown, - Ontario

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



"Our Baby" No. 1

BAGS MADE TO ORDER
or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, 'Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

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is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

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There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

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BOILED GOODS
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"MEADOW-SWEET" CHEESE

In Attractive 10c. Packages

is becoming known in every hamlet in Canada, and, while young, is giving the older, but no purer makes, a "good run for their money."

ONE WEEK TILL CHRISTMAS

Order from nearest agent right away or write direct

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TRADE MARK

The Delectable Zest

which Salt adds to foodstuffs can only be at its best when the purest and best Salt is used. **CENTURY SALT** continues to sell with the same uniformity of superior quality —it is the best for table and dairy use. Your customers will keep on demanding it. A trial order will convince.



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Even the good old Irish potato is getting up among the aristocrats, but Baked Beans remain the poor man's friend.

It is still possible to buy a meal of Baked Beans for an entire family for 10 cents.



It is easy figuring that Baked Beans at present prices are a good buy.



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Send for our new Simcoe Baked Bean Hanger. It's a Trade Winner.

"Valuable Hints on Storing Canned Goods" is free to all Grocers for the asking.

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'Pride of Canada' Maple Syrup

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The Maple Tree Producers' Assoc.

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In matches, as in many other things, silence is desired to please the user.

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not only vindicate the name assigned them, but each match is a sure light and satisfaction giver. It pays to keep this staple prominently before your customers.

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DESERONTO, ONT.

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Evaporated Milk

is full cream milk reduced to about one-third consistency in a vacuum, containing nearly three times as much in butter fat and solids.

The purity and quality of every can of "Canada First" milk are absolutely and unreservedly guaranteed. The sterilizing process it undergoes positively destroys all bacilli and renders it superior to ordinary milk.

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"Anti-Dust" Sweeping Powder

Stock it Sell it-- Repeats follow

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain their custom, and you get new customers. "Anti-Dust" may correctly be termed the "Grocer's Standby."

"Anti-Dust" is the germless and dustless way of cleaning and is immensely popular.

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GINGERBREAD Brand Molasses

for Baking Purposes,
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for Table Use

Domolco is recommended by all Physicians as a Healthy Food.
For Sale by all the Leading Wholesale Grocers in Canada.

Order to-day

The Dominion Molasses Company, Limited

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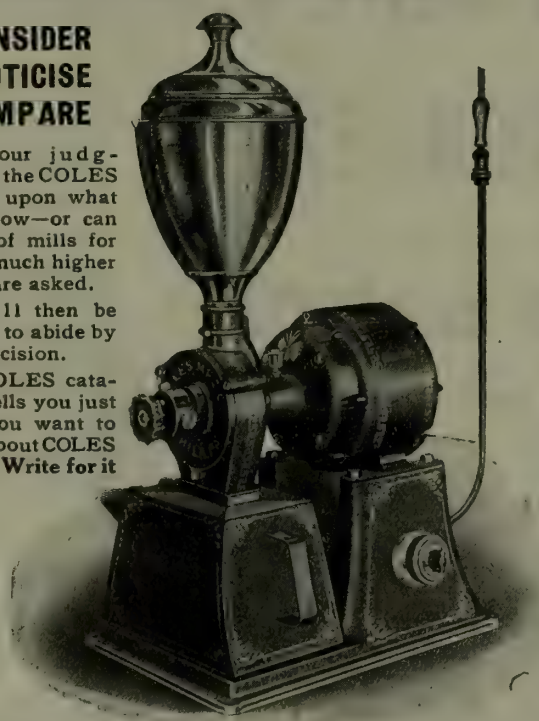
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Base your judgment of the COLES models upon what you know—or can learn—of mills for which much higher prices are asked.

We will then be content to abide by your decision.

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¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

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TRUE VANILLA



The flavor of **genuine** vanilla is unknown to many people, who are used to the crude taste of the chemical imitations of vanilla which flood the market. **Our TRUE VANILLA** extract is made from the real Mexican vanilla bean, and has a flavor unattainable by any artificial product, however well made.

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You always know what every customer owes, what all of them owe.

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Prepared from the freshly gathered fruit and finest refined sugar, containing no glucose nor chemical preservatives—that's the kind made by

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Our reputation of over one hundred years is at the back of every sale. Our guarantee of Purity is on every jar.

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Wagstaffe's Jams, Jellies, Marmalade.

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All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

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Established in 1854 by John Redpath

DRIED FRUIT OF QUALITY

This Mark

ARMSBY'S
FROM THE LAND OF SUNSHINE
FRUITS
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on every Box Insures the best

Place Order Now

All First-Class Jobbers Handle.



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The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
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It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

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Sell the ambitious housewife Extracts which are sure to please by their exquisite flavoring qualities in her cakes, puddings, pies, sauces, etc.



Made from the choicest selected vanilla beans under "Sterling" conditions and packed with the neatness and care that characterize all "Sterling" products.

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Now, this customer insists on having Club House Queen Olives every time.

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TIN - PAIL - BOX - PACKAGE
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White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

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is surrounded by a **bigger circle** of friends than other brands because it **is the original** and **the best.**

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In Cans, Nos. 1s and 2s.

One sale creates a demand. The high quality makes them a favorite at all times.

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Quality Guaranteed.



Sustained Profit.

One Size Jar Only

Clark's Mincemeat
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In Cans, 1, 2, 3, 4 and 5's.

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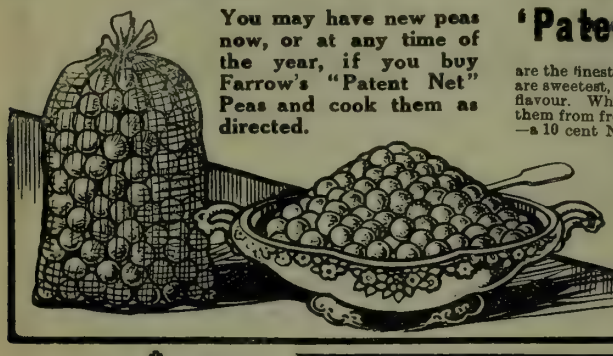
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being absolutely free from coloring matter have met with a surprising increase in demand this season, so much so that stocks now in first hands are practically nil, which is unprecedented at this particular period.

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New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

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They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

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FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
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THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

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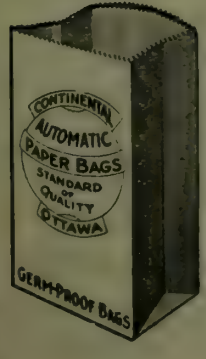
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Promptness and Satisfaction guaranteed.
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Trade Established 12 Years.
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Manufacturers' Agents, Commission Merchants, Warehousemen.
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Sundried Apples
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Established 1885

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On spot, all kinds nuts, in shell and shelled, at right prices.
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First-class frost-proof storage facilities.
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MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I C STEWART, Halifax

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right
FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried, Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

The
Condensed Ad.
page
will interest you

WHITE DOVE
Cocoanut

The cocoanut which can be depended on — fresh, pure and wholesome, and a great favorite with the first-class cook. The grocery store to carry the best grade must stock this brand.

It's a sure winner and a good profit bringer.



W. P. Downey
MONTREAL, QUE.



The ***BROWN*** is the ***Perfect*** Bag Holder
Size required can be seen at a glance.
Handy, saves time and therefore money.
For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

CLAY PIPES
Those made by
McDOUGALL
are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

Now is the Time

for you to gather your clerks together and point out clearly what lines should be pushed during the holiday season. A little extra effort on their part means more money for you. Tell them that

"Club" Jelly Powder

should be brought to the attention of the housewife as it is entirely as good as any other, in fact a better proposition, because with each package the purchaser gets an extra powder **free** which makes a delicious custard.

Of Course

we are taking it for granted that you have plenty in stock. If not, waste no time, but write to

S. H. Ewing & Sons
Montreal - Toronto

TO

Brokers and Manufacturers' Agents

—Your business card on this page will keep —your name and field of operations before —Manufacturers, Importers and others —looking for responsible representatives. It costs you little and means much to you if you are looking for agencies
Write for particulars to
The Canadian Grocer
Montreal Toronto Winnipeg



It Is Quality That Counts!

Banner Brand Jams have long been recognized as a leader in quality that nowadays grocer and consumer alike regard it as the standard brand.

Furthermore, the grocer has found that Banner Brand consistently yields him a better profit than other jam, and that his customers are always satisfied. It is a good proposition, Mr. Grocer—get in touch with us.

Lindner & Benner - Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

Just Arrived

One Carload Bosnia Prunes boxes 28 & 56 lbs.

One Carload Oregon Prunes 30s to 90s.

One Carload New Crop California Seeded Raisins
"Anchor" or "Griffin & Skelley"

WRITE FOR PRICES --- WE CAN SHIP AT ONCE

EBY-BLAIN, LIMITED, Wholesale Grocers, TORONTO



THEY ARE A SUCCESS BECAUSE

The quality of the fish and the oil used, together with the design of the tin, make the

"DUNOYA" BRAND SARDINES

more attractive than the ordinary tin offered to retail at 10c.

CANADIAN AGENTS

J. W. Bickle & Greening, HAMILTON ONTARIO
(J. A. Henderson)



Famous for Quality



"SALADA"

is tea in all its native purity and garden freshness. For nineteen years its high standard of quality has been consistently, unswervingly maintained.

A Tea that does credit to your Recommendation.

"SALADA" TEA COMPANY

TORONTO MONTREAL

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Eleventh Hour Christmas Suggestions

Some Plans for Making the Most of Seasonable Lines Next Week—See that Windows, Counters, Advertisements, Show Cards and Price Tickets are Doing Good Selling Work—Lines to Feature—Use Spare Time in Parcelling Goods in Convenient Salable Quantities.

ONLY one more week of Christmas trade! No matter how many "Shop Early" appeals are made by the newspapers and the clergy, it still remains a fact that the great majority of Christmas purchases are crowded into the last week. Each dealer must, therefore, endeavor to get as much of this business as possible. Every means should be utilized to increase sales. When Christmas is over the work of selling Christmas goods will be much more difficult.

In the first place look to the window. Many grocers who have been featuring in the window dried fruits, extracts, plum puddings, mince meat, etc., for past couple of weeks, have yet their real Christmas display to install. Some maintain that a display more than a week old gets dirty. Others claim it becomes so familiar that few will stop to look at it the second week. This will be particularly the case in the smaller centres. See, therefore, that the display is fresh looking and clean. Don't let the dust settle on the prunes or cranberries. Lack of attention in this regard has spoiled many a sale.

Among the goods that should be well up to the front next week are plum puddings, mince meat, extracts, table raisins, oranges, figs, dates, confectionery, all kinds of nuts, cranberries, fancy biscuits, Christmas stockings, crackers, holly, currants, raisins and Malaga grapes. These are the goods which will form the biggest portion of every window, every counter display and every advertisement. They should be introduced to probable customers at every conceivable opportunity.

Special attention should be given to those lines that will be practically unsalable after the holiday season. Stockings and crackers are among these, but as they are easily sold, the dealer should have little trouble in disposing of a fair supply. Overstocking in such cases should, of course, be avoided. Lines such as chocolates, biscuits, table raisins, etc., in special Christmas containers should be moved out early to insure against carry over and possible loss.

In the holiday rush neglect of the children should be avoided. A neat display of stockings, candies or chocolates will always catch their eye and they don't hesitate to call parents' attention to what they have seen in Brown's or Johnson's window. An appeal to children will frequently bring the older folks.

Holiday decorations are essential to giving a Christmas appearance to the store. Dealers, however, should see that old, worn-out decorations are not used. These are often covered with dust and are faded worse than a two-year-old piece of print. Get something new, even if there is not much of it. Dirty decorations are not appreciated by particular customers. Some may even associate them with the store interior and the goods sold.

In the midst of the Christmas rush, keep an eye on the dead-beat with his plausible excuses for not paying cash. Insist on getting the money, its equivalent or know that the purchaser is good for it. One is apt to be a little too lenient with customers at this season.

The Christmas advertising must not be neglected. At this time newspapers advertisements are followed carefully and your appeals, if couched in plain, convincing and attractive language, are bound to produce fruit. Take time to see they are properly written and displayed, and QUOTE PRICES unless you have some good reason for not doing so.

In the majority of cases show cards and price tickets are necessary to obtaining the best results from the window. Particularly is this the case in a district where the people are not any too wealthy. Prices of dried fruits, cranberries, poultry, etc., are desired before people will enter the store. Attractive display cards containing Christmas Greetings, and something of special importance regarding goods for sale, are especially beneficial in attracting attention. When the store staff is rushed, price tickets and show cards frequently make sales themselves.

Every dealer should sell considerable icing sugar during the last week. If you have any spare time, put up a quantity in the different sized parcels which your customers generally ask for.

Have various kinds of nuts arranged in a position convenient to the scales and have a scoop ready for filling them. Filling several pounds by the handful wastes a lot of time. If you have an open ledge behind one of the main counters, arrange the nuts in receptacles there. It not only displays them well but makes them convenient.

Here is a good way to show your oranges. Twist a yard and a half of ordinary hen coop wiring into a cylinder and fasten it in that manner. Stand it on end in the window or store and fill up with oranges. A filler in may be placed in the centre and the oranges piled around it. It then will not require nearly as much fruit as if built solid.

Many dealers find it profitable to take one line each day of the last week and specialize on it. Say, nuts one day, dates the next, figs the next, and so on.

Some grocers find a sale for package chocolates and bon bons only around Christmas time. If this is so in your case and you find a couple of days before Christmas that they are not moving rapidly, give them special attention and try to clear them out. The profit lies in selling the last package of the dozen. A grocer can easily begin a good paying confectionery department by giving some attention to it at this time.

System, if needful at any time, is necessary in the delivery of goods during the Christmas rush. See that each customer gets the goods she has ordered, and that she gets them promptly.

USED THE WRONG COUPON.

A number of readers of The Canadian Grocer have made an error in writing to the Ontario Lantern and Lamp Co., of Hamilton, asking for calendar mentioned in advertisements of this company in our paper. The words "Send coupon for calendar," which appeared in a number of their ads., were misconstrued. Many simply cut the entire advertisement out of The Grocer, mailed it to Hamilton and asked for calendars. The coupon referred to, however, is to be found only in the globe of the company's Banner lantern and a calendar is forwarded on receipt of this. It is in the form of a post card addressed to the company.

Introductions to The Christmas Ad.

How a Number of Canadian Dealers Have Begun Talks About Their Christmas Goods—Which Style Do You Prefer?

SAVE GROCERY MONEY THIS MONTH.—Now is the time you are purchasing your supply of groceries for Xmas. Just look over our prices and give us a trial order. Our goods are strictly reliable and best quality.—Cash Bargain Grocery, Brantford, Ont.

* * *

TWO GOOD REASONS WHY YOU SHOULD BUY YOUR GROCERIES AT THIS STORE:—

1st. Because you are sure of getting quality groceries that are strictly fresh.

2nd. Because for the same quality groceries you pay less here than at any other place.—A. W. Morrison, Ingersoll, Ont.

* * *

GROCERY DEPARTMENT ENLARGED on account of our increasing grocery business; we have moved our crockery and glassware into the basement and the space occupied by the crockery and glassware will be used for groceries, and to-day we have one of the finest grocery stocks to be found in any general store in the Province.—H. J. Colwill, Arthur, Ont.

* * *

OUR STOCK OF PLAIN AND FANCY GROCERIES is very large, and well assorted for the Christmas trade. Our large cellars are filled with the choicest wines, etc., that money can buy. Ask to see our "New Wine List."—James Osborne & Son, Hamilton, Ont.

* * *

CHRISTMAS BAKING.—We can provide you with the very choicest of selected fruits. We offer you the best goods, the best prices, the best service during the holiday season.—Porter S. White, Peterboro, Ont.

* * *

ADVANCE SALE OF STOCKINGS AND CRACKERS.—The demand for Xmas groceries and provisions has already started in—last Friday and Saturday were the busiest two days we have experienced for a long time, and was just a gentle reminder of what is yet to come before we get finished with 1911.

New goods are arriving every day, and our stocks are bigger, better and more varied than ever before. From all parts of the world we have been obtaining supplies for the good people of Montreal as well as our out-of-town friends, to help them to thoroughly enjoy the grand old Xmas season.—Fraser, Viger & Co., Limited, Montreal, Que.

* * *

BELIEVING IN THE FUTURE OF BATTLEFORD and wishing to share in its prosperity, have moved into new premises installed with modern and sanitary fixtures and now we solicit increased patronage from old and new customers. We can serve you better and sell you cheaper than ever before. Our prices are undergoing revision in every department, and are being lowered in every case possible.

IT IS ALL IN THE FLAVOR

There are different kinds of Currants, just as there are different kinds of apples or peaches. It is the flavor that counts. The soft, sticky kinds with the reddish color have a sour taste. The best are of a dark blue-black color, and taste altogether different. Taste the flavor of our Black Beauties Patras Currants. Per pound 10¢

Come in and see our Raisins. A pleasure to show them, whether you buy or not.

New Sultanas, seedless, per pound ..... 15¢
California Seeded, 16-oz. packages ..... 12½¢
Select Valencias, lb... 10¢
Table Raisins ..... 25¢
Drained Peels, free from sugar. Lemon, orange and citron mixed.... 20¢
Cooking Figs, 4 lbs... 25¢
Yellow Eyed Marrow-Fat Beans, for boiled or baked beans, per pound ..... 5¢

Let us fill your Saturday order.

John Diprose

THREE POPULAR STORES:
Dundas Street West.
Dundas Street East.
Richmond Street North.

A Splendidly Written Advertisement From a London, Ont., Newspaper. The Introduction is Particularly Good.

Special.—A car of Ontario apples to arrive this week. Quality and price guaranteed. Leave us your order for delivery on arrival.— Burlingham & Speers, Battleford, Sask.

* * *

CHRISTMAS PRICES AT BARKERS.—This is Barkers' thirteenth Xmas announcement to their customers in Pictou county, and, although 13 is considered an unlucky number, we are conceited enough to think that it is not going to work any charms against Barkers making this Xmas trade the largest they ever had in our New Glasgow and Stellarton branches. Our purchases this year, to keep pace with our rapidly growing business, have been larger than ever, and although in many cases market prices are higher than former years, we are giving our customers Xmas goods at practically the same price as in the past. We count on making our profit on the old plan. Quick sales and small profits and no book debts. Read the prices and then judge for yourself.—The 2 Barkers, New Glasgow, N.S.

* * *

CHRISTMAS HAMPERS.—Once again the Christmas season is upon us, and once again we announce this Hudson's Bay special Christmas feature. This season our hampers are better than ever, containing a large and choice selection of the highest quality goods, and at special prices. Every one is carefully packed in a painted box, fitted with a hinged lid and fastener, and all are securely sealed before being shipped.

Orders should be placed as early as possible in order that we may give them our best attention. We ship these hampers to any address, and the prices quoted are f.o.b. Calgary.

Enclose sufficient money to pay cost of hamper and freight charges if it is intended as a present. Balance of money, if any, will be promptly refunded.—Hudson's Bay Co., Calgary, Alta.

A BREAKFAST FOOD WINDOW.

Montreal, Dec. 15.—In displaying a breakfast food, John Robertson & Son, St. Catherine St. W., recently devoted the central part of the arrangement to an appeal to the palate. One of the boxes was opened and part of the food spread over another box. Partly buried in the food was a banana, a halved orange and a section of the orange. This little touch emphasized the tastiness of the food, and certainly lent it value the display would not otherwise have had

In another section of the window a display of marmalade attracted attention through a show card inscribed as follows: "Change from the ordinary orange marmalade. Ten varieties and all tasty and delicious." The price was given, and the whole display sent the observer away with the feeling that a change would be desired.

The tobacco crop of Essex, Ont., this season is estimated at 11,000,000 pounds.

Wide Awake Methods in Retailing

Montreal Dealer Making Feature of Xmas Stockings—New Fixtures Going Into Battleford Store—Early Xmas Shopping Campaign.

Selling Xmas Stockings.

Montreal, Dec. 14—Christmas stockings and crackers are a feature in the Christmas trade of many grocers. One local grocer who has made it a feature for many years stated recently that formerly prices for stockings ran from about fifty cents to eight dollars; this year ten dollars is his limit but they are for stockings that are exceptions, indeed. Another noticeable feature is that people who formerly bought 75 cent stockings for their children now pay two and three dollars.

No better indication could be found to show that the people are prosperous and as a whole are earning more money, any way. The grocer is the legitimate retailer of crackers and the Christmas stocking. He should see to a good stock.

Fixtures in Mission Styles.

Battleford, Sask., Dec. 14.—Burlingham & Speers are becoming settled in their handsome new store, which, with modern fixtures installed, is one of the most up-to-date stores west of Winnipeg. The fixtures are all in mission effect including the office enclosure, which is in the centre of the building. The new premises reflect credit on the enterprise of the proprietors, as well as on the town.

Campaign on Early Shopping.

St. John, N.B., Dec. 14.—A campaign which is expected to prove of immense benefit to the grocer as well as to merchants in other lines of business has been inaugurated in this city, for the object of inducing the public to make their Christmas purchases early. The press has taken up the matter editorially, and will lend every possible assistance to the movement which tends to be very successful, as general sympathy is expressed by the people.

The fact that the "last-minute-purchasers" do not feel always satisfied with the results of their investments is an argument which is being used quite generally, and besides this an appeal is made on behalf of the over-worked clerk, who can wait upon customers more readily if the rush is eased by their buying goods early. Such warnings as "Christmas is already only two weeks away" or "twenty days distant" whichever the case may be," with the query "Have you made your purchases yet? If not, why not?" are expected to lend assistance to the movement, and promote further interest.

Tell Public of Coffee Advance.

Montreal, Dec. 14.—Under the heading "Fraser's special coffee now 30c lb." the following appeared in the advertisement of Fraser, Viger & Co. "Owing to the great increase in the price of coffee we have been reluctantly compelled to raise the price of our special blend to 30c per lb. We thought it better to do this than change the quality, and just as soon as the coffee market becomes easier we will reduce the price again. Our other coffees will be at the same price as before."

Show Case Sells Gum.

Montreal, Dec. 14.—A special show case for the display of gum has proven a good investment to a local grocer whose store management shows signs of good ideas. He obtained a small show case just large enough in fact to allow a display of gum. It was about two feet long, one and a half feet wide and about a foot high. He placed this display on his main counter near the front of the store and found that it not only helped along the sales of gum, but it kept it in good condition.

Much has been said about the effect of a good display, and in this case a little extra care assisted materially in selling an article that is sold in every grocery store but which in many cases fails to receive the attention that is its due.

Featuring Biscuits.

Hamilton, Ont., Dec. 15.—John Carpenter, grocer, 10 Market Square, has been making a specialty of fancy biscuits of late and with this in view has a display of them in a prominent part of his store. Ten different kinds are shown in the original boxes, open to public view. A show card on each box announces to the prospective buyer the name of that particular kind as well as the price. The results of this display with goods marked in plain figures have been good.

Retailer Issues Catalogue.

Summerside, P.E.I., Dec. 14.—A special grocery caralogue has been issued by R. T. Holman, Limited, which contains the latest market prices on groceries. This firm is among the more progressive, importing many lines of groceries themselves, and making a specialty of handling high class goods.

Free delivery of goods is among the inducements to deal at the store as well as guaranteed satisfaction to each and every customer.

Christmas Tree Ornaments.

St. John, N.B., Dec. 14.—An interesting side-line to add to the bulk of Christmas trade is being carried by a local grocer who has stocked a large supply of Christmas tree ornaments in his store, expecting as he says himself, "to make an honest dollar thereby." Laced stockings, containing a variety of childly fancies, candles, and their holders, ornamental articles of various shapes and colors, tinsel, pop-corn strings, and other such articles used in decorating the festive tree have been added to his stock, and are given a prominent place at one side, not far from his assortment of fancy boxes of chocolates and candies for the holiday trade.

He expects he will not have any left by Christmas Eve, and although they are somewhat foreign to the grocery trade, he sees no reason why he should not handle them, if he found it profitable; for if it came to a question of argument on this point, there were many articles now carried by grocers which people a few years ago would never have looked for in a store where foodstuffs are the essential idea.

Match Box Novelty.

Proton, Ont., Dec. 14.—Louis Becker, general merchant of this town some time ago distributed to his customers an advertising novelty in the form of a fancy tin match box. In it the ordinary five-cent box of match could be placed, an opening at the bottom allowing them to be taken out as required. On the front was the inscription, "This will hold your matches. Our prices will hold your trade." The good point about such a gift is that it remains in the house for many years, thus increasing its advertising value over many other advertising novelties.

"Do you drink coffee?" asked the doctor of an aged patient.

"Yes," was the reply.

"Coffee," continued the M.D., "is a slow poison."

"Yes, very slow," replied the old man, "I have taken it daily for nearly eighty years."

HOW WOULD YOU MIX ASSORTED NUTS?

Regina Reader Raises Interesting Point—Wants to Know if he Should Use More of the Cheaper Varieties.

Editor, Canadian Grocer:—What does assorted nuts mean? I sell nuts assorted at 25 cents per pound. Some cost me considerably more than others. In filling them up, I put in more of the cheaper ones. Is there anything wrong with this practice?

Regina, Sask. READER.

Editorial Note.—The question our correspondent has brought out is a rather delicate one inasmuch as there are different ways of looking at the problem. More so is this the case in the fact that nuts vary in cost. Were it not so it would seem they could be mixed indifferently and there would be no feeling that the customer was not getting exactly a fair deal.

"There would be nothing wrong with mixing nuts so as to make it favorable to yourself," states one dealer, "if the customer were satisfied." How is the grocer to tell whether the customer is satisfied? If he does not specify definitely what quantity of each he wishes, is it to be taken for granted that he will be satisfied with them mixed as the grocer sees fit providing the proper weight is given?

Has the customer the right to say how he wishes them mixed? For instance, supposing he wished the greater quantity of the high priced ones, which brings us back to the question "What does assorted nuts mean?"

Webster does not make the point exactly clear. He defines an assortment as "a number of things of the same kind varied in size, color, quality, price, form or the like to suit the market, the wants of the people or various purposes."

It is contended by some that there should be an equal quantity of each kind, but Webster's definition says nothing to this effect.

One dealer thinks he has a solution for the problem. "I assort them in the first place and offer the assortment as I make it at 25 cents per pound. When a customer orders a pound I fill it up from the assortment and I do not think there is any feeling that I am imposing on the customer."

But then again supposing a customer did not see them but ordered them by phone? The problem is becoming more complex and other opinions would be appreciated.

FROM OUR READERS.

"We think you are to be congratulated upon your Fall Campaign Number of The Grocer. We find a great deal of valuable information in same. There are a strong line of advertisements running through it."

WOODMAN & McKEE.
Coaticook, Que.

Editor Canadian Grocer.—Please find enclosed accepted cheque in payment of new subscription for 1912 to your very interesting and commercial paper, "The Canadian Grocer."

I will be very glad to see all men in business subscribers to the Journal.

Wishing you the best success, I remain,

C. A. PARADIS.
312 St. Joseph St. Quebec.

"I intend to enter the lists in your Xmas ad.-writing competition. I find your criticisms which are always practical, are a great benefit to ad.-writers."—A B.C., Clerk.

PROPOSED BEET SUGAR FACTORY

Chatham in Hopes of Securing New Big Industry—Conference Held Recently.

Chatham, Ont., Dec. 14.—The Industrial Committee on Friday last held a conference with D. A. Gordon, of the Dominion Sugar Co., Wallaceburg, Gilchrist of Detroit, Smith of Bay City, and Avery of Detroit, regarding the proposed new beet sugar factory here. The visiting promoters submitted a proposition to the city regarding the proposed plant and this will be considered shortly.

Boards of Trade of Edmonton and other cities in Alberta are urging the passing of a bulk sales act in that province.



A Christmas Window Show Card Neatly Written. One of These in the Window Next Week Will Add to its Attractiveness.

THE CANADIAN GROCER

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President.

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OUR CHRISTMAS COMPETITIONS.

Before you remove your Christmas window after next week, get it photographed and enter it in The Canadian Grocer's Christmas Window Competition. See that a good photograph is obtained—one with as little reflection as possible. To secure a photograph that will show up the detail, the photographer should not stand too far distant. The use of a sheet spread in the air behind the camera will tend to prevent reflection. If the buildings, trees, etc., across the street are not too high, good results can invariably be obtained.

For our ad-writing contest, send us one or more of your best Christmas advertisements. Clip them carefully from the newspaper and mail them to us.

Prizes amounting to $25—distributed as per advertisement on another page of this issue—will be given.

Give us descriptions of windows and your ideas on newspaper advertising, and see that your entries are mailed before the last day of the year.

WESTERN CROP SITUATION.

The weather man is endeavoring to at least make amends for the serious predicament in which he has placed the farmers of Western Canada through his misbehaviour during the harvesting and threashing seasons, by completely reversing conditions. In former years mild weather during the month of September and earlier part of October, with colder weather during the latter part of November and December, has been the rule. This year, however, as stated above, conditions are reversed, and during October and November, when threshing should have been at its height, snow storms with a temperature ranging from zero to 40 below prevailed.

During the last three weeks, however, some of the most enjoyable weather has been in existence, and with a temperature ranging from 10 to 35 degrees above zero, the farmer has been able to in some way thresh his grain which should have been marketed at least six or seven weeks ago. According to official returns, there has been an increase in the number of cars of grain this year which have been inspected from Sept. 1 up to and including Nov. 30, on each line. The figures on the various lines are :—

C.P.R., 32,933 cars ; C.N.R., 19,844 cars ; G.T.P., 5,054 ; and the G.N.R., 1,825. This makes a total of 59,655 cars. When these figures are compared with the number of cars inspected last year during the same period, they show an increase of 2,195 cars for the C.P.R., 4,532 for the C.N.R., 1,636 for the G.T.P., and 1,059 for the G.N.R.

In spite of this increase, however, complaints are being received by banks and wholesale institutions from all quarters of the west that not only can the grain not be threshed, but owing to the shortage of cars, the farmers are unable to market it, and the result is that collections have been poor, and all institutions are making arrangements to carry over a lot of farmers' paper for at least three or four months.

DEALERS SELECTING THE BRANDS.

Evidences of the confidence placed in the "family grocer" by the housewife are by no means few and far between. In every good Canadian store, the dealer is every day using his selling power and his knowledge of goods, to supply the desire of his patrons.

Here is another instance : A woman customer who had asked for and bought a certain brand of vinegar, discovered she didn't like it. Next time she bought vinegar she pointed this out to the dealer. At the same time she asked him to select for her what he considered the best. He promptly took a bottle from the shelf, pointed out the reputation of the manufacturers and suggested that this brand be given a trial. The sale was of course at once made.

Once a dealer gets the confidence of a customer by playing fair and giving the right goods, he is in a position to suggest other goods that he knows will give the best of satisfaction. He is thus enabled to raise the standard of goods sold, and to sell goods not actually asked for.

GROCERS SHOULD PUSH OYSTERS.

While individual dealers in oysters report they are selling a larger quantity each year, there is a doubt in the minds of some if the consumption of oysters per capita is increasing, or even if it is as large as in past years. That is, there is a feeling that, unlike many other articles of food, the consumption of oysters has not kept pace with the increase in population.

If this be true, what is the reason? It cannot be that they lack any qualities of a good food. They are both delicious to the taste and nutritious, while authorities declare they are easily digested, in fact nearly self digestive.

It is a fact that the majority of grocers do not give them the attention they should. One reason for this is that for many years the selling of oysters was disappointing to the retail trade. That was during the "water" era. Oysters were watered more than they should have been to compete with the other fellow who was doing the same thing. Customers were dissatisfied, and, believing they were not being accorded a fair deal, they quit buying oysters.

This objection has been overcome in recent years by the selling of solid meat oysters. However, the public won back to its normal confidence has not been as yet state, and the grocers themselves have not taken up the sale of oysters with the vim they deserve.

By proper attention they can be worked into a highly profitable line.

GET AFTER PROSPECTIVE ALDERMEN.

Nomination day for many Canadian municipal elections will soon be here. A week later the elections themselves will be on.

Retail dealers everywhere should take advantage of this. In most urban communities the merchants have some principle to contend for, and their rights can only be secured through town or city council legislation.

Prospective mayors and aldermen should be canvassed thoroughly to get their opinions on important trade questions. Tell them the difficulties merchants are under in competition with transient traders who pay no taxes. There are also the questions of over-hanging signs, displaying fruits over the sidewalks, methods of taxation, street cleaning and watering, etc. Secure an expression of opinion from them, and after they are elected see that the rights of the merchant are brought before the council and that the co-operation of these men is obtained.

Before the election is the time to get in the good work.

A DISHONEST PRACTICE.

It seems almost unnecessary to bring up in these columns the question of the retailer playing fair with the manufacturer, but representatives of one large firm have found some grocers playing an old trick that is dishonest, and is in the end bound to prove unprofitable. Just as an example, some grocers have purchased mincemeat in pails, and when the first supply was exhausted, they refilled them with an article that they had mixed together themselves, or of an inferior quality bought elsewhere.

Grocers who stoop to such principles are not of the present day type. It is likewise felt that no reader of these columns would adopt such a plan, for the reason that he is not only hurting the manufacturer, but his actions are bound to reflect upon his own trade. Grocers of to-day aim to please their customers, and quality is their watchword, knowing that it is not only profitable for the time being, but that it is the surest method of building up a larger clientele.

Mincemeat is only one article mentioned as an example. Pickles admit the same opportunities to those who will stoop to using them, and there are numerous other articles that might be mentioned. On the whole, it is safe to say, that the Canadian trade knows very little of this style of doing business, and manufacturers themselves admit that those who have been caught in the act, would not be considered even an average grocer. Their very actions bespeak their standing.

THE EXPERIENCE OF 1911.

Some of the market changes during the past year afford food for reflection now that the grocer is practically prepared for the 1912 trade.

It will be remembered that late last spring evaporated peaches sold as high as seventeen cents; that apricots brought even twenty-two cents; that large prunes brought from seventeen to eighteen cents; that evaporated apples sold around fifteen cents and higher, and that, generally speaking, dried fruits showed a bare market with high prices.

For at least two months there were few, if any, Valencia raisins, and some houses had none to offer. Likewise prunes were at a premium and as supplies approached the point of exhaustion, prices soared in proportion.

These conditions should be taken into consideration now while the grocer is wondering whether he has a sufficient supply or not, and is following the market reports for guidance. Some prices even at this early stage are not far from the quotations that ruled six months ago.

In canned goods the situation showed a marked similarity. Tomatoes went to $1.65. Compare this with the present price and form an opinion as to what they will be quoted at six months hence. Peas brought $1.35. This year's crop was extremely meagre. Already European peas have been advanced and the opening prices for Canadian peas have been left behind.

Canned fruits, such as strawberries, raspberries, etc., were a short pack; the supply of jams is reported none too plentiful, and the first strawberries are seven months in the future.

Individual grocers have their own business methods, but just a reminder of the experience of the past year may be of service to those who have not thought about the quantity of their supplies by the time the violets come again with the first signs of spring.

EDITORIAL NOTES.

The merchant must get away from the idea that methods used years ago cannot be improved upon.

* * *

An Edmonton, Alta., M.P.P., intends introducing an Early Closing of Shops Act in the Alberta legislature. This will provide for the closing of all retail stores at 6 o'clock.

* * *

During Christmas week there should be no dust-covered prunes, cranberries, etc., lying about the store. Sanitary stores now have glass-covered boxes to ward off any dust and dirt flying about the store.

* * *

A despatch from Guayaquil, Equador, says the cocoa planters have petitioned the government to convoke Congress in extraordinary session for the purpose of passing a bill appropriating funds for cocoa valorization as provided by the agreement with Portuguese and Brazilian planters.

* * *

Big commercial institutions are paying "business systematizers" big money for going through their offices and factories and putting more systematic methods to work. It is by the introduction of these more systematic methods that they are able to stop the little leaks.

* * *

Disputes between clerk and customer regarding the denomination of a bill tendered in payment of goods is not an uncommon thing. Sometimes it results in loss to the dealer, and even if the matter is finally smoothed out, the customer generally leaves with something of a hard feeling towards the store. Calling out the denomination of a bill the moment it is tendered in a solution of the problem.

A Financial Statement in the Limelight

Retailer Reviews Statement of Expenses—Not Making Enough Money, and Desires to Know the Reason—His Figures Analyzed—Paying Too Much for Wages.

*By Henry Johnson, Jr.

Here is a frank statement. It is one I am proud to get, for it shows I have this man's confidence. As we are approaching the time for annual inventories and statements generally, I hope to have many more of these to review. They are the best kind of stuff, too; so I trust my readers will send them in liberally. Remember, I shall rigidly protect your confidence; your figures, facts and name will all be so disguised that people in your own town would not recognize where the matter originated.

Henry Johnson, Jr., Canadian Grocer :—

Dear Sir :—While I have been a constant reader of The Grocer for several years, this will be my first addition to its columns, and if you decide to use this communication, I assure you I shall appreciate any assistance you may be able to give me in the matters touched upon.

I carry a stock of groceries and general merchandise. Stock and fixtures on July 1 last amounted to $3,497.07 (fixtures invoicing $1,247.32, taken at inside figures.) Began business six years ago with every dollar borrowed and no surplus cash with which to carry accounts. At time of purchase, stock amounted to $1,867; fixtures to $733. Sundry further purchases of up-to-date appliances have swelled the value of fixtures to figure now given above. To-day, in addition to the increase of $897 in stock, I had, on July 1, $1,926.82 in accounts, of which there is perhaps $300 doubtful and worthless. On July 1 I owed $2,200 borrowed money and $1,376.87 for goods. Had $244.89 cash in bank.

Expenses are as follows:

Clerk hire, average per month	$ 62.00
Delivery, on co-operative basis	12.00
Rent	27.50
Light and telephones, per month	7.50
Fuel and ice, average for year, per month	10.38
Advertising	6.23
Interest	11.00
Insurance	2.93
Taxes	2.38
Allowance to myself	75.00
Miscellaneous	2.90
Total expenses for the month	$219.82

Sales 1910-11 were $15,660.44, which will look small to you for the capital invested; but I am satisfied they come very near to being the largest of any store here. One difficulty is, that with only 2,100 population, there are fourteen grocery stories and no factories or mines to draw from. This is a farm country and trade is largely with farmers. However, it seems to me that I am not making much gain, even considering the amount of business I am doing, for we get a good margin on our groceries and I have some other lines which pay still larger profits. On groceries, I try to figure on the safe side of 20 per cent. on selling price. On sugar there are times when profit will not run over 10 per cent., but at other times it will more than go 20 per cent.

I have tested my help until I feel sure of their honesty; I use up-to-date methods of charging goods; I have the most improved register made; I keep records of everything right up to the scratch. What I want to know is: What is the matter with me that I cannot make more money? I cannot do on less help, and I certainly get it cheaply enough. We all do our best to get business, but it seems we can get so far and no further, either in sales or profits. After reading of the success of some other grocers, I wonder if I have missed my calling. Can you see where I am lame?

Very truly yours,
A—— K—— T——.

* * *

Fixture Investment Increase.

My friend's statement is very clear except in only one place. He says he has increased his stock $897, whereas he has increased stock only $382.75; he has increased his fixture investment the remaining $514.32. The total is the same but the nature of the two assets is very different. He bought a business for $2,600 and owed $2,600 on it, with no surplus with which to turn around. To-day he has $5,368.78 and owes $3,576.87, showing net worth of $1,791.91. This shows earnings of only $298.65 per annum—seemingly very small. Yet it may be only fair to consider that little was probably made the first year and probably only a little more the second year, and if we remember that for the last year and probably for some time previously he has had a personal salary of $75 per month, things may look brighter. The start was wrong, probably because he had little if any experience in retail merchandising, and the wrong start, coupled with such inexperience, has been hard to make head against.

I may say that interest, while seemingly a small consideration and often so considered, is a factor of importance fully as much because of the moral effect on the worker as because of the draft on his purse. To be in debt is to be in bondage to another. It is justifiable for a short time in certain circumstances; but absolute independence in your own possessions should be striven for even at some seeming sacrifice of material things in some other direction.

Close Study of the Figures.

Let us see what should be the proper gross earnings on last year's business. In making the computation I shall not figure on any margin greater than will suffice to give use an average of 20 per cent.; for I am sure my friend has made some mistake in his sugar figures.

Business done was $15,660.44—call it $15,600. That was, of course, the amount of goods sold. If margin had been computed on the selling end then the gross return should have been $3,120. Expenses of $219.82 per month figure up to $2,637.84 per year. We should therefore have $482.16—say $500 net to add to our final profit account. This will show that we are fully $200 behind in our final results, and it is up to us to find wherein the discrepancy lies. For there is a discrepancy all right. All those figures cannot be made to jibe. We are not making 20 per cent. gross; or, having made it, we are losing it somewhere; for it is certain we have not got it now.

Wages Percentage Too High.

The overturn of the investment three times in a year, considering the general character of the stock, is not, perhaps, so bad as my correspondent apprehends; but the wages expense is, on the theoretical basis, too high by a good deal. The ideal is 6½ per cent., and 7½ per cent. is about the limit of safety in this connection. Taking the higher ratio, we are still spending $618 too much every year. Looking at this feature closely to forestall the suggestion that I am drawing the lines too taunt, I shall ask my friend what he would do if he had to pay the entire expense of his deliveries—if there were no co-operative delivery system in his town.

Is it possible that my friend takes too much time for his up-to-date accounting methods and has to pay others to look after his trade? Likely enough he does not; but I am hunting for the cause of his failure to make money. It is often the case where a man makes a specialty of doing things just right, according to some system, that the system swallows up the man and his business with him. I can only say now that he must manage to find the leakage; and I urge him to note that a possible

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.

saving, even if only theoretically arrived at, of $600 on expenses, and the proper theoretical increase in his net earnings of upwards of $200 per annum, together constitute something well worth working for.

* * *

If in writing what I have said, I have suggested any further points not now covered by my correspondent, I hope he will write me again and let us discuss further. Something is wrong. It might not be wrong everywhere, but it is obviously wrong where that man does business. Let us together try to find the way out of the trouble.

Error Helped to Raise Standard of Meat Sauce

A merchant in a country town tells how by receiving a higher quality of goods than he desired, by mistake, he raised the standard of meat sauce sold and also was enabled to build up a much larger trade in this line than he previously had.

He had been selling a meat sauce that retailed at 10 cents. He had a very small trade for it. In ordering a supply by mail he neglected to state the kind he wished. The wholesale house sent him one that sold at 25 cents.

He was annoyed at first because of the mistake but he knew it was his own fault for not giving definite instructions..

"If it had been a mistake of the wholesale house," he said, "I would probably have sent it back at their expense but being myself to blame, I decided to try to sell it. I knew that it must be much superior to the cheaper article, so I decided to try it myself. I was extremely well pleased with it, and became quite enthusiastic in telling customers about its superior quality. The result was that the first week I sold twice as much of the expensive sauce than I generally did of the cheaper. The best part was that customers came back again for it.

"This goes to show that there are instances where mistakes work in our favor."

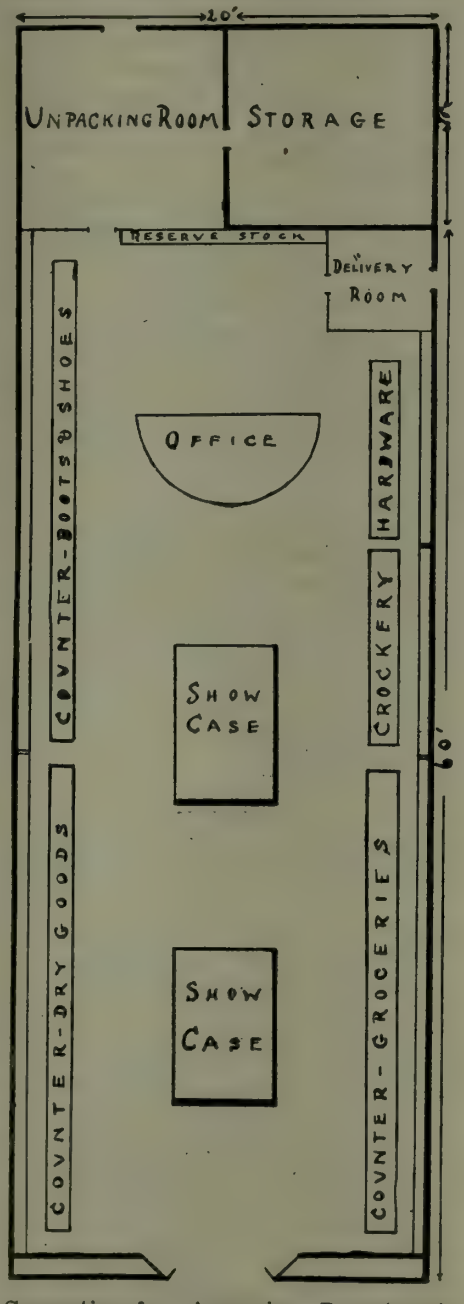
The following is a list of patents granted by the Canadian Patent Office, Nov. 21, 1911, furnished by Fetherstonhaugh & Co., 5 Elgin St., Ottawa, Canada. 136,839, Jno. Oss, Hitterdal, Minn. Computing machines. Jno. Oss and H. J. Peterson; 136,883, C. K. Fotheringham, and A. R. Laing, Montreal, Que. Advertising devices.

Planning a General Merchant's Store

Reader of The Grocer Requests Information on Providing for Various Departments—Delivery Room With Side Entrance—Shelving for Reserve Stock.

Editor Canadian Grocer:—In recent issue of your much valued paper I noticed an outline of grocery and meat store. I am desirous of obtaining a most up-to-date plan for a new store 20 ft. x 60 ft. inside measurement, with storage and unpacking room at back 10 ft. x 20 ft, one storey addition. I would require about 30 feet of shelving for groceries, 30 feet for boots and shoes, 20 ft. for dry goods, 10 for hardware, 10 for crockery, and about 20 for reserve stock. I would like side door for delivery.

G. NORMAN WILLETS.



Suggestion for Arranging Departments in a General Store.

Editorial Note. — The accompanying illustration may be of come benefit to Mr. Willets. With such a narrow plan to work on, it is not easy to suggest much out of the ordinary square plan of arranging the various departments.

As the grocery and dry goods departments are probably the most important, they are placed near the door, the grocery on the right and dry goods on the left. With the store proper 60 feet long, 30 ft. of display shelf is left for groceries. Allowing 4 feet for the window, this would leave 10 feet to crockery, 10 to hardware and 6 for the side delivery room indicated in the illustration.

On the left of the illustration 30 feet is allowed for dry goods and 30 for boots and shoes. As only 20 is required for the former, allowing 4 ft. for the window, 6 ft. at the end of the boot and shoe shelf can be used for reserve stock which, together with 12 ft. at the back, will fill the requirement of 20 ft. for reserve stock.

An office situated as indicated with glass front will be convenient to all departments. The door would, of course, go in the rear.

An unpacking room 10 x 10 occupies half the addition. The door marked is for receiving goods for stock. The storage room beside it is the same size. The delivery room may, of course, be located on the left hand side at end of boot and show counter if the street or lane is at that side.

N.B.—Some of The Grocer readers who have solved a similar problem may be able to give us further suggestions. These would be appreciated.

TO COMBAT STALE EGGS.

Another effort will be made by Toronto produce dealers to secure some legislation by amendment to the pure food laws that will ensure them against the dishonesty of those farmers who send stale eggs to market. The high price of the new laids is tempting farmers to mix in the stale ones. The Board of Trade will assist in the work.

The Quaker Oats Co., Peterboro, Ont., have instituted a window dressing competition among the retail grocery trade of Canada. The contest closes on Feb. 5, 1912.

LETTERS TO THE EDITOR.

Editor Canadian Grocer.—We regret to notice that you have found it necessary in your editorial columns of Dec. 1, to make some disparaging remarks about certain canners. While your article is general, at the same time, you must appreciate that a large number of people who are not familiar with the canning industry will draw the inference that your reference has something to do with our company. We defy anyone to show a single instance where we have not lived up to our contracts, and it has always been one of our strong talking points with purchasers of our goods, viz., we give a guarantee which cannot be obtained to the same extent elsewhere.

We may say that last year in order to fill our orders up to our percentage deliveries of peas and tomatoes, we actually imported peas and tomatoes from the United States at an additional cost to us of in the neighborhood $15,000 to $20,000. Moreover, occupying the strong financial position that we do, you may rest assured that no dealer, who has a contract with us would allow us to repudiate same, even if we were disposed to do so, and our advice to all buyers is: see that your contract is what you think it is, and more important, make sure that you are dealing with a financially responsible firm, and and then you can enforce by recourse to law in case same is not being carried out in accordance with its terms.

For the sake of our reputation, we hope that you will give this letter as equally a prominent place as your editorial.

W.R.D.—E.F.

DOMINION CANNERS, LIMITED

Editorial Note.—In the editorial mentioned, The Grocer referred to some canners not delivering all goods promised, but of course this did not apply to those who make it a point to fulfill their contracts even at great expense. Wholesale and retail dealers are no doubt well acquainted with the latter.

Editor Canadian Grocer:—When some of the large milling companies will sell and ship a few hundred of flour and feed to farmers, mechanics and others not in business, what can you expect from the other wholesale dealers? The wholesale grocers are not the only ones guilty of encroaching on the poor retailer. We have cases of the sort here, but we simply cut out their line of flour. It would be harder to do this with the wholesale grocer, he handling the same kinds as all the other wholesale grocers. Your reference to these matters, however, in The Grocer, I am sure, will have good effect and set them thinking.

A GROCER READER.

COOKING BY PAPER BAG MAKING PROGRESS

This New Method Creating Great Deal of Interest—Aim is to Preserve Flavors in Cooking—Retail Dealers Should Investigate.

Paper bag cookery is a new idea in modern cuisine, and from all reports it is worthy of the attention it has received. It has established itself in England, the land of good cooks, and it has been in Canada now for a considerable time.

The principle is simple, even to the average mind. It has always been felt that much of the nourishment in meats, etc., is lost in the process of cooking. About noontime the kitchen and often other rooms in the house is filled with the odor of roasting meats, boiling vegetables, etc. It is generally pleasant to the sense of smell, but it has been felt that a portion of the best part of the food is thus wasted.

Flavors are Preserved.

By the new idea the food is placed in a paper bag of special material of unquestioned purity. It is sealed up and put in the oven. There are no essences or flavors lost in the process of cooking, and the food is said to have a delectable taste.

The new method of cooking promises to become popular, as a great deal of interest has been taken in it. Retail dealers should make it a point to enquire into this system, as no doubt the paper bag could be readily sold at the present time. At any rate, a display in a retail store will create a good deal of interest and should be profitable from an advertising standpoint.

STANDARD WEIGHT FOR POTATOES.

Senate Have Passed Bill Making it 80 Pounds—Not Yet Through House of Commons.

There seems to be difference of opinion existing as to the standard weight of a bag of potatoes. The Grocer has received several inquiries recently and has heard opinions expressed at various association meetings, but no one appeared to understand definitely what had been done by the last parliament regarding the matter. Some have said the standard weight is still 90 lbs., others 80 lbs., the latter claiming that legislation was put through during the summer session of parliament at Ottawa, making 80 lbs. the legal standard weight.

The Grocer has taken the matter up with the Department of Trade and Commerce, Ottawa, and has received the following reply:

Editor Canadian Grocer. — A bill dealing with all vegetables was introduced last session and passed the Senate but did not get through the House of Commons prior to dissolution. This Bill placed the weight of a bag of potatoes at 80 lbs.

It is altogether likely that it will be re-introduced this session.

Dec. 9, '11.

F. C. T. O'HARA,
Deputy Minister
Trade and Commerce.

The chief reasons for requesting the 80-lb. standard were that the 90-lb. bag was considered too heavy for handling by boys and old men and that the ordinary grain bag was often too small to hold 90 lbs.

MAJORITY FAVORED CLOSING.

But Prospects for the Wednesday Half-Holiday the Year Round Not Bright at Present.

Hamilton, Ont., Dec. 14.—While a majority of retail grocers voted in favor of Wednesday afternoon closing all the year round, yet it is not likely this will come into effect for a time at least.

At the last regular meeting of the Grocers' Association the returns of the voting on this question were received. For Wednesday afternoon closing there were 109 and against 63. The association, however, felt that the sentiment was not strong enough, and that a success could not be made of the movement against the active opposition of of even sixty-three grocers.

The association will endeavor to have the city hall authorities sprinkle sand on the asphalt pavements of the market, because of the danger the slippery surface is to horses.

The annual grant of $10 was made to each of nine charitable institutions for Christmas.

At the January meeting the annual election of officers will be held.

Donald McLean, corner McCaul and Baldwin streets, Toronto, ex-president Toronto Retail Grocers' Association, has opened a grocery business at 299 Roncesvalles avenue.

In some parts of the United States it is being urged that the term "canned foods" be used instead of "canned goods."

New Prices on Canned Poultry, Etc.

Higher Than Last Year's—Cause Claimed to be High Price that had to be Paid for Poultry—Short Deliveries — Brazil Nuts Increase in Value—Sugar Continues in the Process of Readjustment—Brussels Convention Still in Conference—Cocoa and Chocolate Reduced in Montreal—Scarcity of Shelled Walnuts—Syrup Down 10c.—Case in Winnipeg.

QUEBEC MARKETS.

POINTERS:—

Peels.—Further advances.

Shelled Walnuts—Temporarily scarce.

Canned Chicken, etc.—New prices.

Cocoa—Down 2c per lb.

Chocolate—Down 2c per lb.

Montreal, Dec. 14.—The near approach of Christmas season finds retailers particularly busy. Jobbers are receiving for most part only sorting up orders for those lines that are being exhausted or give promise of running short before bulk of the demand has passed. There are some, too, who wait until last moment for supplies, but it is generally conceded that but short end orders will be received until after the first of the year. However, the wholesale trade is busy, and it is stated that the heavy business that made November a record month is being felt right up to the present.

In nuts there is a temporary scarcity of shelled walnuts. The first supply has been exhausted and, while fresh goods are on the way, there has been nothing offering for the run that has been felt in this line. The market is firm. Brazil nuts are higher, as was anticipated in last week's issue.

New prices on boneless chicken, turkey and duck are now quoted as also on soups.

SUGAR.—In local circles sugar is expected to continue the movement it began last week. The demand is only of hand-to-mouth character, due to the season, in part, and to the expected decline of price. Staples are receiving but scant attention just now, and sugar is no exception.

Granulated, bags	5 75
" 20-lb. bags	5 80
" Imperial	5 60
" Beaver	5 65
Paris lump, boxes, 100 lbs	6 45
" " " 50 lbs	6 55
" " " 25 lbs	6 85
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls	6 45
" " 100 lb. boxes	6 55
" " 50 lb. "	6 65
" " 25 lb. "	6 85
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 20
" " 50-lb. boxes	6 10
" " 25-lb. boxes	6 60
Powdered, bbls	6 00
" 50-lb. boxes	6 20
Phoenix	5 75
Bright coffee	5 50
No. 2 yellow	5 50
No. 2 "	5 50
No. 1 " bags	5 35

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—A good demand for syrups has been felt of late. Molasses are steady and firm. Sales have been good, the supply is not as heavy as usual, and the market is considered firm. New crop stock is hardly expected before the opening of navigation. Tendency is turning toward a firmer market under present conditions.

Fancy Barbados molasses, puncheons	0 38 0 40
" " " barrels	0 41 0 43
" " " half-barrels	0 43 0 45
Choice Barbados molasses, puncheons	0 34 0 36
" " " barrels	0 37 0 39
" " " half-barrels	0 39 0 41
New Orleans	0 35 0 38
Antigua	.... 0 30
Porto Rico	.... 0 40
Corn syrups, bbls	.... 0 03½
" ½-bbls	.... 0 03½
" ¼-bbls	.... 0 03½
" 38½-lb. pails	.... 1 75
" 25-lb. pails	.... 1 25
Cases, 2-lb. tins, 2 doz. per case	.... 2 40
" 5-lb. " 1 doz. "	.... 2 75
" 10-lb. " ½ doz. "	.... 2 65
" 20-lb. " ¼ doz. "	.... 2 60

DRIED FRUITS.—The currant market has been referred to as being firm for some time, and it is still steady, and if anything, the price is likely to be higher. This week the price quoted from Greece was 26s., a fact that points to the firmness that may be looked for. While the future is always doubtful, still currants look strong now, and it must be remembered that the season of high demand will soon be passing, although there is a steady demand through the winter months. Currants are considered strong, however, and should be well considered. Old freshly seeded raisins, fancy, are offered at 9½ cents, and old choice seeded in 1 lb. packages at 8½ cents. Evaporated apples are a little easier in price, and are now quoted as low as 9½ cents.

Evaporated apricots	0 22 0 24
Evaporated apples	0 09½ 0 10½
Evaporated peaches	0 18 0 19
Evaporated pears	0 18 0 19
Currants, fine filiatras, per lb., not cleaned	0 07 0 07½
" " cleaned	0 07½ 0 08
" 1lb. packages, fine filiatras, cleaned	0 08 0 09½
" Patras, per lb	0 09 0 09½
" Vostizzas, per lb	0 09½ 0 10
Dates, 1-lb. packages	0 07½ 0 08
Dates, Hallowee, loose	0 06 0 07
Fards	.... 0 11
Figs, 3 crown	0 07½ 0 10½
Figs, 4 crown	0 08 0 10½
" 5 crown	0 08½ 0 13
Figs, 6 crown	0 09 0 14
Figs, 7 crown	0 10 0 15
Figs, 9 crown	0 14 0 17
Comadre figs, about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box	0 10½ 0 11½
Glove boxes, 10-oz., per box	0 07 0 07½
Prunes—	
30-40	0 16 0 18
40-50	0 14 0 16
50-60	0 13 0 14
60-70	0 12 0 13
70-80	0 11½ 0 12
80-90	0 11 0 11½
90-100	0 10 0 11
Bosina prunes	0 08 0 09
Raisins—	
Choice seeded raisins	0 09½ 0 10½
" fancy seeded, 1-lb. pkgs	0 10½ 0 11½
" loose muscatels, 3-crown, per lb	0 08 0 08
" " 4-crown, per lb	.... 0 09
Seedless, new, in packages	.... 0 10
Select raisins, 7-lb. box, per box	.... 0 63½
Sultana raisins, loose, per lb	.... 0 12
Sultana raisins, 1-lb. cartons	0 14 0 16
Malaga table raisins, clusters, per box	2 50 5 75½
Malaga table raisins, clusters, per ½ box	0 80 1 90
Valencia, fine off stalk, per lb	.... 0 07½ 0 08
" select, per lb	0 08½ 0 09
" 4-crown layers, per lb	0 08½ 0 09

NUTS.—The advance of three cents a pound referred to in last week's reference to Brazil nuts has been carried out by jobbers, and the quotation for finest stock runs as high as 22 cents. Shelled walnuts are scarce for the time being, and those who are short are unable to secure supplies in the city, according to one authority. The first shipment is done, and new supplies have not yet been received. This should be relieved at any time, however, as the stock is on the way. Sale of nuts has been heavy, and retailers will likely have but little left over when January comes.

In shell—	
Brazils	0 20 0 22
Filberts, Sicily, per lb	0 10½ 0 12
" Barcelona, per lb	0 10½ 0 12
Tarragona Almonds, per lb	0 15½ 0 16½
Walnuts, Mayette Grenobles, per lb	0 15½ 0 17
" Marbots, per lb	0 13 0 14
" Cornes, per lb	0 10 0 11
Hungarian	0 13½ 0 15
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32 0 34
" 2-crown " "	0 31 0 33
" (in bags), standards, per lb	0 27 0 28
Valencia shelled almonds, new crop	0 33 0 35
Cashews	0 15 0 17
Peanuts—	
American—	
Japanese roasted	.... 0 08½
Coon, roasted	0 08½ 0 09
Diamond G, roasted	0 09½ 0 09½
Bon Ton, roasted	0 11½ 0 12
Sun, roasted	.... 0 10½
Spanish, No. 1	.... 0 12
Virginia, No. 1	0 13 0 15
Pecans, jumbo	0 18 0 20
Pistachios, per lb	.... 0 75
Walnuts—	
Bordeaux halves, bright	0 33 0 35
Brokens	0 28 0 30

TEAS.—The Japan tea market remains quite active and firm, owing to shortness of stocks in first brands. There has been a brisk demand for Japans of all grades since the season opened. The absence of coloring matters in these teas has probably had a good deal to do with this unusual activity at this particular period.

The price of medium Japan teas has been advanced two cents a pound by some of the trade. This particular line is cleaned out entirely, according to reports, and the fact remains that all lines of Japans are decidedly light in quantity.

Japans—	
Choicest	0 40 0 50
Choice	0 35 0 37
Fine	0 30 0 35
Medium	0 26 0 30
Good common	0 21 0 24
Common	0 17 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 30
Ceylon greens—Young Hysons	0 24 0 25
Hyson	0 24 0 35
Gunpowders	0 19 0 35
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

COFFEES.—There is no change in coffee, the situation remaining firm and strong at practically where it has held for some time.

Mocha	0 25	0 28	Santos	0 22	0 24
Rio	0 21½	0 23½	Maracaibo	0 23	0 26½
Mexican	0 25	0 28			

PEELS.—The heavy demand for peels and the short supply for the present business have kept prices on the upward move, and jobbers announce still higher prices this week. During the remainder of the month there should be a steady enquiry for these goods, and prices may even be higher. The supply from the Old Country has not been over-abundant, hence the light holdings now reported.

Orange	0 11	0 14½	Citron	0 17	0 18
Lemon	0 10	0 14			

RICE.—The rice market is normal and quiet locally. There is some demand, but rice will be frowned down upon to a great extent during the next two weeks. The price is unchanged, but the firmness referred to is still a feature of this market.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 25 lbs	3 75	3 85
" " ½ pockets, 12½ lbs	3 90	4 00
" " C.C., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" pockets, 25 lbs	3 65	3 75
" ½ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80
Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 10
Brown Sago, lb	0 06	0 07
Tapioca, medium pearl, lb	0 07	0 08
Seed, lb	0 07	0 08

PEAS AND BEANS.—The firmness in this market is steadily maintained. The demand is good, but the supply of peas and beans is altogether inadequate to bring prices to the figure that was formerly named for them. The winter season will, moreover, bring a good sale, and prices will surely be held firmly.

Split Peas, per bag, 98 lbs	3 50	4 00
Whole Peas, per bus., 60 lbs	1 80	2 00
Pot Barley, 98 lb. bag	....	3 60
Pearl Barley, 98 lb. bag	....	4 75
Beans, white, per bus., 60 lbs	2 40	2 55

Canned Goods.

MONTREAL.—One new fact to be reported in this market this week is the announcement of canners' prices on boneless chicken, turkey and duck and also the prices for chicken and tomato soup. One jobber remarked that as usual he did not think there would be a full delivery of orders. Demand for canned goods is only normal just now. It would be interesting to know with the beginning of the year just where the jobbers stand as to supplies of canned goods for the coming year in comparison to their supply at this time last year. Certain lines are running short and others are exhausted according to some of the trade and the winter is only commencing.

FRUITS	Group A	
2's—Cherries, black, pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal.—Cherries, red, pitted	8 52½	8 55
Gal.—Cherries, red, not pitted	....	....
2's—Cherries, white, pitted, heavy syrup	2 02½	2 50
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal.—Currants, red, solid pack	8 27½	8 30
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	....	1 90
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup	1 77½	1 80
2's—Pineapple, grated, heavy syrup	1 77½	1 80
2's—Pineapple, whole, heavy syrup	1 77½	1 80
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup	2 00	2 02½
2's—Raspberries, black, preserved	2 25	2 27½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup	2 00	2 02½
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	....	1 80
3's—Rhubarb, preserved	....	2 50
Gal.—Rhubarb, standard	....	3 90
2's—Strawberries, heavy syrup	2 40	2 50
Gal.—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½
3's—Apples, standard	....	1 10
3's—Apples, preserved	....	1 80
Gal—Apples, standard	....	3 05
Gal—Apples, preserved	....	5 30
2's—Blueberries, (huckleberries) standard	....	1 50
2's—Blueberries, (huckleberries) preserved	....	1 80
Gal—Blueberries, (huckleberries) standard	....	5 30
2's—Gooseberries, preserved	....	2 00
Gal—Gooseberries, solid pack	....	8 80
2's—Grapes, white Niagara, preserved	....	1 55
Gal—Grapes, white Niagara, standard	....	3 55
2's—Peaches, white heavy syrup	....	1 90
2½'s—Peaches, white heavy syrup	....	2 57½
3's—Peaches, white heavy syrup	....	2 90
1½'s—Peaches, yellow flats, heavy syrup	....	1 55
2's—Peaches, yellow flats, heavy syrup	....	1 90
2½'s—Peaches, yellow flats, heavy syrup	....	2 60
3's—Peaches, yellow flats, heavy syrup	....	2 90
3's—Peaches, whole, yellow heavy syrup	....	2 10
3's—Peaches, pie, not peeled	....	1 50
3's—Peaches, pie, peeled	....	1 70
Gal—Peaches, pie, not peeled	....	4 40
Gal—Peaches, pie, peeled	....	5 55
Gal. pie fruits, assorted, add 5 p.c.		
2's—Pears, Bartlett, heavy syrup	....	1 80
2½'s—Pears, Bartlett, heavy syrup	....	2 15
3's—Pears, Bartlett, heavy syrup	....	2 40
2's—Pears, Flemish Beauty, heavy syrup	....	1 80
2½'s—Pears, Flemish Beauty, heavy syrup	....	2 15
3's—Pears, Flemish Beauty, heavy syrup	....	2 40
2's—Pears, light syrup, globe	....	1 35
3's—Pears, light syrup, globe	....	1 75
3s—Pears, pie, not peeled	....	1 40
3's—Pears, pie, peeled	....	1 55
Gal—Pears, pie, peeled	....	4 55
Gal—Pears, pie, not peeled	....	4 10
2's—Plums, Damson, light syrup	....	90
3's—Plums, Damson, light syrup	....	1 30
2's—Plums, Damson, heavy syrup	....	1 05
3's—Plums, Damson, heavy syrup	....	1 45
Gal—Plums, Damson standard	....	3 55
2's—Plums, egg, heavy syrup	....	1 45
2½'s—Plums, egg, heavy syrup	....	1 70
3's—Plums, egg, heavy syrup	....	2 20
2's—Plums, green gage, light syrup	....	1 00
2's—Plums green gage, heavy syrup	....	1 30
3's—Plums, green gage, standard	....	1 90
Gal—Plums green gage, standard	....	4 05
2's—Plums, Lombard light syrup	....	90
3's—Plums, Lombard, light syrup	....	1 30
2's—Plums, Lombard, heavy syrup	....	1 05
3's—Plums, Lombard, heavy syrup	....	1 45
Gal—Plums, Lombard, standard	....	3 55
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	....	2 45
½-lb. flats, per dozen	....	1 55
1-lb. flats, per dozen	....	2 50
After December 1st prices advance 2½ cents per dozen.		
Other salmon—all talls—		
Red Sockeye, per doz	2 25	2 35
Red Spring, per doz	2 00	2 10
Cohoes, per doz	1 80	1 90
Pinks, per doz	1 25	1 35
Lobster—		
½-lb. flats, dozen, $2.90, $3.00; 1-lb. talls dozen, $4.50, $4.75		
1-lb. flats, dozen, $5.00, $5.10.		
Canadian sardines, per case	3 25	3 50
Imported sardines, per case	7 00	26 00
Aylmer boneless chicken, turkey and duck, 1-lb. tins, per doz	....	4 50
Chicken soup, 1-lb. tins, per doz	....	1 75
Chicken soup, 2-lb. tins, per doz	....	2 25
Tomato soup, 2-lb. tins, per doz	....	0 95

TORONTO.—New prices on canned poultry and soups are announced this week and show a higher level than has existed during past year. Canned boneless chicken, turkey and duck are quoted at $4.50 per dozen as against last year's price of $4, while soups are placed at $2.25 for 2's and $1.75 for 1's as against $1.90 and $1.40, respectively, last year. The high cost of poultry is given as the cause of the increase. Then again wholesalers will only receive a percentage of initial orders, something not altogether new in a number of lines of canned goods in recent years. One jobber stated that the delivery of soups would run from 35 to 45 per cent. and that of poultry close on 75 per cent., which it might be stated is larger than last year's delivery.

There is no special briskness in canned goods just now. Naturally the Christmas trade brings a tinge of quietness. Values, however, are all well maintained.

ONTARIO MARKETS.

POINTERS—

Brazil Nuts.—Up another cent.

Citron Peel.—Up 1c per lb.

Dates.—Quoted lower.

Canned Poultry and Soups.—New prices out.

Evaporated Cranberries.—1st shipments on the market.

Toronto, Dec. 14.—There is not the same briskness present in wholesale circles this week. The jobber has had his big day and now it is the retailer's turn. "The volume of orders is smaller," said one wholesaler, "but volume of work and worry shows no decrease. Sorting orders give more trouble to the volume of business. Nevertheless they are welcome. The last month and a half has been exceptionally good and we want to keep up the record."

Country travelers will holiday from Christmas to New Year's as usual. Most of them will work up to within a few days of Christmas, but in nearby territory that will allow shipment of goods in time to catch the last of the holiday trade.

Perhaps the most important point in the sugar market is that the Brussels convention is still in conference, the question which is puzzling them being how to retain England in the convention after 1913, and still not allow Russia to export the amount of sugar England demands. If England's demands are agreed to, there will be a superabundance of sugar put on the market, which will assist materially in increasing the easiness already apparent. Some dealers express the opinion that the market will hold over the year-end, but there are others who say that they would not be surprised at a break before that time. Operations are on a hand-to-mouth basis with a fair demand in the face of the present easiness.

Sugar.—Sugar continues in the process of readjustment which brought about last week's decline of 10c per cwt. In New York the decline has been quite large but has not been so marked here due to the differences in conditions on which the markets hinge.

Extra granulated, bags	5 85
" " 20 lb. bags	5 95
Imperial granulated	5 65
Beaver granulated	5 65
Yellow, bags	5 45
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls.	6 25
" " 50-lb. boxes	6 45
" " 25-lb. boxes	6 55
Powdered, brls.	6 05
" 50-lb. boxes	6 05
" 25-lb. boxes	6 45
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 75
" in 50-lb. "	6 85
" in 25-lb. "	7 05

Syrup and Molasses.—A seasonable trade is present in syrups. Molasses have been in brisk demand for past month in view of Christmas baking. A recent despatch from Barbados says that first shipments from that island will be later than expected owing to rains which have delayed reaping. Planters in Barbados seem to be quite strong in their ideas regarding new crop on account of the present high sugar market.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03½
Pails, 38½ lbs. ea.	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
½ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—Citron peel is up one cent per pound. It was reported in former issues that there was no over supply of peels, and the big sales by retailers have cut into stocks, especially citron, which is quite scarce. Shipments from the second steamer of dates arrived here this week, and offerings are made at lower price. Quality is generally good. There has been a brisk demand, and first shipments have been well cleaned up. Currants in the primary market hold strong position. There is said to be no over abundance of Valencia raisins here, that is of good fruit. There is considerable poor stock on the market. The decline in California seeded raisins has come to a stop and there is a reacting tendency on the coast, which some dealers predict will become quite marked.

In regard to report from some Canadian centres that some prunes were coming on the market stamped dishonestly—that is, large prunes being high, smaller sizes twere marked up—wholesalers have found no evidence of any such practice with goods that have arrived here. One dealer reports there were several rejections in Chicago on this score, but while admitting the temptation for unscrupulous shippers to do so, he believed that Toronto dealers had escaped in this regard.

Evaporated cranberries made their debut on the Toronto market this week. They are put up in package form and it is claimed that they retain all the good qualities of the fresh article. They are quoted at $1.20 per dozen.

Prunes—				
30 to 40, in 25-lb. boxes		0 16		
40 to 50 " "		0 15		
70 to 80, in 25-lb. boxes		0 10		
80 to 90, in 25-lb. boxes		0 09½		
90 to 100, in 25-lb. boxes		0 09		
Same fruit in 50-lb. boxes ½ cent less.				
Apricots—				
Choice, 25 lb boxes		0 23		0 24
Fancy, " "				0 25
Candied Peels—				
Lemon	0 10	0 11	Citron	0 16 0 18
Orange	0 10	0 12½		
Figs, 2 to 2½ inches, per lb.		0 10		0 13
Tapnets, "		0 04½		0 04½
Bag figs		0 04½		0 07
Dried peaches		0 17		0 18
Dried apples		0 09		0 09½
Evaporated apples		0 09½		0 10½
Currants—				
Fine Filiatras	0 07½	0 08	Vostizzas	0 10 0 12
Patras	0 08	0 08½		
Uncleaned ½c less				
Raisins—				
Sultana		0 11		0 12
" fancy		0 14		0 14½
" extra fancy		0 16		0 17
Valencias selected				0 08½
Seeded, 1 lb packets, fancy				0 09
" 16 oz. packets, choice				0 08½

New Dates—		Package dates, per 1 lb.	
Hallowees—			
Full boxes	0 06½		0 07½
Half boxes	0 07½	Fards choicest	0 09½ 0 10½

Tea.—There are no special new features. In spite of fair supplies of Ceylon tea shipped during October and prospects of continued good supplies for next month or two, says a report from Ceylon, higher prices in London and Calcutta have influenced this market to the extent of a rise all round of at least ½d. for the month just ended. In face of the poorer quality, the rise is really more. Prices have now reached a level which has not been touched in many years. Unless the Indian crop is very short indeed, continues the report, there does not appear sufficient justification for a still higher market such as is anticipated by many. The strength is undoubtedly due to the fact that continued high markets have caused distributors to let their stocks down so low they are compelled to buy, no matter what point prices go to.

Coffee.—There is nothing new to report in coffee. Demand is fair.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30 0 32
Green Rio	0 20	0 21	Java, roasted	0 32 0 35
Santos, roasted	0 24	0 25	Mexican	0 27 0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24 0 25
Bogotas	0 26	0 27	Jamaica	0 24 0 25
			Chicory	0 12

Spices.—The retailer has been reaping a harvest in his spice trade during recent weeks. Grinders and wholesalers are finding more of a sorting trade just now. Peppers after a slight easing off in the primary have steadied again.

	Tins	¼-lb. pkgs.	¼-lb. tins or doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—80	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb. in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Nuts.—One cent more is added to Brazils this week by a number of firms. Supplies are far from plentiful. There has been considerable strengthening in Tarragona almonds in the primary markets, indicating higher prices for further supplies. Shelled almonds are also higher in Europe. Grenoble walnut shipments were late in arriving but are now going out to the trade. There has been a big demand for nuts of all kinds and even yet there is considerable business in this line being done for the Christmas trade.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 15½	0 16
" shelled	0 34	0 37
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	10	0 13

Rice and Tapioca.—Trade will have to be carried on in old stocks of rice for some time yet, and the condition of supplies is quite well known. Japan is now being harvested and will arrive in January. It is reported quite plentiful and in good condition. Japan is, however, a big consumer of her own rise. The harvesting of the Burma crop does not begin until on in January and does not arrive here until March, at about the same time as supplies of Patna.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.		Sago, medium	
Rangoon	0 03½	0 04	brown	0 05½ 0 06
Fancy rangoon	0 05		Tapioca—	
Patna	0 05½	0 06	Bullet, double	
Japan	0 05	0 07	goat	0 08
Java	0 06	0 07	Medium pearl	0 06½ 0 07
Carolina	0 08	0 10	Flake	0 08
			Seed	0 06½ 0 07

Beans.—There is nothing new to report. Prices hold at former figures.

Prime beans, per bushel	2 30 2 35
Hand picked beans, per bushel	2 40 2 45

MANITOBA MARKETS.

POINTERS.

Sugar—Weaker.
Syrup—Decline of 10c.
Raisins—Advancing.
Prunes—Strong.
Nuts—Good demand.
Coffee—Temporary weakness.
Split Peas.—Advanced.

Winnipeg, Dec. 8.—With the Xmas season close at hand conditions in all grocery lines show promising results indeed. All wholesalers express themselves as being satisfied with the trade, and in fact many firms have been working four nights in the week to supply the rush orders which are coming in at present time. The bulk of the Christmas orders have all been delivered, but as is always the case, there are a number of rush orders at last minute, and this is even more pronounced this year on account of the delay in harvesting and marketing grain.

One of the most encouraging factors of the Christmas trade this year has

been the large demand for high class goods. Trade in these lines has been increasing every year, and one large wholesaler stated this morning that conditions were so satisfactory that jobbers were gaining confidence in buying high class lines. In former years he stated that several jobbers bought in a certain percentage of high class goods and invariably had some stock left over on their hands after the season's trade was over. During the last few years, however, this has been considerably changed, and this year finds larger demand than ever for such lines. Perhaps no greater proof of the growth and wealth of the west can be given than this example.

Freight conditions are a little better and traffic is moving a little more regularly than last week. Christmas goods, partly on account of the tie-up, were late in arriving, and were consequently late in getting out. These, however, as stated above, are being rushed forward as quickly as possible to supply the late orders which travelers have been pouring in, as they are all endeavoring to complete their routes before the 17th of the month, when they will all repair to their homes for the Christmas holidays, and will not be seen on the road again till shortly after the new year. All stocks in the city at the present time are a fair size. The lines which were needed the most having been supplied during the last week or two. Currants were, perhaps, the shortest of all, but shipments of these have been received and a fair quantity is at present on hand.

Sugar.—A change has taken place in the sugar markets since last week, and at the present time the market is considered to be rather weak. There was a decline of 5c in New York the other day and it was the opinion of some local brokers that a corresponding decline was likely to follow here.

Montreal and B.C. granulated, in bbls	6 40
" " in sacks	6 35
" yellow, in bbls	5 50
" " in sacks	5 95
Icing sugar, in bbls	6 75
" " in boxes (25 lbs.)	7 00
Powdered sugar, in bbls	6 55
" " in boxes	6 55
" " in small quantities	6 30
Lump, hard, in bbls	7 25
" " in ½-bbls	7 35
" " in 100-lb. cases	7 25

Syrup. — Syrup shows considerable weakness this week, having declined 10c, due to the reduction on the corn markets to the south. The demand at the present time is only normal, and even with this decline it is not likely that any great difference will be noticed in the trade.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 65
6 10-lb. tins, per cate	2 55
3 20-lb. tins, per case	2 57
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 48
New Orleans molasses, half barrels, per gallon	0 30 0 31

Dried Fruits.—Perhaps no line is being followed so closely by wholesalers and jobbers as the various lines that comprise the dried fruit market. California raisins are in great demand and are advancing. Some three weeks ago this line was dropping, but the market has toned up considerably, and at the present time Cal. raisins are regarded by many of the local wholesalers as the best buy in the dried fruit market. In fact this point was claimed outright by one large wholesaler to-day. Prunes are also claimed by many to be an excellent buy, as high prices are predicted for next spring. The total crop production of Cal. prunes last year was 100,000 tons. Last week alone there were exported in two boats 15,000 tons, or approximately 1-7 of the whole crop of Europe. Combined with this, the immense demand from all over the world has barred the California market, and there is little doubt that prunes will be worth some money next spring.

New prunes.	Per lb.		
90-100s, 25, s.p.	0 08	70-80s, 25s, s.p.	0 09
90-100s, 10s, s.p.	0 09	70-80s, 10s, s.p	0 10
80-90s, 25s, s.p.	0 08½	60-70s 25s, s p	0 09½
80-90s, 10s, s.p.	0 09½	50-60s, 25s, s.p.	0 10
		40-50s, 25s, s.p.	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 13½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 15
Emmanuel 3-crown	0 08½
" 4-crown	0 08½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs—	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s., 28s., s.p., per box	2 00
Fine, selected, 28s, s.p., per box	2 20
4-crown layers, 28s., s.p., per box	2 20
4-crown layers, 14s., s.p., per box	1 20
4-crown layers, 7s., s.p., per box	0 58
Ne plus ultra, 28s., s.p., per box	2 30
Currants—	
Dry clean, per lb	0 07½
Washed, per lb	0 08
1-lb. package	0 08½
2- b. package	0 17½

Evaporated Apples.—The market for this line is firm. Prices at the present ranging 10c flat Winnipeg. One wholesaler predicted this morning that prices would not go lower, but were likely, if anything, to advance.



A Recent Display Shown by Wm. Currie, of Montreal. It Contains Dried Fruits, Nuts, Fruits, Marmalade, Honey and an Attractive Array of Jars.

Transportation Difficulties Smoothed Out

Past President of Montreal Wholesale Grocers' Guild Reviews the Work Done—Secured Change in Decision Reached by Railway Companies—Successful Opposition to Increase in Classification Ratings.

Montreal, Dec. 14.—(Special)—The annual meeting of the Montreal Wholesale Grocers' Guild, which is affiliated with the Dominion Wholesalers' Guild and the Montreal Board of Trade, was held on Thursday, December 7. Among those present were Armand Chaput, S. Deschatelets, Jos. Ethier, Z. Hebert, J. T. Lalonde and Alex. Orsali.

The retiring president, Armand Chaput, presented his report of the year's business of the Guild, which was adopted for publication in the annual review of the Board of Trade. Mr. Chaput dwelt upon the success the Guild has achieved during the past year in the matter of transportation. Early in January the railway companies adopted a rule that



ARMAND CHAPUT
Appointed nominee for election to Council of Board of Trade by Montreal Wholesale Grocers' Guild.

they would not accept freight at their sheds after the hour of 5 p.m. The Guild objected to this action, because of the possibility of a serious curtailment of the time for shipping, and carried their complaint to the Board of Railway Commissioners. So far successful were they that the commissioners ordered that during the summer months the railway companies must accept freight until the hour of 6 p.m., and during the winter until 5 p.m. It was added that in both cases there should be granted whatever extra time that might be reasonable and necessary in the event of the breakdown of vehicles or of other unavoidable circumstances.

The Guild was also successful in their opposition to the movement to increase the Canadian classification rating of cut and plug tobacco, and succeeded in having alimentary pastes, macaroni, vermicelli, etc., in car lots reduced from the fourth to the fifth class of freight rating.

Mr. Chaput's report showed that the year had been a successful one in the work that had been accomplished in the interests of the trade.

The membership of the Guild had been increased the year by the acceptance of O. Chevalier and L. Z. Magnan, of Joliette, Que.

The officers elected for the coming year are as follows:

President—Zephirin Hebert.

Vice-President—N. Gendreau.

Treasurer—J. T. Lalonde.

Directors—S. J. Carter, S. Deschatelets and W. Pouliot.

Armand Chaput, who during the past two years has filled the position of president of the Guild, was unanimously appointed as the Guild's nominee for election to the Council of the Board of Trade, he having served as a member of the council during the past year.

What is believed to have been the highest price on record in a regular sale was paid for 11 boxes of California late Valencia oranges in New York last week, namely, $17.25 per box. The fruit was among the last lots of the season.

A despatch from Florida says that the supply of grape fruit is limited, and there is every indication of a strong market on this line right through the season.

NEW BRUNSWICK TRADE.

St. John, Dec. 14.—With trade brisk and encouraging the market during the last week, has remained quite steady, and few changes of interest are noted. Wholesale dealers, particularly, report a splendid run on business, while with the retail trade, sales have considerably increased, and a notable month is being confidently anticipated. Many of the grocers are remaining open later than the usual hour at present, and will continue to do so until the rush period has passed. A fairly heavy fall of snow, and the making of ice seemed to hurry early buying, and a noticeable and appreciable increase is apparent in business. It is an appreciative fact to the consumer at least that sugar has declined, even if it is only ten cents. Further decreases are looked for, but a local merchant said this week, that he expected it would advance after the new year.

A decrease is noted in Ontario flour as well as in cornmeal in bags and barrels. No. 1 King's apples have dropped from $3 to $2.25 a barrel, and No. 2 from $2.50 to $2.25.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Herrings in Kegs.

Editor Canadian Grocer.—Will you kindly provide us with the addresses of a couple of exporters of Holland herrings in little kegs, that is, we wish to import Holland herrings and want the addresses of European shippers of same. We would also like to have address of Scotch shippers of herrings in kegs.

PELTIER BROS.

Fort William, Ont.

Editorial Note.—Among the Holland shippers of herring to Canada are D. Van Ber Huel, Vaardinger, Holland, and Paalvast & Van Der Vlis, Vlaadinger, Holland. Among the Scotch shippers are Marshall & Co., Aberdeen, Moir, Wilson & Co., Esplanade Old Fort Rd., Aberdeen, Aberdeen Preserving Co., Aberdeen, A. & M. Smith, Ltd., Commercial Wharf, Leith, and John Jamieson & Co., 241-5 Howard St., Glasgow.

Semolina in Bulk.

Editor Canadian Grocer.—Can you tell me where I can purchase Semolina in bulk? Any information you can let me have re this will be appreciated.

Editorial Note.—Semolina is handled in packages by Fred Coward, 402 Spadina Ave., Toronto. We do not know of any firm handling it in bulk.

AN INCH AD. AT THAT.

TORONTO SALT WORKS.

The Canadian Grocer.

Dear Sirs.—When a customer comes into our office as he did today and tells us he saw our advertisement in The Grocer, we like to let you know about it, as it is good for both of us.

GEO. J. CLIFF.

128 Adelaide St. East, Toronto.

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Our Annual Christmas Window-Dressing Contest of 1911 is attracting considerable attention.

THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

THE PRIZES

	Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st	- - - -	$5.00	1st - - - -	$5.00
2nd	- - - -	$3.00	2nd - - - -	$3.00
3rd	- - - -	$2.00	3rd - - - -	$2.00

AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of $5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

Decide at once to enter one or both of these contests.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

DRIED FRUITS

To clean up our stock before January 1st, we are offering a few lines at a reduction from previous selling prices. We quote:

New Shelled Walnuts, Whole, Halves	**32½c.**
Extra Dessert Clusters	**$3.00**
Purple and Gold Cluster Raisins in one-pound Cartons	**11c.**

HEINZ

If you have not got a complete line of the Heinz products for your Holiday Trade, it is not yet too late. Send us a memo. of your requirements and we can ship promptly. Remember that these are very attractive and a drawing card for other Christmas goods.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Cor. Front and Scott Sts. - TORONTO

SERVICE

THAT'S what you want, Mr. Manufacturer.

Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

WRITE

American Can Company

MONTREAL, QUE. - HAMILTON, ONT.

WE "CAN" SUPPLY YOU

You Can Sell Lots of OXO CUBES to Mothers

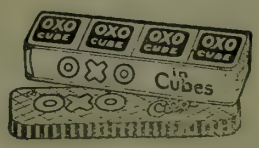
Do those of your customers who have growing children realize how good OXO is for the "Kiddies"?

Have you told them what a tasty and nourishing drink one OXO Cube makes in a cup of boiling water?

Or have you pointed out the tonic and strengthening value of such dishes as OXO Soup with bread or crackers, or OXO and hot milk for the youngsters who are none too strong?

We are educating mothers to these things by our advertising, but we realize that your recommendation is far more convincing. You'll gain good business by displaying and talking up OXO.

HANDINESS READINESS ECONOMY



Tins of 4, 10, 50 and 100 Cubes

CORNEILLE DAVID & CO.

TORONTO MONTREAL WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.



Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

SUGGESTIONS GATHERED FROM DEALERS

Selling Coffee in Small Quantities — Holiday Co-operation of the Clerk—Canned Apricots on the Market.

Advise your customers to buy coffee in comparatively small quantities.

The customer likes the fragrance of coffee in the store, but some of those who think so may suspect that some of this coffee strength should have remained in their purchase.

"I increase my purchases 30 per cent. every year," is the testimony of one grocer, but there are not many who can boast of that growth.

The clerk should lend a hearty co-operation during the holiday rush. Business will be back to the normal in January and the clerk will not regret the extra time he gave.

With the price of coffee higher, the grocer should encourage the buying of quality rather than ignoring the market and selling an inferior grade.

"It is fortunate the prune crop of California was well up to the average this year," remarked a Montreal wholesaler recently when he reported higher prices. "Had it been a lean year, it is doubtful where prices would have gone to by this time."

Fish is one article at any rate that remains comparatively untouched by the high price tendency. This does not include the best grades of canned salmon, however.

Something new on the market are canned apricots. They have caught the fancy of those who have tasted them, possessing natural qualities that are lost in the dried fruit.

Twelve thousand pounds of tea were grown on an experimental farm at Summerville, South Carolina, during the past year.

TREND OF WHOLESALE PRICES.

Ottawa, Dec. 14.—The Dominion Department of Labor index number of wholesale prices stood at 130.3 for October, as compared with 128.5 in the preceding month, and 127.4 in the corresponding month last year. The numbers, it will be understood are percentages in each case of the average price level prevailing during the decade, 1890-1899, the period selected by the department as the standard of comparison throughout its investigation into wholesale prices. Over 200 articles, carefully selected so as to represent Canadian production and consumption are included in the calculation.

It will be seen that wholesale prices are slightly higher than in the preceding month, and considerably higher than at the same period of 1910, in which the index number reached its highest point during the year.

The chief increases during the past year, contributing to this result, occurred in grains and fodders, dairy products, there being a decrease in animals and meats, the other groups being for the most part steady.

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited
ST. CATHARINES, - - ONTARIO

There is Health and Strength in Every Cup of EPPS'S COCOA

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. Manitoba: BUCHANAN & GORDON, Winnipeg
J. W. GORHAM & CO. Halifax, N.S. C. A MUNRO, St. John, N.B.

The wonderful success of Fels-Naptha soap is due to its fulfilling the everyday requirements of a practical test; either on the coarsest and dirtiest fabrics, or on the finest and daintiest laces.

This Easy Fels-Naptha Way is your customers' for the asking.



A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

Royal Salad Dressing

This is the season when people think of good things to eat. When they are ordering for their Christmas and New Year's dinner if they forget **Royal Salad Dressing** just remind them. They will thank you.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Canada

No doubt the phenomenal growth and development of the Canadian West

have caused you much thought as to representatives in that fast growing and ready market.

We will represent you at each pulsating distributing centre. We have large track warehouses and ample storage accommodation for all classes of merchandise.

We will handle your products for you on a reasonable commission basis. We have the experience, the business ability and the financial standing to do so successfully.

Let us advise you of the Western prospects of YOUR line—drop us a card and get in touch with us at once.

Much depends on it for you.

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers.

HEAD OFFICE - - WINNIPEG, MAN.

WINNIPEG REGINA SASKATOON EDMONTON CALGARY

'PON HONOR PRODUCTS

Gunns Quality Wafer Sliced Breakfast Bacon

(No Rind—No Waste)

In attractive sealed one-pound cartons. A special cure of delicious flavor. Put up in any quantity.

Why not try a sample with your next order?

GUNNS

Pork and Beef Packers, - WEST TORONTO

Fearman's "Star Brand" Lard

is good pure lard, made under Government inspection, put up in

Tierces	350 lbs.	Tin Pails	10 lbs.
Tubs	60 "	" "	5 "
Wooden and			
Tin Pails	20 "	" "	3 "

1-lb. and 2-lb. cartons

Pure lard is in great demand. Prices are going to be higher.

ORDER NOW

F. W. Fearman Co.
LIMITED

HAMILTON



"If it's Reindeer Brand it's Good."

This is in the minds of all users of Condensed Milk or Coffee. Now tell your customers about REINDEER CONDENSED COCOA. It contains Milk and Sugar. Always ready by simply adding boiling water. Average cost, one cent per cupful. Delicious beverage after rink.

Manufactured only by



REINDEER
LIMITED

Truro, N. S. **Huntingdon, P. Q.**

SALMON

QUAKER BRAND

Your trade needs a consistently high class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

MONTREAL

Ample Supply of Xmas Poultry Expected

General Opinion That Supplies Will be Quite Free—Still Tendency on Part of Shippers to Hold Off — Butter Continues Steady— Shipment of New Zealand Stock to Vancouver—New Laid Eggs Bring Fancy Prices—Cheese Quiet, But Holds Steady.

The general feeling is that the Christmas turkey will be in quite plentiful supply. On the whole, poultry offerings are expected to be ample for the occasion and fairly reasonable in price when the holding of supplies in hopes of highsidered. The same tendency on the part of shippers as in other years, namely the holding of supplies in hoped of higher prices, is noticeable this year also, but as the festive season approaches there will probably be the usual rush.

Butter holds a steady position on all markets, and there seems nothing at hand to break the strengthening tendency. Comparatively small stocks with limited receipts and a fairly good demand are the factors which shape the market. A shipment of about 5,000 boxes of New Zealand creamery butter arrived in Vancouver this week, but it is said that this is about all that will come to Canada from this direction, the balance of supplies having been arranged for shipment to the British market.

Eggs are eggs, especially if they happen to be new laids, which in view of the keen request for guaranteed stock for Christmas cooking are bringing fancy prices. Storage eggs are also having a good run and stocks are rapidly being depleted. Already firms at different centres have found it necessary to import United States stocks, and quite early in the winter at that.

Cheese is rather quiet but the market is maintained. Provisions also show a tinge of quietness. The English bacon market shows a firmer tendency. Honey is in fair demand.

MONTREAL.

PROVISIONS.—A number of changes are recorded in the provision market this week. There is steady demand for pure lard, but compound is down ½c. Extra large hams show a reduction of ½c and in barreled pork a number of lower prices are shown as the result of a quiet tendency due principally to unseasonable weather. Of late it has not been cold enough for a healthy trade in pork but a remedy for this will not be long wanting. A stronger feeling has been noted in the live hog market and the effect has been noticed in a firmer tone to the dressed market.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12¾
" " " 3 " "	0 12¾
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 08¾
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 40 6 50
" dressed, per cwt	9 25 9 50

BUTTER.—Jobbers point to the light supply of butter at this season as an indication of what the market is likely to be. Production at this time of year becomes light and quality is frequently not of the best. Stocks are much lower than usual and holders are looking for higher prices.

Creamery	0 32
Dairy, tubs, lb	0 24 0 27

EGGS.—While no changes are reported for the week, market is firmly held. Stocks are light in the city and new laids that come forward are quickly taken up. Demand is steady and under the present conditions a stronger market is generally expected.

New laids	0 60
Selects	0 32
No. 1	0 27

CHEESE.—There is no change in the cheese market which is steady and firm on account of stocks being light. Supply is lower than is generally the case at this season and holders expect that the continued demand will make itself felt by giving strength to the market.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 16½ 0 17½

POULTRY.—Sales of poultry are good but the weather has not been seasonable of late and trade has suffered thereby. A considerable quantity of second rate fowl and chickens have been coming forward and is not regarded highly by the trade. In regard to turkeys, first holders seem to be waiting for better weather before quoting any price for the reason that with snappy weather the demand is keener and a better price can be secured. Large dealers in Eastern Ontario have refused to quote of late and doubtless for the reason above mentioned. The big retailers up to this week have shown a much reduced display in comparison with their usual feature windows of poultry at this season. Normal prices are looked for in Christmas turkeys.

Fowl	0 11	0 12	Turkeys	0 20	0 22
Chickens	0 10	0 15	Ducks		0 18
Geese	0 12	0 13			

HONEY.—Only a routine trade is reported in this market. Demand is steady and prices are unchanged.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—There is practically no change in the provision market since a week ago. Even live hogs, which of late have been given to constant fluctuation, show no perceptible change. The fact that one firm quotes lard ¼ cent higher would indicate a stronger feeling. It is, at any rate, in good demand, the present high price of butter assisting in increasing its use. There is just a tinge of quietness due to rush of other lines at this season.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 20
Breakfast bacon, per lb	0 15 0 16
Roll bacon, per lb	0 10½ 0 11
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 11¾
" pails "	0 11¾ 0 12
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 50
Dressed hogs	9 00 9 25

BUTTER.—This week shows no perceptible change in butter situation. However, general steadiness prevails under light stocks and light receipts. A good demand for this line is at present in evidence.

	Per lb.
Fresh creamery print	0 33 0 34
Creamery solids	0 29 0 30
Farmers' separator butter	0 27 0 30
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 23 0 25
No. 2 tubs or boxes	0 19 0 21

EGGS.—Christmas cooking has brought a substantial demand for eggs, and prices hold steady, although there has been no change in quotations during the past week. With the heavy demand of Christmas past, it would not be a

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

surprise to see fancy prices now ruling for new laids ease off slightly, although cold weather may set in at any moment and cut down production. Some firms are still importing U. S. eggs. Storage stocks are held at 27 to 29 cents.

Storage eggs	0 27 0 29
New laid eggs	0 59 0 60

CHEESE.—"No change" is the summary of the cheese market. Steadiness prevails with a routine trade.

New cheese—		New twins	0 16 0 16½
Large	0 15½ 0 16	Old Stiltons	0 17
Old cheese	0 17		

HONEY.—The fact that jams are none too plentiful and preserved fruits high in price should help sale of honey. Prices are well maintained.

Clover honey, strained, 60-lb. tins	0 12
Clover honey, No. 1 comb, 14 oz. per doz	2 50 3 00

POULTRY.—The general feeling is that Christmas poultry will be plentiful and fairly reasonable in price. At least dealers believe that conditions indicate that. "Plenty of poultry for the Christmas trade," said one. "A cheap Christmas turkey," said another, while yet a third in answer to The Grocer's query said: "My reports show that supplies of poultry, turkeys included, are ample throughout the country. Unless there is a general holding on to supplies, prices will be fairly easy."

Of course, how easy they will be depends just on what volume comes to market. Really low prices under existing conditions cannot be expected. While supplies throughout Ontario are quite large, much depends on the demand from the Western Provinces.

In past years, there has been a tendency to hold on the part of farmers and shippers. The same thing is noticeable this year. "I think they will start to come towards the end of the week," said one dealer, "holders are inclined to expect higher prices, but the slight reduction which we made in quotations this week has slightly staggered them, and I expect them to come over with the goods when they see the tendency in prices."

The Canadian Produce Co. quote chickens, over 5 lbs. each, milk fed and fat, 11c. live, 15c. dressed; chickens average quality, 10c. live, 12c. dressed; ducks, young, over 5 lbs. each and fat, 11c. live, 14c. dressed; hens, fat, 6c. live, 8c. dressed; turkeys, young, 9 to 14 lbs., well fed and plump, 18c. live, 20c. dressed; geese, young, fat, 9c. live and 11c. dressed; pigeons, live only, per pair, 20c.

Fowl, live	0 05 0 07	Ducks, live	0 10 0 11
Chicken, live	0 07 0 08	Geese, live	0 09
		Turkeys, live	0 13 0 15

Dressed poultry 2 to 3 cents over the above prices.

WINNIPEG.

BUTTER.—Creamery butter has been holding firm and no change has taken place during the last two weeks. The demand has been exceptionally good but supplies have been large enough to maintain the price of 34c per lb. for fresh made creamery bricks. There is little dairy butter reaching the city at the present time, and what is arriving is of poor quality. The price, however, shows some advance over last week, as will be noted below :

Strictly No. 1, delivered Winnipeg, per lb.	0 25
" No. 2, " " "	0 23
" No. 3, " " "	0 18
" No. 4, " " "	0 15

EGGS.—Shipments of eggs show considerable falling off during last two weeks, and as result prices have advances 5c per doz. Shippers refuse to forward eggs while weather conditions are uncertain, and as result receipts have been very low. Manitoba fresh gathered eggs are now quoted at 30c wholesale, while guaranteed strictly fresh laid are retailing at 65c a doz. in the city.

OPINION ON POULTRY QUESTION.

Editor Canadian Grocer,—In answer to the question, should merchants accept inferior poultry at prices paid for good poultry, or not?

No, I think not!

If you keep the right goods the market is always open for your goods. Stay with what you advertise and the trade will stay with you. Then your customers can depend upon you for good goods. If you have a mixed lot of poultry you are in a puzzling market every time. Keep and buy only salable goods and you will hold your trade.

W. P. B.

Uxbridge, Ont.

FINEST
ENGLISH KIPPERS
AND
EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.
23 Gt. CHARLOTTE ST.
LIVERPOOL, England

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.
Owen Sound, Ontario

Just Arrived

Italian Peeled Tomatoes

The quality is exceptionally high and absolutely superior to any other line on the market.

Haricot Vert,
Italian Canned Green Beans

Here is a line that is worthy of a place in your store. Prices are wonderfully reasonable.

ALSO
complete assortment of
Italian Tomato Pastes
(Bertolotto and Ercole Brands)

½ lb. 1 lb. 2 lb. 10 lb. and 20 lb. tins.

H. E. VIPOND
197 St. Paul St., - MONTREAL

Grocers: A woman prides herself upon the quality of her home-made bread, and any attempt on the part of a dealer to substitute a cheap imitation when Royal Yeast Cakes are called for, may mean the loss, not only of that woman's trade, but the trade of such of her friends as may be influenced by her.

ROYAL YEAST CAKES



Most Perfect Made

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal



Cluster Table Raisins

CHOICEST QUALITY

½ Boxes	- -	5½ lbs.	- -	.85c.
½ "	- -	11 "	- -	$1.75
Boxes	- -	22 "	- -	$3.00

GET OUR PRICES ON: New Peels, Nuts, Figs and Dates, for prompt shipment.

CHEESE We have 35 full size colored September make of Cheese in stock which are well matured, at 15 1-2c. per lb.

RICE For the balance of this year we will sell a very choice quality of Rice in bags and sacks at 3 1-2c. per lb.

WE GET THE BUSINESS, BECAUSE WE HAVE THE VALUES
MAIL AND TELEPHONE ORDERS PROMPTLY ATTENDED TO

R. SIMPSON & CO.,

Tea Importers and Wholesale Grocers

29-31 Charles St., Hamilton, Ont.

TELEPHONE 3541

CANADA:
No better
Country

MOTT'S
DIAMOND
CHOCOLATE

MOTT'S:
No better
Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

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Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest Agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

"Canada's Best"

Laundry Soap

So pure and sweet.
Does the work alone.
Does not waste away.
Washes all kinds of things.
Will not injure clothes.
Contains no resin.

It's the Soap for you to sell

Write for Special Premium Proposition. A Winner.

The United Soap Co. of Canada LIMITED

MONTREAL

WE ARE PLEASED

to tell you that our flour now finds a position in the very best stores to-day, but the bags don't sit there as an ornament. They keep on the move and that is what you want to see all goods do---keep going out.

"Regal," "National."
"Laurentia," "Daily Bread,"

These are the brands with which you should be acquainted.

The Consumer is Pleased

Another point in our favor. Of course we were certain of this as soon as the first carload left the mills, because we made sure that we had the "very best" before we sold a bag.

Are you interested?

The St. Lawrence Milling Co., Ltd.

MONTREAL

Rolled Oats Decline 25 Cents per Barrel

But Market for Raw Material is Steady and Reaction is Expected at Early Date—Domestic Flour Trade Fair Considering that Interest is Centered Elsewhere—Some Price Cutting Reported—Scarcity of Cars Causing Trouble.

Rolled oats supplied the feature of the week with a decline of 25 cents per barrel. The market for the raw material has been steady and there has also been a seasonable demand for this product so that a drop in price was not generally expected. Although this reduction has taken place with the majority of firms, all have not lowered figures. Probably the reduction was made with the view of drumming up business at a time when interest is centered elsewhere. At any rate this explanation was given by one big house. Under the conditions a reaction upwards again at an early date would not come as a surprise.

The Christmas rush in other lines detracts a little from flour. However, a fair domestic trade is reported, but export business is decidedly slow. As explained before, the English millers have corralled the trade. Then again an advance of 7 cents per cwt. in ocean freight rates has not at all helped in this business.

From some centres it is reported that a certain amount of price cutting is going on, resulting no doubt from keen competition.

Scarcity of cars is making trouble for some flour companies, especially those who have their mills in the West, while even in Ontario it is at times hard to get cars, clean cars being essential for flour shipments. One firm in the West give an instance where it had orders to send a car of flour forward by Nov. 20, but it was unable on account of the lack of cars to send it before Dec. 8.

The visible supply of wheat in the United States last week was 70,488,000 bushels as against 42,666,000 a year ago and 28,400,000 in 1909.

MONTREAL.

FLOUR.—Business in flour remains satisfactory in a general sense. There is reported a certain amount of price cutting going on, resulting no doubt from keen competition, but the more substantial firms are apparently letting others attend to this. The trade is fair for this season of the year when holiday buying puts staples into the background. On the whole, however, business is reported satisfactory.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

Rolled Oats.—A decline of twenty-five cents a barrel in rolled oats is a feature of the week. The market has been steady and firm under a seasonable trade and lower price was not generally expected. The prices quoted below are not exactly uniform for the trade, as one firm were quoting at a higher level than the appended figures.

Fine oatmeal, bags	2 71
Standard oatmeal, bags	2 71
Granulated oatmeal, bags	2 71
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 47½
Rolled oats, cotton bags, 90 lb	2 52½
Rolled oats, barrels	5 20

TORONTO.

FLOUR.—Flour prices are unchanged. Wheat quotations are somewhat easier at the moment. "I think there is more of a tendency towards easiness," said one dealer, "although not reflected by a reduction in wheat quotations. For instance despite the storm damage in Argentine and the sensational advance of about 4 cents at Buenos Ayres, the wheat market on Monday sagged instead of strengthening. The world has a plentiful supply of wheat, while receipts in the West are heavy on both sides of the line. Supplies are pouring into Minneapolis where a 20-cent. cut in flour has taken place."

Domestic trade is quite good but export business is decidedly dull, although considerable wheat is being exported. In Ontario flour there are not even bids for export.

Manitoba Wheat	
1st patent, in car lots	5 50
2nd patents, in car lots	5 10
Strong bakers, in car lots	4 90
Feed flour, in car lots	3 00 3 20
Winter Wheat.	
Straight roller	4 2[illegible]
Blended	4 50 5 00

CEREALS.—Quite unexpected was the drop of 25 cents per barrel in rolled oats during the past week. The price of raw material has been holding quite steady, while the demand for rolled oats has been seasonable. Apparently the only reason was for the purpose of stirring up buying at a season, when on account of the rush of other lines, rolled oats are somewhat neglected.

The market for oats is quite steady and a reaction to the former level or at least a strengthening tendency at an early date would not be a surprise.

Some manufacturers of family packages have reduced them 10c per case.

Rolled oats, small lots, 90-lb. sacks	2 47½
Rolled oats, 25 bags to car lots	2 37½
Standard and granulated oatmeal, 98-lb. sacks	2 65
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb. bags	2 00
Rolled oats in cotton sacks, 5 cents more	



THE ACME OF PURITY

In biscuit excellence is only attained by the use of purest ingredients combined with ideal conditions of manufacture. This has been the aim and endeavor of the makers of Mooney's Perfection Cream Sodas which has brought them to their present high standard of popularity with all classes of trade.

Always have a good stock on hand.

The Mooney Biscuit and Candy Co., Limited

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.



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(THE FLAVOR DE LUXE)

Fulfils all Pledges of Quality, Delicious Flavor and Maintained Selling Price.

Order a supply from your jobber, or—Frederick E. Robson Co., 76 Front St. E., Toronto.

The Crescent Mfg. Co.

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Sundried and Evaporated Apples, Waste and Chops

a specialty. Correspondence and offers solicited. Liberal advances on consignments. Offers wanted f.o.b. shipping ports, payment against shipping documents in New York. Ask for reports about every article you wish to sell. Highest references on application.

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by 11
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

YOU CAN'T GET AWAY FROM CREDIT BUSINESS—BUT YOU CAN MAKE SUCH BUSINESS SAFE

You can "stop the leaks"—avoid disputes, misunderstanding, ill feeling — prevent accounts running too long or growing too large—by using

ALLISON COUPON BOOKS

which also PAY FOR THEMSELVES by saving time and work in bookkeeping alone without counting the main features of safety, accuracy and that all important point—"stopping the leaks." Furthermore, the customer LIKES the system because it is a system HE can understand.

HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect on your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

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INDIANAPOLIS, IND.

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor

A good seller and repeat order producer.

Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON
Manufacturing Chemist
86-88 Fulton St., - New York

A Good Delivery has Won Many a Game

We have a real snap in a Warren 30 h.p., 1000-lb. delivery car that has been used for only two weeks as demonstration.

Four Cylinder. 110 Wheel Base. Grey Body.



32 x 4 Tires. Nonskid on Rear. Complete Lamp Equipment.

This car is an aristocrat amongst deliveries. Get after this at once. The car must be sold before Christmas. To be sold at cost.

APPLY

American Abell Engine & Thresher Co., Ltd.

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BANNER COLD BLAST LANTERN



Notice to Dealers

Every purchaser of a

Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.

Head Office and Factory, HAMILTON, ONT.

BRANCHES: MONTREAL AND WINNIPEG



PURITY



E.D.S. Brand always points to purity in Jams, Jellies and Preserves. They have gained this stamp by the approval of Government inspection, thereby eliminating all doubt as to its quality and excellence, in the minds of prospective purchasers.

One sale means a repeat. Two sales a steady patron.

MADE ONLY BY

E. D. SMITH

WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

Christmas Fruits

Have full stock of all Seasonable Fruits, Vegetables, Nuts, etc.

Extra Fancy and Extra Choice California Navels, Florida, Jamaica and Mexican Oranges, Dates, Nuts, Figs, Grapes, Celery, Hot House Tomatoes, Head Lettuce, Cucumbers, Holly, Holly Wreaths, etc.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

EVERY

time you purchase a box of

"St. Nicholas"

or

"Home Guard"

Lemons you are getting the

B. L. O. E.

Best Lemons on Earth.

J. J. McCABE

AGENT

TORONTO, : : ONT.

Christmas Fruits Now to the Front

Big Trade Anticipated as Shown by the Volume of Goods Going to Retail Trade—Oranges a big Leader—Cranberries High in Price—Cape Cods are Scarce—California Celery High in Price—Lemon Shipments from Italy Irregular.

Fiuits are now occupying a position of prominence on the grocery trade stage. Orders have been pouring in freely since the first of the month for fruits in anticipation of a big Christmas business and wholesalers have been busy sending the goods out to the trade. Wholesale dealers report good demand from retailers for holly, holly wreaths and evergreen. They expect an increased interest in vegetable specialties during the coming week as well as a big "last moment" trade in fruits.

Oranges are one of the chief lines in demand during Christmas week and volume handled this year promises to run into a big figure. Navels and Floridas will be the two big sellers. The former are somewhat firmer in price as shipments from California have been light as compared with last year, due to the fact that the fruit did not mature as early as usual. Floridas are excellent this year, for while in some instances they may lack a little in color, they are very sweet. There has been some prejudice against the Florida orange because in past years early shipments of green sour fruit have been sent out, but the producers are now trying to guard against this.

On the Eastern Canadian markets, Mexican, Jamaica and Valencia oranges will come in for the lower priced trade. People want oranges at Christmas time and many cannot afford the higher priced fruit so that consequently many grocers find a certain sale for these lines.

California celery is high but shipments are expected at some Canadian markets for Christmas trade. High duty of 30 per cent. coupled with high price at primary points bring it to a lofty figure when it reaches the consumer. At the present price one dealer stated the duty alone would amount to 90 cents per case or 13 cents per dozen. In some sections of the Dominion there is some home grown celery available but the quantity is small.

Shipments of lemons from Italy have been irregular on account of lack of boats due to the war. Demand for lemons is normal.

MONTREAL.

GREEN FRUITS.—Apparently the Cape Cod variety of cranberry will be absent in a general sense from Canadian tables during the festive season, and the native Nova Scotian article will have to serve. It is stated that there is hardly a sufficient quantity of the Cape Cod berry to meet the demand of the United States market. There need be no worry about oranges. The navels that have been received here have been of fine quality and almost matured, a welcome fact at this time of the year. They are coming forward freely and price quoted should satisfy most buyers. Pineapples are higher in price and are meeting with a fair demand. Apples are firm. It is stated that the present holding in this city is about 75 per cent. less than the supply at this time a year ago. Ontario is still holding on to practically all but a mediocre quality and at auction this week prices for No. 2's were pretty steep. Should supplies come forward with a rush a 'killing' is anticipated, to use the words of the representative of a local house. Lemons range from $2.50 to $3.50 with the former price for No. 2's.

Apples—		
Spies	5 50	5 50
Fameuse	3 75	5 50
Baldwins	4 25	4 75
McIntosh reds		6 00
Greenings	4 25	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cranberries, N.S. bbls		8 50
Grape fruit, Florida, case	4 75	5 00
Jamaica, case		3 50
Grapes, Malaga, per keg	5 00	6 00
Lemons	2 50	3 50
Limes, a box	1 25	1 50
Oranges—		
Navels		3 50
Valencia	5 00	6 50
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES.—Among the new vegetables that will grace the Christmas dinner table will be California celery to arrive about the 15th, and southern cucumbers. Canadian onions are slightly higher, being quoted at $3.50 per 100 lbs. Potatoes are held firmly and stocks are reported light. Sweet potatoes are a little firmer. The vegetable market is moving along without much featurable change.

Beans, green, hamper	3 00	
Carrots, bag	0 90	
Cabbage, doz	0 40	
Cauliflower, doz.	1 75	2 00
Celery, Cal. 6 doz to crate, crate	6 00	
Cucumbers, doz.	0 60	
Garlic, 2 bunches	0 25	
Green Peppers, bushel basket	1 75	2 25
Leeks, doz	1 50	1 75
Onions		
Spanish, crate		3 50
Half crate		2 25
Canadian reds, 100 lbs		3 50
Sweet potatoes, per basket	2 00	2 50
Montreal potatoes, new, bag		1 40

TORONTO.

GREEN FRUITS.—With Christmas little more than a week away, wholesalers are transacting a big trade in fruits. Oranges are one of the leaders and large quantities are this week going out to retail trade as well as other lines while from now on to the holiday, assorting orders will be arriving freely.

California navels, under lighter shipments than a year ago and the present good demand, are firmer in price. Floridas range about the same. Cranberries

should show a better movement next week. They hold firmly in price.

Almeria grapes, bananas, grape fruit, etc., should all come in for their share of extra business created by the Christmas trade. Apples will also be to the fore.

YOUR XMAS SUPPLIES
OF
FRESH TOMATOES

should be ordered now to insure delivery

We can supply you all winter with the
BEST OUTDOOR GROWN

and you need have no fear of any damaged ones in the crates. All are carefully examined and the bad ones removed.

WEEKLY SHIPMENTS
6 BASKETS TO THE CRATE

WEST INDIES FRUIT CO.
39 William Street, Montreal

Hothouse Tomatoes English Hothouse Grapes
Florida Strawberries
Cucumbers Lettuce Celery
Red and Yellow Bananas

A Full List of High-class
Specialties for Christmas.

SEND US YOUR SORTING ORDERS FOR
ORANGES, ALMERIA GRAPES, NUTS, DATES, FIGS, etc.
PROMPT DELIVERY

WHITE & COMPANY, LIMITED
TORONTO and HAMILTON

FOR—
"Green Mountains,"
"Delewares"
or other varieties of
POTATOES
for SEED or
TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

THE HOLIDAY TRADE

demands the very best quality that money can buy. Let us look after your Xmas order and you will be able to satisfy the most particular.

ORANGES, LEMONS, BANANAS,
GRAPE-FRUIT, CRANBERRIES,
NEW NUTS, NEW DATES, NEW FIGS,
HOLLY, HOLLY WREATHS, EVERGREEN.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

EVAPORATED CRANBERRIES

Use this product and enjoy Cranberries throughout the year, without the expense and loss connected with keeping fresh fruit. No danger of freezing. No loss from decay. Only perfectly sound, thoroughly cleaned, fresh berries are evaporated—the moisture only is removed. The delicious flavor, piquancy and medicinal properties are retained.

To one cup of Evaporated Cranberries add 1½ cups of cold water and soak 1¼ hours. Do not drain. Boil 15 minutes.

W. B. STRINGER, Sales Agent, Toronto
FOR
AMERICAN CRANBERRY EXCHANGE

English hot house grapes are quoted at 60 to 65 cents per pound.

Bananas	1 25	1 75	Grapes, Almeria per keg	5 00	6 00
Lemons—			English hot house grapes, lb.	0 60	0 65
Messina, new crop	3 00	3 50	Cranberries,		
Limes, box		1 50	Cape Cod, brl.	10 50	11 75
Oranges—			Nova Scotia		8 00
S. Am. navels	3 00	3 50	Jersey long keepers		12 00
Florida	3 00	3 50	Apples, brl.	2 25	4 00
California navels		3 50	Pineapples, case.	3 25	3 50
Grapefruit—					
Florida, case	4 50	5 50			
Jamaica, case		4 00			

VEGETABLES.—Cucumbers, head lettuce, celery, sweet potatoes, mushrooms and similar lines will be in good demand during the coming week. People like to have something like this for the Christmas table. Hothouse tomatoes are also obtainable at 30 cents per pound. Mushrooms are quoted in 1 lb. boxes at 70 to 75 cents.

The strength in such lines as carrots, beets, turnips and parsnips is still apparent. In some cases increases have taken place in prices. In other instances there is merely an upward tendency. Scarcity of some of these lines is quite marked. Potatoes hold firmly and dealers are not anticipating any lower prices at any rate.

Boston cucumbers, doz.		2 25	Onions—		
Boston head lettuce, doz.		1 75	Spanish, case	3 50	3 75
Canadian beet, per bag	0 80	0 90	Spanish, ½ cases	1 85	2 00
Cabbage, Canadian, dozen	0 50	0 65	Canadian, 75-lb. bags		2 00
barrel	1 65	1 75	Potatoes, N. B. stock, bag		1 50
Carrots, bag	0 80	0 90	Potatoes, Ontario, bag		1 40
Turnips, bag		0 50	Sweet potatoes, hamper	1 75	2 00
Celery, per doz.		0 40	Mushrooms, 1-lb. boxes	0 70	0 75
Cauliflowers, dz.	1 25	1 50	Can. hot house tomatoes, lb.		0 30
Parsnips, bag		0 90			

WINNIPEG.

Fresh Fruits.—There has been some change during the last two weeks in the prices of several lines. The demand is holding steady and it is expected that during the next two weeks a banner retail trade will be conducted throughout the city. Wholesalers have been preparing for this and as a result are in a position to successfully cope with the situation. Valencia oranges are off the market, while California navels show a decline of $1 per case. Malaga grapes have increased $2 per keg, and Jersey cranberries have followed with a similar advance. Washington pears hold steady while Florida grape fruit remains firm. Sharp increases will be noticed this week in vegetables as compared with two weeks ago. Native beets have taken a jump of 50c per cwt., while parsnips are 25c higher than they were last week. A fair supply of green vegetables are reaching the city, with the exception of radishes and celery, and owing to the limited supply in these lines prices show considerable advance, the former being quoted at 50c per doz., and the latter at 60c.

Bananas, bunch	2 75	3 50
Cal. navel oranges, per case		4 00
California lemons, crate		6 00
Malaga grapes, per keg		6 00
Jersey cranberries, bbl		14 00
Washington pears		4 25
Florida grape fruit, per case		6 50
Apples, assorted Canadian varieties, per bbl	4 50	5 50
Wash. box apples, box		2 50
Montana MacIntosh reds, box		2 50

Potatoes.—Supplies are not coming in very fast at the present time and the tone of the market is strong. There has been considerable comment regarding the large quantities of frozen potatoes which have been sold to the trade during the last few weeks and much satisfaction has been expressed by wholesalers, retailers and consumers. Owing to the light supply received during the last two weeks an advance of 5c a bushel has taken place for smaller lots. New prices are as follows:

Manitobas, 5 to 10 bus	0 80
Manitobas, 10 to 20 bus	0 75
Buying price, carlots, f.o.b. Winnipeg	0 60
Virg. sweet potatoes, per hamper	3 25



Fish - Oysters



Three Special Fish Days Next Week

Should Add Considerably to Ordinary Demand—The Mild Weather Not Been Conducive to Trade—Frozen Lines in Prominence—More Interest in Smoked Fish — Weather on Eastern Coast More Favorable for Fishing

The unseasonable weather which has been quite general in Canada for the past week has not been conducive to a record breaking trade in fish. However, considering the mild weather, thanks to the special fish days, trade has been maintained at an appreciable level. Two fish days this week and three next week should assist materially in keeping sales above the ordinary demand.

Frozen lines are in prominence, while several points report increased interest in smoked fish. A fair trade is present in oysters.

The weather off the Nova Scotia coast has been more favorable for fishing. Larger catches of haddock were made, as well as cod, while few halibut were landed. Bank dry salt cod at Lunenburg is now held at $7 per quintal, as compared with sales in September at $5 to $5.50.

PREPARED FISH

Boneless cod, in blocks or packages, per lb		7, 8, 10,	11 12
Dry pollock, 100 lb. bundles, per bundle			6 00
Shredded cod, 2 doz. in box, per box			2 00
Skinless cod, 100 lb. case			7 00
Dry cod, 100 lb. bundles, per bundle			7 00

SALTED AND PICKLED

New green cod, per lb	0 04½	0 05	
New Labrador herring, per bbl	5 50		
New Labrador herring, per half bbl	3 15		
Labrador sea trout, bbls	12 00		
Labrador sea trout, half bbls	6 50		
No. 1 mackerel, pail	2 00		
No. 1 mackerel, ½ bbls	8 00		
Scotia herring, No. 2, bbl			
Lake trout, kegs	6 50		
Choice mackerel, pail	2 00		
Mackerel, ½ bbls	8 00		
No. 1 green haddock, per 200 lbs	7 50		
No. 1 green pollock, per 200 lbs		7 00	
Salmon, B.C., red, bbl		14 50	
Salmon, B.C., half bl		8 00	
Salmon, Labrador, bl		15 00	
Salmon, Labrador, half bl		8 00	
Salmon, Labrador, trcs, 300 lbs		21 00	
Salt eels, per lb	0 06½	0 07	
Salt sardines, bbls		5 50	
Salt sardines, ½ bbls		3 00	
Sea trout, ½ brl		6 50	
Sea trout, bbls		12 00	
Scotch herring		6 00	
Scotch herring, keg		1 00	
Holland herring, ½ bl		5 50	
Holland herring, keg		0 75	

SMOKED

Smoked eels, per lb		0 10
Bloaters, large, per box		1 10
Yarmouth bloaters, fancy, per box		1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07½	0 08
Fillets, fancy, 15-lb. boxes, per lb		0 11
Herring, new smoked, per box		1 18
Kippers (small), per box of 50 fish		1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon		1 40
Oysters, bulk, selects		1 60
Oysters, fancy cape, large bbls		9 00
Malpeque Oysters, per bbl	8 00	12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.		

QUEBEC.

MONTREAL.—Mild, unseasonable weather has not aided the fish market which to reach its heaviest trade at this period requires the colder weather which makes the handling of fish comparatively easy. There have been no particular price changes during the week, but business has been good in spite of conditions that were unlooked for. Two fish days this week and three next week will add considerably to the ordinary demand.

FRESH

Steak cod, headless, per lb	0 05	0 05½	Haddock, per lb	0 04½	0 05
			Smelts, fancy		0 10

FROZEN

Haddock	0 04	0 04½	Round red salmon	09	0 10
Halibut, per lb	0 08	0 08½	Gaspe salmon, per lb		0 18
Herring, frozen, per 100 fish	1 70	1 80	Qualla salmon	0 07½	0 08
Pike, round lb	0 05	0 05½	No. 1 smelts, lb		0 10
Pike, dressed & headless, lb	0 06	0 07	Extra smelts, lb		0 14
Steak cod		0 05	Lake trout, lb		0 10
Mackerel		0 11	Tomcods, per brl		2 00
Dressed perch		0 10	Whitefish, large, lb	08½	0 09
Dore or Pickerel	0 07	0 07½	Whitefish, small	0 06	0 06½

ONTARIO.

TORONTO.—Considering circumstances there is a fair movement under pressure of the Advant demand. A good steady business is being done in oysters.

There are no special changes in market prices this week. A general steadiness is apparent. Steak cod and haddock are about the only fresh fish on the list.

FRESH CAUGHT FISH

Steak cod	0 07½	Haddock	0 04½ 0 06

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb	0 04½
New Pink sea salmon	0 09	Whitefish	0 10 0 11
Red salmon, headless and dressed	0 11	Sea herring, 55-lb. bx	2 25
Halibut	0 09	Mackerel, lb	0 12
		Mullets	0 04
		Bluefish	0 12

SMOKED

Kippers, per box	1 25	1 35	Cod, Imperial
Bloaters, per box		1	Quail-on-toast
Finnan Haddie, lb	08	0 09	Fillets of haddie 0 11 0 12
Digby herring, bundle	1 00		Ciscoes, basket

A WISE GROCER WITH WISE ANSWERS

Q.—Do You Stock Fish? A.—Sure. Lots of it, and my profits are good.
Q.—How did you get the trade? A.—Got a supply. Made a display. Customers got wise right away.
Q.—Does it cost you much extra to run a Fish Department? A.—Not at all. Goods sell quickly. You get your money back, and more, a few days after you spend it.

BE LIKE THIS MAN

Drop us a line. We will give you any information you require about any class of fish. Here are some of our leaders:—

Smoked Fish for Advent Trade.

OCEAN BRAND: Haddies, Kippers, Bloaters. BOUTILIER BRAND: Smoked Fillets.
ARBROATH BRAND: Smokies.

Canada Brand Pure Boneless Codfish.

CANADA TABLETS, 20 1-lb. Tablets.
CANADA CRATE, 12 2-lb. Boxes.
CANADA STRIP, 30-lb. Boxes, Whole pieces.
COD BITS, 25-lb. Boxes, Bulk.

N.B.—We anticipated being able to supply all demands for Canada Strip and Crate, but orders have been so numerous that we must apologize for delay in filling. We can ship you immediately any of the other lines.

The Halifax Cold Storage Co., Limited
MONTREAL



CHRISTMAS!

Is a time when it behooves the merchant to make sure that the people with whom he books his order are capable of taking care of him. You cannot be governed by promises. It is best to judge their ability by their past performances

Do not leave the booking of your order until shipping time. Let us have your advice now, for at least a part of your needs. Advise when you want shipment to reach you, and we will make reasonable allowance for the congestion experienced by the Express Companies at that time.

"Coast Sealed" Oysters are carrying more quality than any oyster on the market this season, and in view of the fact that how often the consumers will use oysters in their homes, depends entirely on the satisfaction experienced in eating them, it is essential that you should obtain the best quality possible.

Kindly let us have your favor, which we will acknowledge on receipt, and advise you as to the date shipment will be made.

Connecticut Oyster Co.
Canadian Branch: 50 JARVIS STREET, TORONTO, ONT.

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 70		
	1 75	Labrador herring, half bbls.	3 25
Oysters, standards, gl	1 55		

NOVA SCOTIA.

HALIFAX.—Several vessels arrived this week with fares of fresh fish. The cargoes consisted principally of haddock of excellent quality and the fish found a ready sale. Weather was a little more favorable during the week, and there was an improvement all round in the catches. A few halibut were landed, and cod is in fairly good supply. Smelts are still scarce on the local market. There is an improved demand for smoked fish. Dealers report large sales of salmon, finnan haddies and kippered herring.

Sales of oysters are large, principally in bulk, the price of Island stock being too high for the ordinary consumer. The United States bulk oysters now coming on the market are good stock.

A record price was paid for fresh mackerel at Gloucester this week. The first vessels arriving with small fares readily sold their fish for 26 cents a piece. Then another vessel came along when the market was bare and the price jumped up to 36 cents. This is the highest price ever paid for fresh mackerel in that market.

CANADA'S CREAM EXPORTS TO UNITED STATES

Big Increase Shown Since Tariff Was Lowered to 5 cents a Gallon—Means Less Butter Production in Canada and Tends to Firm Prices.

The past two years the exports of cream from Canada to the United States have shown a big increase. A few years ago there was practically no cream sent across the line, but this year for the six months ending Sept. 1, the exports amounted to $554,003.

This has been due to the lower tariff on cream entering the United States. The last revision set it at 5 cents per gallon, which is generally conceded was a mistake and that 5 cents per pound was really meant. This would have been practically prohibitive.

This change in tariff has brought about considerable change, or at least has made conditions different from what they otherwise would have been. Instead of the cream being turned into butter here, thus increasing Canada's production, it is made into butter across the line. Last year this piled up such a supply of butter on United States markets that during the winter prices tumbled in an effort by dealers to clear the decks. It was thought that this would put a crimp in the import of cream, but little or no decrease is noticed.

What difference it would have made if the cream had not left Canada is a question. It certainly would have increased butter production here, and it was needed this year. A combination of circumstances, including the dry hot weather and the high price of cheese, helped this year to curtail the make of butter, while a good export demand has cut down considerably the supplies held in this country.

While creamery butter a year ago was quoted at 25½ cents on the Montreal market to-day quotations rule around 30½ cents.

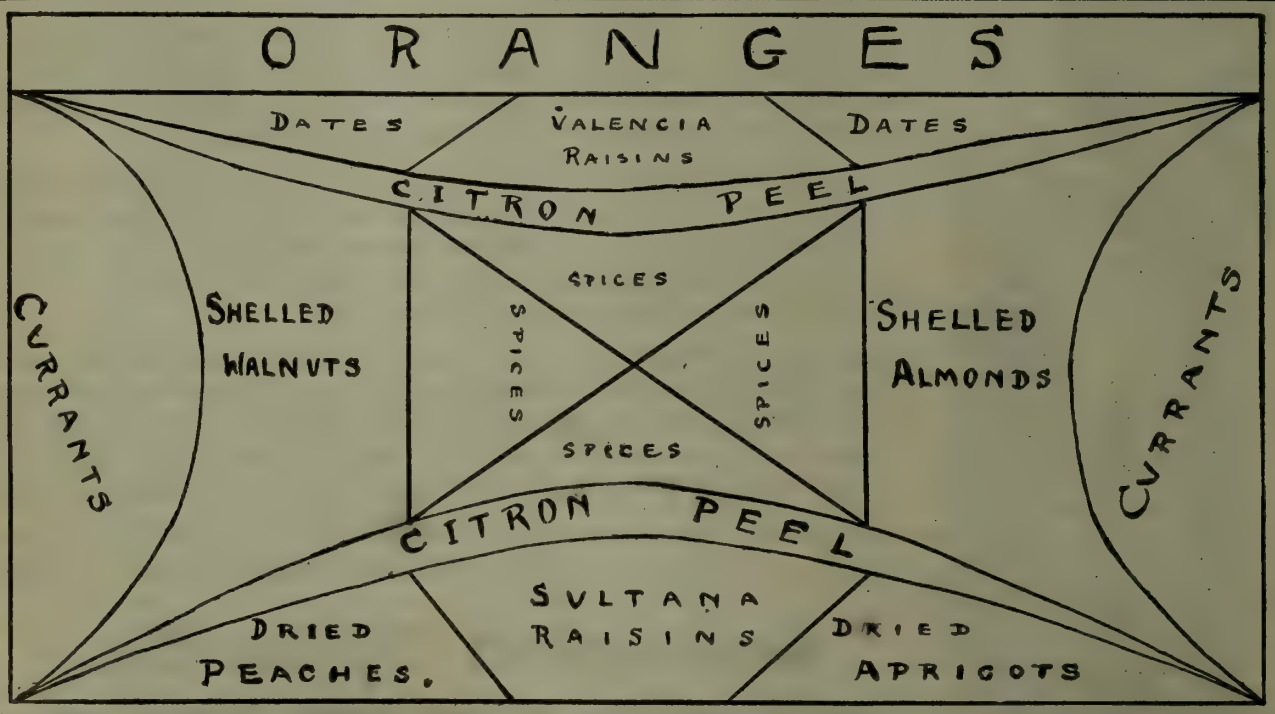
ORIENTAL FLOUR MARKET.

Vancouver, B.C., Dec. 14.—Advices from the Orient, received by local dealers, is that the flour market is growing constantly stronger. Stocks are fairly large, but there are big purchases for Central and Northern China, a million bags having been recently ordered for those points. In South China and Hong Kong territory the need of supplies is becoming more acute all the time. The action of several of the governments in protecting the food supplies of their own people has increased the gravity of the situation. Indo-China has prohibited the export of rice, as has the Dutch East Indies, and the usual Chinese laws against the export of rice have been augmented by provincial enactments which prevent the interchange of this foodstuff between provinces.

Norman Hill, who recently purchased the business of Eyre & Cutbill, Penticton, B.C., is installing new fixtures in his store.

W. A. Cameron, New Glasgow, N.S., has opened a new grocery store.

J. A. Goodwillie, who has a canning factory near Welland, Ont., contemplates erecting one in Welland, and to move his plant to the new establishment.



Suggestion for floor of a Christmas window. The various articles can be separated by tinseled strips of wood, or by other articles on sale. For instance, separate the spices in the centre by rows of nutmegs, the raisins from the dates, peaches, etc., by package raisins, etc.





When placing your order for Canned Fish, be sure you have the name right:

"BRUNSWICK" Brand

It is the finest brand obtainable, and may be relied on to give the fullest satisfaction.

By the "Brunswick" modern, sanitary process of canning, the natural fish flavor is preserved to a remarkable degree.

Keep a generous stock of "Brunswick" Sea Foods. There is an excellent profit in selling them.

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

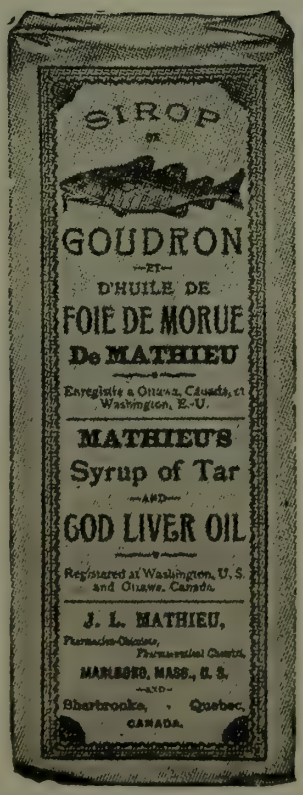
We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Agencies:

R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.

CURE YOUR CUSTOMERS' COUGHS



Sell them

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

They'll be thankful and you'll make a "little something" ---and be happy also.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

If they seem feverish, suggest

Mathieu's Nervine Powders

--the great headache remedy which, taken in connection with Mathieu's Syrup, helps to break up the cold.

1911 Christmas 1911

An Assortment of

PERRIN'S

Attractive

FANCY

BISCUIT

Packages

and

Fruit Cakes

will be appreciated by your customers. Why not add an assortment to your Christmas Order?

Master Mason

Does the name strike you? Perhaps yes, perhaps no, but the goods will certainly appeal to the men who deal with you. Why not announce the fact that you are open to fill their tobacco wants by making a tobacco display, the most effective announcement of all?

Master Mason Chewing Tobacco
Maple Sugar Chewing Tobacco
King George's Navy Smoking "

are all lines of sustained profit.

Write for Price List.

The Rock City Tobacco Co.
Quebec Winnipeg

7
7-20-4
4

What Figures are These?

They represent one of the best Cigars on the market to-day, the 7-20-4, one which you should not fail to feature during the holiday season, in fact always.

You—Yes, You

are able to sell tobacco, and a large amount too. You have a lot of customers who smoke and a little energy on your part will secure them as regular tobacco purchasers.

DON'T LOSE CHANCES

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS FOR SALE.

FOR SALE—Good general store business in Parry Sound District, stock about $4,000, doing good, safe trade. This is a snap. Good reasons for selling. Box 402, CANADIAN GROCER, Toronto.

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, Montreal.

MANAGER WANTED.

WANTED — Managing clerk for general store; hustler, trade winner, state experience, reference, salary. CO-OPERATIVE LIMITED, Silverdale, Ont.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 406, CANADIAN GROCER, Toronto.

ENGLISHMAN, age 30, requires position. Thorough knowledge of grocery, provisions, wines, spirits, beers, also furnishing ironmongery. Accustomed to shop and window dressing, advertising and the buying of everything for the trade. No objection to travelling for good house. Ten years with two of leading houses in London, Eng., and nine months' experience in Canada. Disengaged after Christmas. Apply "Traveller," Box 405, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited. 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co
Technical Book Department
143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
½ "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



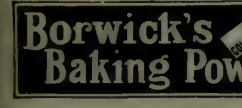
ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20
No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Marmalade	
Greengage plum, stoneless	1 75	Orange Jelly	1 55
Gooseberry	1 75	Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

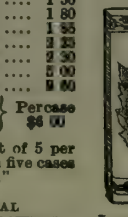
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED

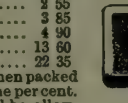


Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. tins, per doz	2 40
Perfection, ¼-lb. tins, per doz	1 30
Perfection, 10c size, per doz	0 90
Perfection, 5-lb. tins, per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations for Cocoa in barrels, kegs, etc.

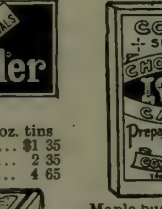
Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz	0 90

Sweet Chocolate— Per lb.

Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen	0 90

Chocolate Confections— Per lb.

Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

	90 per dz
Mott's breakfast cocoa, 10c size	
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
1-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

in 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	...	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

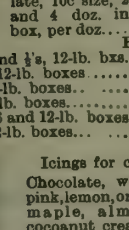
White Moss in 5 and 10 lb. square tins, 21c.

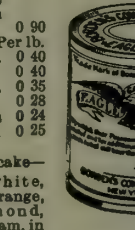
Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

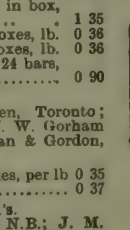
	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85

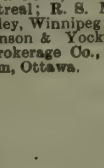




REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Milk	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins. "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 22

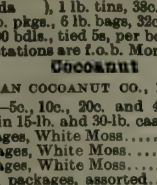
Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 1 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

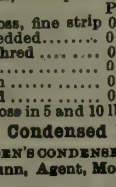
Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



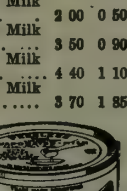
Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

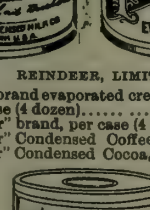
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 0
Large blocks, dozen	2 30
Medium blocks, dozen	1 30



Cream

FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

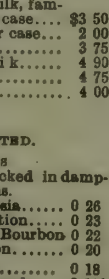
For numbering cover and each coupon, extra per book ⅛ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

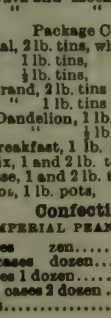
Flavoring Extracts

SHIRRIFF'S



1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

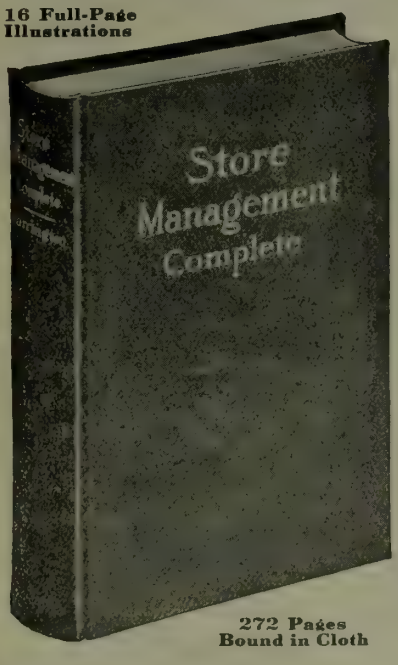
AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

TECHNICAL BOOK DEPARTMENT
43-149 University Ave., - Toronto, Canada

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

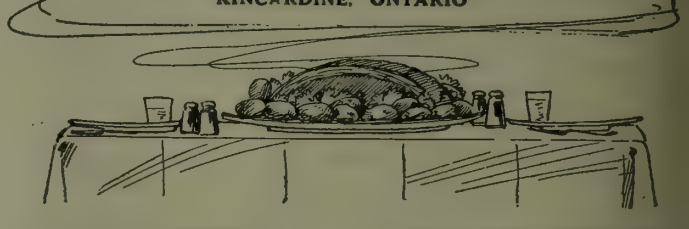
ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO





The Bulk of Your Trade

Is done with women. They are directly responsible for the appearance of the home.

BLACK KNIGHT STOVE POLISH

is the household favorite for polishing the stove. It gives a brilliant, lasting shine with little exertion and does not stain the hands.

Your profit is assured if you stock this popular household requisite.

F. F. Dalley Co., Limited HAMILTON, Canada BUFFALO, N.Y.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL.
AGENCIES. THESE PRICES ARE F.O.B. MONTREAL.

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40 Bou.	11 00
" " tins	½ kilo	100 tins	15 50
Extra Fins "	½ "	100 "	15 00
Tres Fins "	½ "	100 "	14 00
Fins "	½ "	100 "	12 50
Mi-Fins "	½ "	100 "	11 00
Moyens No. 1 "	½ "	100 "	10 00
Moyens No. 2 "	½ "	100 "	9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	¼ gal., 48s Sq.	17 00
1 gals., 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

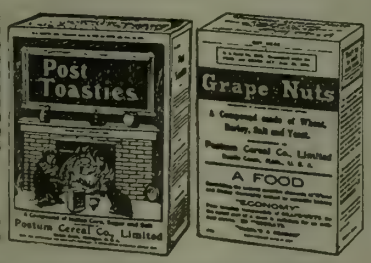
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½





GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).

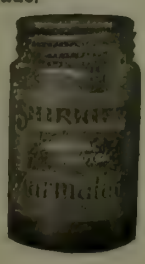


GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special" per box	0 22
8 lbs. "	" "	0 44
5 lbs. "	"Standard" "	0 27½
10 lbs. "	" "	0 55
60 lbs. cases or 75 lbs. bbls	per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box	"Standard" per box	0 30
10 lbs. "	" "	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Jelly Powders



Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz. $2 50
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



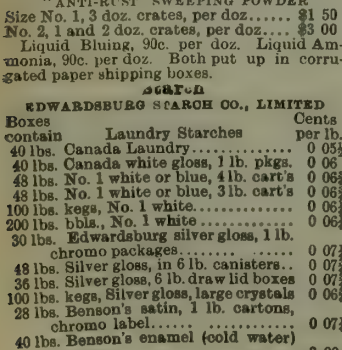
3 doz. to box..... $3 60

6 doz. to box..... $7 20

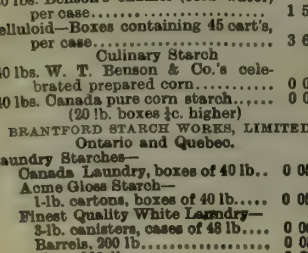
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.
"SAPHO" INSECTICIDE.

1-16 gall... doz.	2 00	1 gall.....doz.	19 20
¼ gall..... "	6 00	1-16 gall., gross	
½ gall..... "	10 80	lot.....	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch	0 05

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07

Canadian Electric Starch—
Boxes of 40 fancy pkgs., per case $3 00

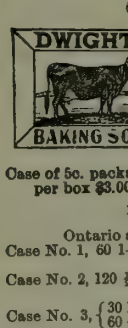
OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

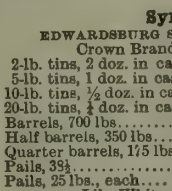
CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen.
Individuals, 45c. per dozen
Packed 4 dozen in a case.

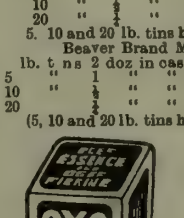
SYMINGTON'S SOUPS



Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. "	1 case	2 85
60 ½-lb. "	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.
Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

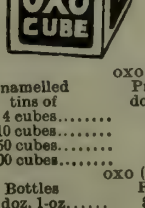
Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 65
5 " 1 " "	3 00
10 " ½ " "	2 90
20 " ¼ " "	2 85

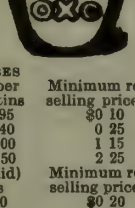
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

				Case
lb.	tins	2 doz	in case	$3 50
5	"	1 "	"	4 00
10	"	½ "	"	3 95
20	"	¼ "	"	3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

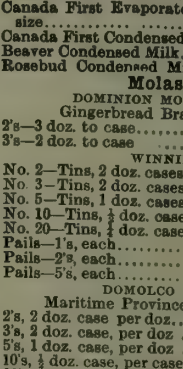
OXO (Liquid) Bottles	Prices	Minimum reselling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR
Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.
Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.
Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case. per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 doz cases, doz	0 90
Pint bottles, 3 doz cases doz.	1 75



	Per dozen
H.P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Nugget Polishes.

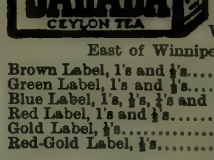
Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to 1lb	38
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas



THE "SALADA" TEA CO.

Wholesale Retai

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1's and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

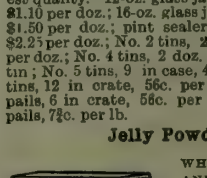


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retai
Brown Label, 1 lb. or ½		0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

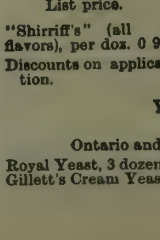
Compound Jams—red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies—raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars. 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case. 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.

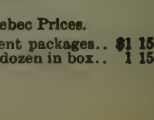


White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz. 0 90

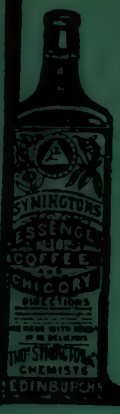
Discounts on application.



Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co, Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

TRADE MARK
KEYSTONE BRAND
REGISTERED

You cannot make a

Clean Sweep

with a poor broom.

Every woman desires her house to be swept clean and it is therefore important that every dealer should supply his customers with the best Broom to be had.

There is no surer way than by handling only the

Keystone Brand

Manufactured by

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO

Strength | Purity

Your guarantee of profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber.

CHURCH & DWIGHT LIMITED

Manufacturers

Uniformity | MONTREAL | Reliability

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days."

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

SALT

FOR TABLE AND DAIRY

FOR PACKERS AND HIDE DEALERS

Verret, Stewart & Co., Limited

Salt Sellers MONTREAL



YOUR TRADE

at this season of festivities will be exceptionally large in Wafers and Fancy Biscuits. Many social functions will be in order and the grocer should supply the best biscuits obtainable.

Telfer's Vanilla and Reception Wafers

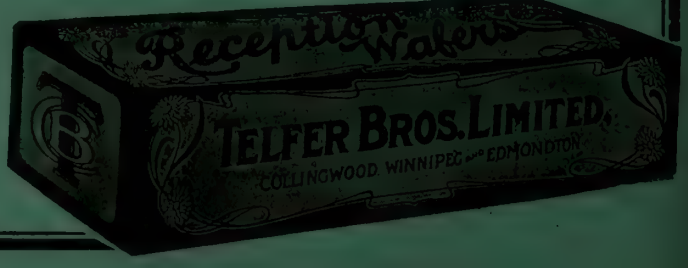
have the distinction of being the most tasty, rich flavored wafers on the market and are sure to please your discriminating customers. We make all kinds of dainty and high-grade biscuits.

Push these lines at this time.

TELFER BROS., Ltd., Collingwood, Ont.

Branches:

Toronto Winnipeg Hamilton Fort William



CANADIAN GROCER

Season's Greetings To The Trade



DECEMBER
22ND :: 1911

E. WARD

MACLEAN PUBLISHING COMPANY, LIMITED.
PUBLICATION OFFICE 143 UNIVERSITY AVENUE, TORONTO.



Our Christmas Salutation

To our many customers in all parts of Canada and to the Trade generally we extend

The Season's Joyous Greetings

May the closing days of 1911 be the happy ending of a profitable year and the forerunners of success during 1912.

Ramsays Limited

330 NICOLET STREET MONTREAL, CANADA

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, DECEMBER 22, 1911 No. 51

Robinson's Patent Barley

has proved itself a healthful and nutritious food for young and old.



Sells Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & CO., 403 St. Paul Street, MONTREAL
30 Church Street, TORONTO
AGENTS FOR THE DOMINION OF CANADA



On Griddle Cakes for Breakfast

folks will find Crown Brand Corn Syrup more delicious and more easily digested than any other. Just suggest to them that they try

CROWN BRAND CORN SYRUP

and hear them come back and ask for more. In fact, it would not be strange if some of your customers thanked you for the suggestion.

THE EDWARDSBURG STARCH CO. LIMITED
MONTREAL—CARDINAL—TORONTO—BRANTFORD—VANCOUVER



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging---and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N.B.

Branches: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

Canned Where Caught

The "THISTLE" BRAND of CANNED HADDIES are canned right where they are caught—at the water side. How better could you preserve the natural richness and delicate flavor of the fish? IMPOSSIBLE.

Captain Austin has the unequalled skill of a lifetime of experience. THERE'S NO DIRT OR SLIME—NO UNCLEANLINESS TO BE FOUND IN THE "THISTLE" BRAND. The reputation of the foremost fish-curer in the country is at stake under the label of the "THISTLE" brand. Buy it and you buy the best.

"THISTLE" BRAND FISH

Arthur P. Tippet & Co.

Agents

EVERY TIN GUARANTEED

NOTHING SUPERIOR IS GROWN OR PACKED IN CALIFORNIA



What the users say:

"I never want to use better Raisins."

—

We have scores of such testimonials.

Raisin Perfection

THE NAME "FAIRBANK" MEANS SOAP SURETY

GOLD DUST



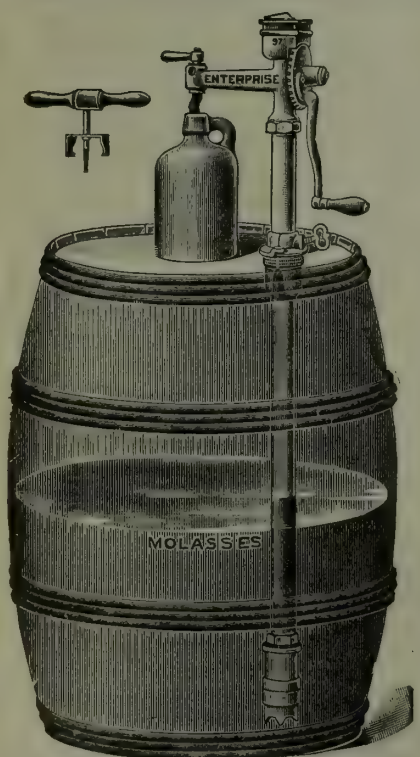
Whenever you offer GOLD DUST to a customer you're going to make an easy sale, due to our extensive, persistent advertising that says to women everywhere: "LET THE GOLD DUST TWINS DO YOUR WORK."

Once a woman tries GOLD DUST she keeps on using it because of its wonderful cleansing power: once a grocer makes a special effort to push it he keeps on because he finds the sales come so easy.

"Just try pushing GOLD DUST."

"LET THE GOLD DUST TWINS DO YOUR WORK."

THE N. K. FAIRBANK COMPANY, MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring
PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---"Enterprise" make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

New 1911 Model
Keith Account System



As convenient to operate as a roll-top desk.

Another Victory for the Keith Account System

The New Pittsburg Coal Co. adopts this ever-popular Account Register in all of their stores.

THE KEITH SYSTEM DISPLACES OTHER SO-CALLED ACCOUNT REGISTERS AFTER FAIR AND IMPARTIAL TRIAL



One-writing. Self-Indexing. Fire-Proof.

HERE ARE THE FACTS:

Mr. H. S. Mervin, Auditor of the New Pittsburg Coal Co., whose wide experience qualifies him as a competent judge of account systems, after having given a competing register a fair trial, came to this conclusion, viz., that to hunt a customer's name under a glass, find a number, locate a page, then to open the register and search out a small spring bearing a corresponding number, was a waste of valuable time for a corporation such as The New Pittsburg Coal Co.

THE KEITH SELF-INDEX SYSTEM is free from the above complications. Any number of salespeople may operate it at the same time if necessary.

Mr. Mervin saw its advantages.

The New Pittsburg Coal Co. are saving money and time with the Keith Self-Index System.

If this company saves money by the use of this fire-proof up-to-the-minute system, would it not be good policy for you to drop in line right now?

JUST DROP US A LINE AT ONCE AND LET US GIVE YOU FULL INFORMATION

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS, ALSO MANUFACTURERS OF COUNTER PADS FOR STORE USE
1926 Depot St., FREMONT, OHIO.

Victor Archambault, 28 Bridge St., Sherbrooke, Que., Representative for Quebec and Maritime Provinces.
Sydney McKeever, Box 167, Brockville, Ont.

Facts Worth Considering

BORDEN'S EAGLE BRAND CONDENSED MILK



Especially prepared for infant feeding.

Recommended by physicians everywhere.

For general household use best value obtainable.

The Richest and Purest milk from the world's best dairies.

BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

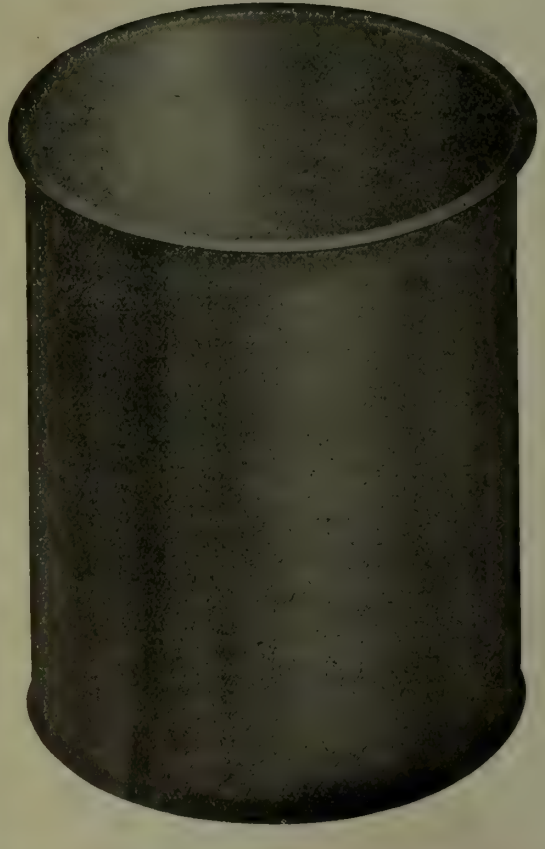
Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

We extend to our customers and the trade generally the Compliments of this Joyful Season, with the most hearty wishes for a Happy and Prosperous New Year, aided by the further enjoyment of the ever popular Brand products.

BRAND & CO., LIMITED
Purveyors to H.M. the Late King Edward VII.
MAYFAIR, - - LONDON, ENG.

NEWTON A. HILL, 25 Front St. East, TORONTO.
H. HUBBARD, 27 Common St., MONTREAL.
McLEOD & CLARKSON, VANCOUVER



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups, Meats, Condensed Milk, Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.



OUR hearty Good Wishes are extended to Grocers and Clerks at this Festive Season, with our thanks for the excellent support we have received in the promotion of the sale of our products. We feel confident that your profits and the appreciation of your customers have well repaid you.



DOMINION CANNERS
LIMITED
Hamilton - Canada



Trademark of Quality

WE THANK OUR CUSTOMERS FOR PAST FAVORS AND SOLICIT A CONTINUANCE OF SAME DURING THE COMING YEAR.

Wishing you all

A Merry Xmas

and

A Happy New Year

We are, sincerely yours,

IXL. SPICE & COFFEE MILLS, LIMITED

LONDON, ONTARIO



ALL GROCERS SHOULD STOCK

Borwick's BAKING POWDER

The original Baking Powder with a world-wide reputation of 70 years. A genuine British manufacture and recognized as the standard article in the Mother Country. Made from the finest and purest ingredients, absolutely free from alum, acid phosphates or deleterious substances.

¼ lb., ½ lb. and 1 lb. Tins.
Economical and Reliable.

George Borwick & Sons
Limited
LONDON, ENGLAND

Canadian Agent: KENNETH H. MUNRO, 333 Coristine Building, MONTREAL

Looking Ahead.

WONDERFUL SOAP

is the soap to recommend to your customers at this time when many dainty and delicate fabrics will need washing, and to make your customers' joys the fullest, sell them this wonderful cleaner to cleanse their fine dresses and laces without injury and little effort.

Greetings to the Trade.

The Guelph Soap Co.
GUELPH, ONTARIO



Especially Good for Infants and Invalids



Being three times as nutritious as ordinary milk without the danger of spoiling, explains why a special place has been given in the nursery and hospital to

"Canada First" Evaporated Milk

Inland Revenue Bulletin No. 208 certified it to be absolutely pure and to contain the very highest percentage of genuine food values.

Condensed and canned in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity.

ORDER FROM YOUR JOBBER

The Aylmer Condensed Milk Company, Limited

Aylmer - - Ontario

Head Offices: Hamilton, Ontario



They look for this trade-mark when they buy salt, and insist on having

Windsor Salt

because they have found no other to equal it in fineness, dryness, flavor or purity.

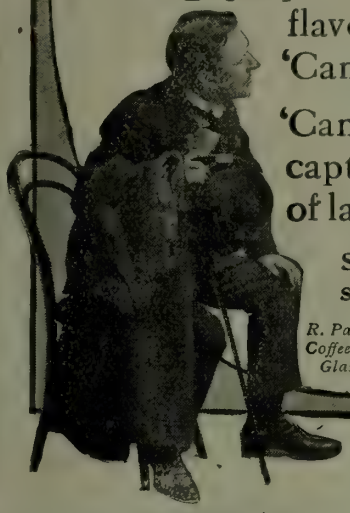
THE CANADIAN SALT CO., LIMITED

WINDSOR, - ONTARIO

CAMP COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front.

'Camp' will help you capture a wide area of lasting business.



See that your stock is right

R. Paterson & Sons, Ltd.
Coffee Specialists,
Glasgow.

By Royal Letters Patent.

NELSON'S Gelatine and Liquorice LOZENCES

Should be in your confectionery department.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary

REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Co., Ltd. 54 NOBLE STREET TORONTO

Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076

Distributing Agents, WALTER WOODS & CO., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

PINK'S—

the "safety" label

Your reputation depends upon the goods you recommend. Injudicious advice means a lost customer. For many years goods manufactured by ***E. & T. PINK*** have set the standard of excellence. Would they not serve YOUR purpose?

Apply for price list and full particulars of our sole Canadian Distributors

THE MANUFACTURERS' AGENCY CO.

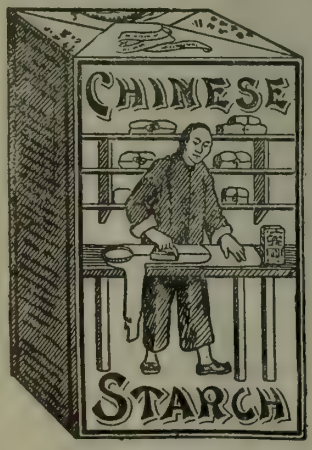
MONTREAL	J. W. WINDSOR	22 St. John Street
ST. JOHN, N.B.	S. CECIL IRVINE	48 Princess Street
HALIFAX, N.S.	C. E. CREIGHTON	Bedford Chambers
BOSTON, U.S.A.	GEN. SALES OFFICE	330 Board of Trade Bldg.

Make a Display

For the purpose of aiding grocers in rapidly handling our lines and getting new business, we furnish them with dummies, show cards and other devices, setting forth the merits of

Chinese Starch

It stands alone both in quality and quantity. The quality has won its reputation; the quantity is winning new fields.



There are 16 ounces in every package, whereas in other brands there are but 12.

GET OUR RATES.

OCEAN MILLS
Montreal.



SUGGEST

"GLOBE"

MACARONI

to housewives who are looking for the best high-grade dainty dishes which can be easily prepared during the hurry and scurry of the holidays.

May your Christmas and holidays be joyous and happy is the hearty wish of the makers of "GLOBE" products.

D. Spinelli & Co.
(Registered)
Montreal, Quebec

A Hint To You, Mr. Dealer!

You will both satisfy your customers and add prestige to your store by carrying McCormick's Maple Leaf and Lemon Cream Biscuits—two extremely popular lines.

Wholesome and Delicious, unrivalled for daintiness and flavor.

Our extensive advertising campaign will aid you in making sales easily.





Order from nearest shipping point

McCORMICK'S MAPLE LEAF AND LEMON CREAM BISCUITS

FACTORY AT LONDON

WAREHOUSES AT MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG AND CALGARY

HAVE YOU TRIED

"DOMOLCO"

The Popular Fancy Molasses for Table Use?

Put up in Convenient and Sanitary Lever Top Cans

ALSO

"Gingerbread Brand"

The Molasses dear to the heart of the cook

Sold by all Leading Wholesale Grocers

ORDER NOW AND BE CONVINCED

The Dominion Molasses Company, Limited

HALIFAX, NOVA SCOTIA

START RIGHT

With our heartiest Yuletide Greetings to the Trade, we hope you will start the New Year right, promoting the sales of WESTON'S FANCY BISCUITS during the holidays, thereby gaining the favor of your patrons for the New Year and insuring yourself abundant prosperity and happiness.



Weston's Cocoanut Macaroons

Fancy Macaroons, King's Mixed and Lady Fingers—these four varieties are put up in small glass front tins, as shown in the illustration; also in plain tins and bulk. These are holiday trade bringers and are unsurpassable in flavor and excellence.

George Weston
Limited
TORONTO



To our thousands of customers and friends we extend the season's heartiest greetings.

We have shared our profits with you by advertising extensively, and, above all, have kept the quality of "Melagama" Tea and Coffee up to the very highest standard of excellence.

Our business has made wonderful strides during the past year and we wish to thank you for your very generous assistance and hope that our transactions next year will be even more to our mutual benefit.

We wish you

A Merry Christmas and
A very Prosperous and Happy New Year

Minto Bros., Toronto

SUPERIOR GRADE

Both in material and in process of manufacture the explanation of the wonderful and increasing sales of

ADAM & CO.'S

Worcester Sauce

is quality.

The ingredients are from an original recipe, guaranteed absolutely pure and prepared with the most scrupulous cleanliness.

FOR BUSINESS BUILDING there is no rival of Adam & Co.'s Worcester Sauce, and the profit makes it worth handling.

Canadian Agents:

ALEX. TYTLER..... Temple Building, London, Ont.
J. A. CROOKS..... Bedford, Halifax, N.S.
KIRKLAND & ROSE..... 312 Walter Street, Vancouver, B.C.
G. C. WARREN..... Regina, Sask.

PROPRIETORS:

Kit Coffee Company

Govan, Glasgow, Scotland

We wish
our friends in
The Trade
a
Merry Xmas
and a
Prosperous New Year

White Swan Spices & Cereals Limited
TORONTO

SERVICE

THAT'S what you want, Mr. Manufacturer. Our factories are specially equipped to attend to your orders promptly and turn them out satisfactorily. We can supply you with the maximum amount of tin containers (of any description) in the minimum of time. You can safeguard your business and feel more secure about the delivery of your goods on a promised date if you entrust us with your orders.

Write

American Can Company

MONTREAL, QUE. - HAMILTON, ONT.

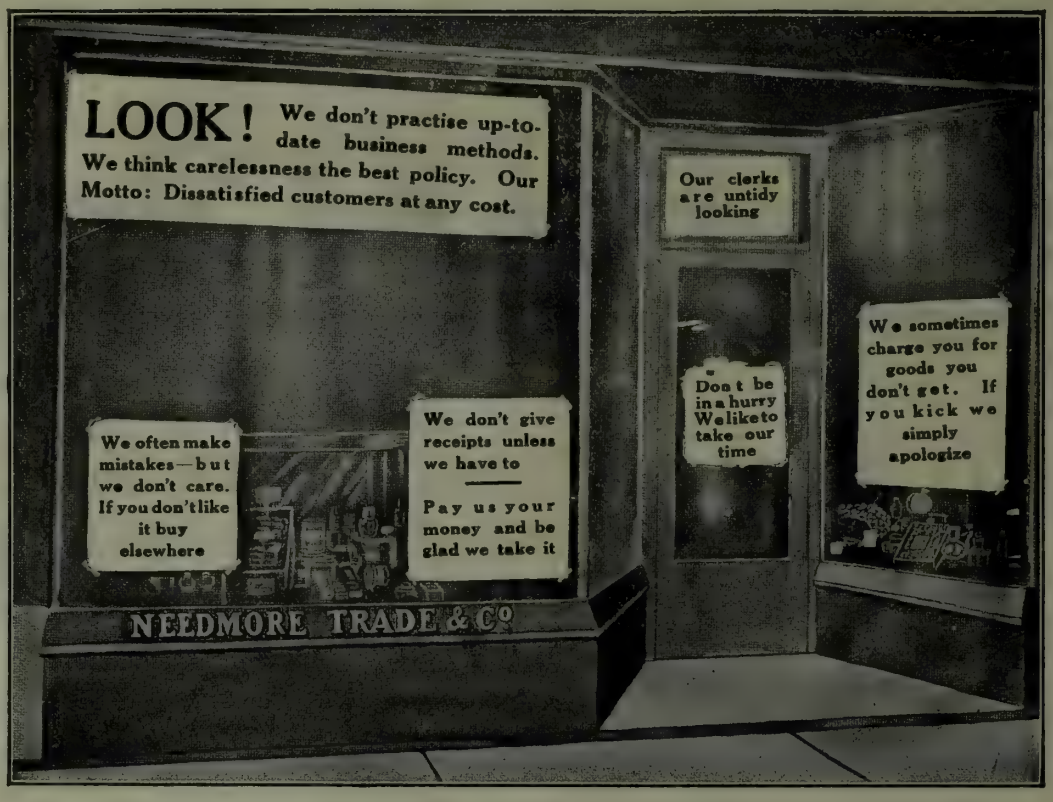
WE "CAN" SUPPLY YOU

American Cans

IN SELECTING your **FRUIT** and **VEGETABLE** Cans use the same careful judgment and criticism that you exercise in all other purchases. "American Cans" court such a test. Cans are not all alike, even if they do seem similar and look alike as "two peas in a pod." Satisfy every one of your needs in weight, strength, manufacturing detail and appearance; then consider price, promptness of delivery and possibility of a continuous supply without interruption. On the above basis we will take a chance on securing and holding your business.

American Can Company

MONTREAL, QUE. HAMILTON, ONT.



This is BAD Advertising!

YET thousands of merchants are doing this very thing every day. Not by sticking signs in the window—but by their methods, by their neglect to adopt modern store system. **Actions speak louder than words, remember.** You don't have to tell people how you do business. You are showing them every day.

Is this the kind of advertising YOUR store is getting? This is a very serious question that every merchant should carefully consider. If unsatisfactory conditions exist in your store lose no time in remedying them. Prevent mistakes, avoid disputes, stop all losses and insure absolute accuracy in all money dealings---as a million other successful merchants have done---by getting a National Cash Register. Then "put a receipt in every parcel."

You cannot succeed without a good system---and the better your system the better you will succeed. No store system ever invented has done so much for so many merchants, at so little cost, as the National Cash Register.

Customers like to deal in stores that have a National Cash Register. They know it guarantees absolute accuracy, promotes efficiency and stands for up-to-date methods and good management. And they realize that good management means better values.

There's a National Cash Register built for you, and the money it will save you will pay for it.

Write for further information to

NATIONAL CASH REGISTER CO.

285 YONGE STREET, TORONTO

Head Office and Factory, for Canada, at Toronto.

F. E. MUTTON, Manager for Canada.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Royal Salad Dressing

This is the season when people think of good things to eat. When they are ordering for their Christmas and New Year's dinner if they forget **Royal Salad Dressing** just remind them. They will thank you.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Canada

YOU ARE THE MAN WE WANT

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

n your store. No mill can match the "Elgin" or rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue.

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).

VANCOUVER—The W. H. Malkin Co., Ltd. Wm. Braid & Co.; Kelly, Douglas & Co., Ltd.

HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.

TORONTO—Eby, Blain, Ltd.

LONDON—Gorman, Eckert & Co.

ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.

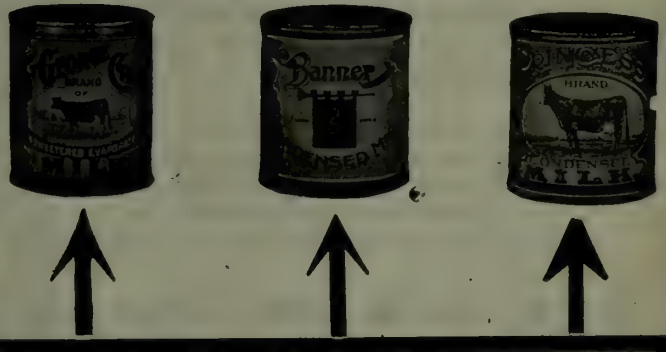
REGINA, Sask.—Campbell, Wilson & Smith.

MONTREAL —The Canadian Fairbanks Co. (and branches).

EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - - ONT.

QUALITY and Quality alone will hold business—

That's why we hold OUR business with OUR customers—we handle the quality goods that YOU need to hold YOUR customers. Everything you want we have and we are the direct representatives of a constantly increasing number of manufacturers of the high-class goods that go to build up a high-class trade—*Is any other trade worth while?* This is an age of progress and the people who cannot get quality from you in their purchases will go elsewhere for it. You CANNOT afford to lose their custom.

We have the connection and the facilities for supplying your every order, large or small. That NEXT order of yours is the FIRST one we want from you!

RICHARDS & BROWN, - WINNIPEG

Wholesale Commission Merchants.

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue "MODERN GROCERY FIXTURES" and let us give you an estimate.

Walker Bin & Store Fixture Co. LIMITED

Berlin, Ontario

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

1911 1912

With the

Season's Greetings

Accept our thanks for your continued confidence and support, and our sincere wishes that the NEW YEAR may bring you increased SUCCESS and PROSPERITY.

Gorman, Eckert & Co., LIMITED

LONDON, Ont. WINNIPEG, Man.

TEA LEAD

(*Best Incorrodible*)

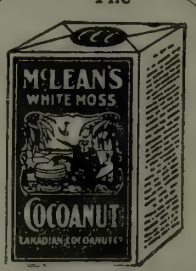
Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

The



Original

THE CANADIAN COCOANUT CO.
Montreal

Greetings from

McLean the Cocoanut Man

"White Moss" the leader

CLARK'S

Specialties For The New Year's Festivities

Ox Tongues

should be largely featured, both in Cans and "Inglass."



Clark's Ox Tongues are the quality you require to make a reputation and keep it.

Clark's Plum Puddings



Nothing so tasty was ever sold. Simply delicious with or without sauce.

Mincemeat



Will also be looked for and you should be in a position to supply the NEW STYLE CAN which means positive cleanliness.

W. CLARK, - - MONTREAL

Manufacturer of the Celebrated PORK AND BEANS



YULETIDE GREETING.

FURUYA
&
NISHIMURA

extend to their numerous friends from coast to coast their most cordial desire that they may enjoy a very Merry Christmas. During the year now coming to a close we have endeavoured to serve you faithfully, and in 1912 we shall strive to give you even better service. May the closing days of 1911 be the happy end of a Prosperous Year and predecessors of a profitable twelve months in 1912.

FARROW'S 'A-1' MUSTARD

THE BEST BRITISH MAKE—DIRECT FROM THE GROWERS

In every market of the world **FARROW'S "A-1"** has forced its way. Write your nearest agent for a sample tin. **Compare** the **get up,** the **quality** and the **price**—then you'll know the reason why!

CANADIAN AGENTS:—

W. G. PATRICK & CO., 77 York Street, Toronto; T. A. MACNAB & CO., Cabot Bldgs., St. John's, Newfoundland; W. A. SIMONDS, 89 Union St., St. John, N.B; RUTTAN & CHAPMAN, Fort Garry Court, Main St., Winnipeg; ROSE & LAFLAMME, 400 St. Paul St., Montreal; C. E. CHOATE & CO., Pickford & Black's Wharf, Halifax.



By Special royal permission

For Your Profit and Reputation!

Common sense demands particular care in the Brands of Canned Fish you handle, and your best interests are safeguarded by featuring

"KING OSCAR" BRAND

They will be found uniformly pure, sweet, tasty, wholesome and well packed; and they are ready sellers and good profit producers.

Order a trial case from your wholesaler.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING (J. A. Henderson)

HAMILTON ONTARIO

KO-KO-BUT Talk No. 4

Greetings to The Trade

Mr. Grocer, 1912 will be soon with us and you should make up your mind right now to give KO-KO-BUT, the Perfect Cooking Butter, the trial it deserves.

KO-KO-BUT

is 100% pure, and is more economical than butter or lard. We want to prove this to you. Write us and we will explain to you how we have done **"Free Advertising"** for your brethren.

Dominion Cocoanut Butters
Montreal LIMITED

The Manufacturers of

L'ETOILE (Star)

MACARONI
VERMICELLI
SPAGHETTI

Beg to extend to their many friends throughout Canada the Season's Greetings, and trust that the same friendly feeling will exist during 1912.

"L'Etoile" The Leading Brand

Cie Francaise des Pates Alimentaires
MONTREAL



The Manufacturers of

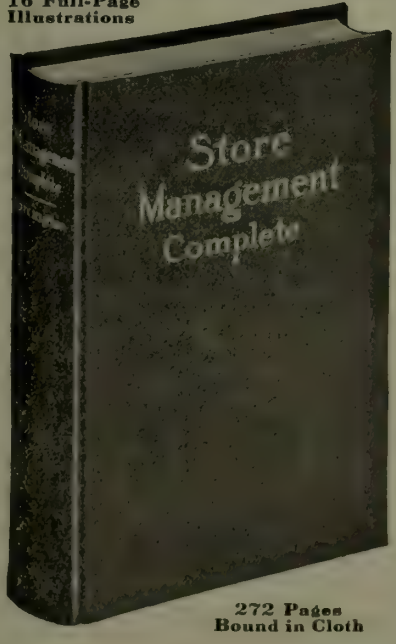
'Pride of Canada' Maple Syrup

beg to extend to their many friends throughout Canada the glad hand of good fellowship and trust that the trade may continue to support them during 1912 in their campaign for "Pure Maple and Pure Maple Only."

The Maple Tree Producers' Assoc.
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MONTREAL TORONTO

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and
A Prosperous New Year.
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(Continued.)

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KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

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TORONTO, ONT. GEO. J. CLIFF, Manager

We Beg To Thank

our many loyal customers for their staunch support throughout the year, and trust to have a continuance of their demands in the coming year, which will have, as usual, prompt attention.

Wishing one and all a Merry Xmas and Prosperous New Year.

S. H. Ewing & Sons

Montreal - Toronto

ESTABLISHED 1849

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Offices Throughout the Civilized World

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Ottawa, Ont.	Toronto, O t.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA

TORONTO

To the Retail Grocers of Canada:

We take this opportunity of expressing our appreciation of the patronage we have received during the past year and of wishing our friends in the trade from coast to coast the compliments of the Christmas season and another year's success in which we trust we will continue to play a part.

Laporte, Martin & Co., Limited, Montreal

Wholesale Groceries, Wines and Liquors




A Merry Christmas

it will be indeed to all your customers to whom you have sold STERLING BRAND MINCEMEAT for their Christmas dinner, and they will think favorably of the dealer who recommended this appetizing dessert.

Continue to please your patrons by selling them this popular brand during the holiday and winter season.

With all Good Wishes
To Our Friends this Christmas

The T. A. Lytle Co.

Limited

Sterling Road - TORONTO, Can.

Rowat's Goods Sell!



The Connoisseur's Choice!

Cater for your particular customer by featuring

Rowat's Pickles

AND

Paterson's Sauce



They are 'quality' goods which never fail to satisfy.

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A Merry Christmas

The Parker Broom Co.

OF OTTAWA

Wish the Trade
The Compliments of the Season



THIS IS THE PARKER BROOM

Send Us a Trial Order for a Six Dozen Shipment of

THE PARKER BROOM

FREE---A Durable Iron Broom Rack with each such Order

PRICES ON APPLICATION

A HAPPY NEW YEAR

Confectionery and the Rise in Sugar

The present high price of Sugar will undoubtedly have an effect on the price of confectionery. Many makers will raise their prices and cut down your profits, but

John Gray & Co., Ltd., Glasgow, Scotland

bought heavily before the rise and are offering their famous Boiled Sugar Goods at right prices to give you a worth-while profit,

We have a reputation of over one hundred years for high-class candy making.

Prices and particulars from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

Built For Permanence

CONSIDER
CRITICISE
COMPARE

Base your judgment of the COLES models upon what you know—or can learn—of mills for which much higher prices are asked.

We will then be content to abide by your decision.

The COLES catalogue tells you just what you want to know about COLES mills. Write for it now.



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



"Anti-Dust" Sweeping Powder

Stock it Sell it-- Repeats follow

By recommending to your customers an article that has been tried and tested and found to give absolute satisfaction, you get their confidence, you retain their custom, and you get new customers. "Anti-Dust" may correctly be termed the "Grocer's Standby."

"Anti-Dust" is the germless and dustless way of cleaning and is immensely popular. **Get supplies from your jobber or write us direct.**

Wishing you a Merry Christmas and a Happy New Year

SAPHO MFG. COMPANY, LIMITED

MONTREAL

Over Fifty Christmases

have passed since

Cook's Friend Baking Powder

first saw the light of day. As popular as ever.

Greetings from the Manufacturers.

RICHARDS' PURE SOAP
IT'S THE BEST

Grocers!!! Wholesalers!!!

Here's to the

HEALTH
HAPPINESS AND
PROSPERITY

of each individual member of both Branches of the trade, who, if he has not already handled and sold, has at least heard of

RICHARDS' PURE SOAP
IT'S THE BEST

A Joyous Christmas

THE Standard of Purity

Crystal

SUGAR

Recommend it to your customers and they will always, as we do now, extend to you the heartiest Greetings of the Season.

Dominion Sugar Co., Ltd.

WALLACEBURG, - - ONTARIO

A Prosperous New Year



To our friends in the grocery trade from coast to coast, at this joyous season we present our heartiest good wishes for a record holiday trade, and a Happy and Prosperous New Year.

Hudon, Hebert & Co., Limited

Montreal



We take this opportunity of wishing all patrons and friends of L. & B. Pure Fruit Jams and Jellies a most joyous Christmastide.

LINDNER & BENNER
TORONTO

WESTERN AGENTS:
LAING BROS., Wholesale Grocers, Winnipeg.



Our Christmas Greetings

Our best wishes are yours for an old-fashioned

"Merrie Christmas."

May prosperity be with you and yours in the coming NEW YEAR.

EBY-BLAIN, LIMITED, TORONTO

EVERYBODY KNOWS

that the success and steady sale of

JAMES DOME BLACK LEAD

has only been maintained through its high standard of reliable quality. It's the finest stove polish in use to-day

Easy to Sell — Pays Good Profit

W. G. A. LAMBE & CO., Canadian Agents, TORONTO

From Present Indications the Sales of

"SALADA"

for 1911 will exceed the sales of 1910 by one million and sixty thousand pounds—over 10,000 chests. Just think of what this means! Picture 10,000 chests of Tea placed in line, two high, on the sidewalk of your town—a solid line of tea chests 3 feet high and over a mile and a quarter long! Can anything that we (or anyone else) say speak as strongly as this wonderful illustration for the service we are giving the tea-drinking public?

"SALADA" TEA COMPANY

TORONTO MONTREAL

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Friendship as a Business Factor

A Story Emphasizing the Importance of Showing a Buyer You Have Personal Interest in His Welfare — How One Good Salesman Lost an Order and Another Secured It.

IF there is any one season of the year when we remember our friends more than another, it is at Christmas. The man who makes us feel his friendship, not for his own personal gain or curiosity, but of an interest born of desire to serve, is the one who usually gets our business. The same applies to the retailer and his customer.

A story is told of two men who came from the far west to a large eastern city for a plant for a new industry. They were partners in launching this enterprise and came to town with pockets full of money to cover many wants. Some manufacturer was going to get a nice order and cash down into the bargain. Who would it be?

The partners were taken in tow by representative after representative of large influential houses. They saw all the sights in the big city. There were automobile rides every day, theatre parties every night, and cigars galore. These "friends" never allowed them a minute to themselves while they were awake but it turned out that as long as the gay life lasted the partners held onto their purse strings and no orders were given out.

When this gayety had run its course, two men appeared on the scene who had taken no part in the entertainments above described. Finally the order narrowed down to one of the two.

The first was familiar with every detail of his business. He had made a complete study of it and he also knew commercial conditions in the district from which the partners had come. And he could talk eloquently and enthusiastically about what he knew and at the same time he was careful about what he said and how he said it.

His competitor also knew his business thoroughly and he had a big fund of other information, human nature included. He was a good talker as well.

The first spent almost two days trying to get the business but failed. The other after a two hour interview went out with the signed order—and the money.

Where was the difference between the committee who lavishly entertained, the man who didn't get the order and the one who did?

The partners with the money certainly enjoyed the sights seen and good time given by the entertainers. They saw much of the city and gleaned a great deal of general information. But there was always the feeling that this good time was given them by men who really cared nothing for them other than that they had a barrel of money to spend. As a result they did not gain the absolute confidence of these men and confidence in the goods they had to offer.

In the salesman who failed there was also something lacking. He was a polished thinking and talking machine, enthused by just the proper amount of enthusiasm, decidedly accurate but he seemed to indicate that his listeners were automatic machines without human feelings.

The man who got the order didn't even have to offer the buyers a cigar. But he made them feel he was interested in them. that he was their FRIEND. Before he had been with them five minutes he had placed the matter on a personal business basis. His proposition was no better than the others so far as goods and their quality were concerned.

* * * *

The success of the retail dealer depends on many things but there is none more important than the capacity of the dealer to make friendships. Other things being equal, the merchant who has the power to make his customers believe their welfare is one of his chief considerations, is the one who will reap the greatest advantages.

As Elbert Hubbard concisely put it: "To have friends—be one."

The man who shows his friendship to be superficial, to be for his own personal gain only will sooner or later be found out.

Margin on Sugar—Association Work

If Retailer Gets Six Per Cent. on Sugar, Does He Make Any Money With Expenses at 14½ Per Cent.?—Too Much Play Indulged in at Some Association Conventions—Accepting Orders From Customers Through Manufacturers' Canvassers.

* By Henry Johnson, Jr.

I have asked about the net earnings on sugar several times during the past six months. It has been my hope that some old-school tradesman would help me out on this, but I get nothing. Maybe all the "old-school" fellows are dead!

But, look you: The grocery jobber sells 25 p.c. sugar—I mean that 25 p.c. of his total overturn is sugar, not that he makes 25 p.c. on his sales; bless you, NO! I do not know just what proportion we handle; have always been too lazy to find out in my own business, though I have started the account several times. It is certain that we handle a large volume, maybe 20 p.c. of what we sell is sugar; and 20 p.c. is one-fifth of our entire overturn. Thus it is important that we find some way of knowing whether we actually make any money on sugar or not.

Placed Average Margin at 6 per cent.

Let us call the average gross margin on sugar 6 p.c. Let us concede that the average grocery expense is 14½ p.c. This looks as if sugar did not pay its way—but does it, or does it not, actually?

I know that wholesale factors in sugar can do business on 2 p.c. gross and yet make money. This would seem to demonstrate that it costs very little to handle sugar. If it costs 3 p.c. in a retail way, or 4 p.c., then we make money at 6 p.c.; but can anybody demonstrate this?

Let us get together and see whether any of us really knows anything about this primary grocery staple.

* * *

Some months ago a gentleman of great affairs attended an important meeting of a large Grocers' Association. He took his valuable time, paid his own expenses, and devoted considerable thought to the preparation of an address. His subject was the desirableness of getting manufacturers of foods and other household products to fix retail selling prices for their goods and maintain such prices by any means in their power to use.

Whatever we may individually think of this scheme, which is widely known as the Maintained Price Plan, such a measure could not but be of great interest to every grocer from a financial standpoint. Yet, although this discussion was "featured" in the program, and every effort was made to have it impressively prominent, the speaker was moved to complain that the measure he had taken such pains to advocate was given a total of only fifteen minutes' consideration—and then lost. He went on to remark that with all the important matters before the meeting, with the time extending only over three active days, there was no difficulty in getting delegates to attend a trolley party one afternoon, a vaudeville one evening, and a banquet the last night. Truly, the conclusion seemed warranted that these men went to conventions not to work but to play.

* * *

Still, I have had occasion to think more than once that play might be an improvement on some of the "work" which is done. Not long ago the local association of a Western city passed a "resolution" that thereafter no customers' orders from canvassers employed by manufacturers would be accepted or honored unless such orders were accompanied by the cash.

The Flour was Returned.

Let us stop to look at this—something those delegates did not take time to do. We all know what a nuisance it is to have a man come along introducing Soanso's soap, whereof he emphatically thinks we should buy at least five boxes, who shoves under our nose a bunch of from ten to forty-five orders taken from our good customers at their houses, which orders, on delivery, prove to be worthless, spurious and false, or which, being genuine, are repudiated by the customer when we attempt to make delivery.

No longer ago than last spring I sent out thirty orders, each for a 49-lb. sack of a new kind of flour, and had twenty-four of them returned to me under various pretexts. That meant that my wagons carried 1200 lbs. of flour all about the town and then, after the expenditure of a lot of time and energy, carried it all back to the store. I was disgusted, truly enough, but I did not think I needed to have any help in the matter of being extra careful with similar conditions in the future.

The Man Without Back Bone.

And mark you: The very merchants who at that particular meeting were most vociferously in favor of the said "resolution" were among the first to take up another canvasser-stocking proposition almost as soon as they got back into their stores. This I know, because I happened to be in position to know it. The man who has no backbone of his own is the man whom no amount of mutual "agreeing" will aid, for it requires more than a wish-bone to stick to an agreement.

* * *

And how could it well be otherwise? Suppose a salesman you know very well to be "straight" comes in and says he is working up his goods, which we know to be good sellers, what are we going to do about it? Turn it down cold? I think not. We are going to take the orders and fill them carefully. Which means, simply, that we are going to use our own judgment in the matter. Many things we must decide for ourselves. Moreover, these things are for daily decision. Again, they are things like the yes-or-no we might give a clerk—matters too trivial to take up the time of any convention bent on a serious purpose.

More Interested in the Fun.

But is not that just the point? These men are often not a bit serious. They are more interested in the "good time" they expect to have than in any work they are supposed to do. Maybe that is not unnatural, since too little play enters into their lives, and all of us must have play or we are useless members of anything. But certainly this is the kind of thing which tends to weaken and discredit association work; it is so much like the foolish pastime of "shooting in the air." It is the old idea of passing ill-considered local ordinances which not only will not be enforced, but which, maybe, because of their careless construction, or because they conflict with fundamental principles, cannot be enforced. In such half-baked "actions" we weaken the force of all ordinances and bring all association meetings and ideas into disrepute.

In marked contrast was a late meeting of specialty manufacturers. These men are busy, serious, have no time whatever to waste. They could only be brought together, some of them from great distances, because of the importance—the REAL importance— of sundry matters to be handled. They gave two days to the work—but they WORKED. There was not an idle moment. Speakers had their turns; were held to their subjects, were squelched, pleasantly, but firmly, when their time was up. Not a minute of foolishness, not a second of "entertainment," just pure business from the opening word. It was afterwards remarked how much tangible work had been put through, how much had been adjusted, what real progress had been reported by WORKING committees—and solid satisfaction was universally expressed.

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*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met.



The Scouts of Commerce Make Merry

Staff Correspondence.

Montreal, Dec. 21. — It was a fitting tribute to the members of the Dominion Commercial Travelers' Association that their annual banquet was graced by the presence of a number of Canada's most distinguished public men.

Hon. Geo. E. Fister, Minister of Trade and Commerce was undoubtedly aware of the full portent of his remark when he asked for the co-operation of the commercial travelers with his department, adding that they were best fitted to give advice, and the other prominent speakers including Hon. Chas. J. Doherty, Minister of Justice, Sir Wilfrid Laurier, leader of the Opposition, Mayor Guerin, Henri Bourassa, and C. C. Ballantyne could scarcely improve on all that was expressed and implied in that compliment.

A Large Attendance.

Six hundred of the men who bring together the retailers of this country on the one hand and the manufacturers and wholesalers on the other gathered at the Windsor Hotel on Monday night last at what proved to be one of the most successful and therefore enjoyable banquets in the history of the association. Chas. Gurd the newly elected president occupied the post of honor and with him at the table premiere were in addition to the public men already mentioned, Ald. Lariviere, J. Bevan Giles, Rev. Hugh Pedley, Leo Garneau, J. S. M. Dougall, Max. Murdoch, R. C. Wilkins, David Watson and other members of the executive of the association.

Right Mental Attitude.

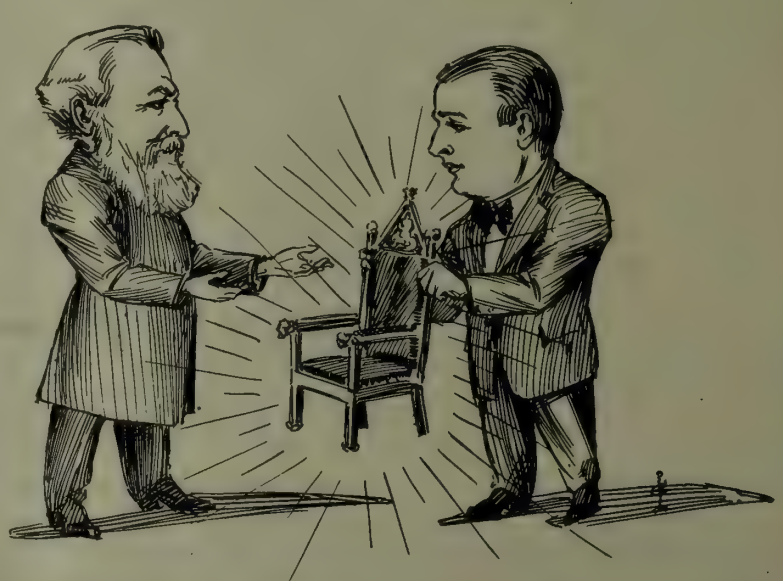
The traveling salesmen representing that chain in the link of commerce that is of primal importance, heard themselves referred to in terms that were well deserved. Through the banquet and the post-prandial entertainment they forgot the crusty retailer of their routes, late trains, hotel beds and the other trials that the confreres of Frank McIntyre have to endure. It seems to be necessary to the Knights of the Grip to take life as they find it, and on this occasion good-fellowship abounded and all went as merrily as a Christmastide.

The Toast List.

The president elect, Chas. Gurd in his speech after the toast of the King had been honored, said in part, "We are an association of past and present commercial travelers, missionaries of commerce, bringing buyers and sellers together for our mutual good. The association was founded in 1875 with 251 members of whom 22 are still on the list. It has 7,450 members and a surplus of $410,-115.24."

From the Speeches.

Some of the statements of the various speakers will be of interest to all friends of the traveler. "The best man anyone can meet is the commercial traveler because of his experience and insight into life," said Sir Wilfrid Laurier. "They can put their finger on the pulse of the country and say how the great heart is beating. In these days the advancement of a country is measured by the volume of its trade with foreign nations, and measured by that standard I have no hesitation in saying that there is not a nation under the sun which to-day can boast of such progress as has been made by Canada during the first decade of the 20th century. When I have traveled in Europe I do not remember having met a



The Presidential Chair is Handed Over6to Charles Gurd, bu Bevan Giles.

commercial traveler from Canada. I do not want you to carry the war into Africa, but I want you to carry Canadian trade into those countries which give us their trade."

Scouts of Commerce.

Hon. Geo. E. Foster referred to the hosts of the evening as the scouts of commerce without whose assistance and co-operation much produce would waste. The new Minister of Commerce made a strong plea for co-operation with his department on the part of the commercial travelers. He also advised that Canada should be on the alert in regard to China and Japan and especially in view of the opening of the Panama Canal in a year's time.

Hon. Chas. J. Doherty replied to the toast of the Dominion Parliament, Henri Bourassa to that of the Province of Quebec, and Mayor Guerin for the city of Montreal. C. C. Ballantyne replied to the toast of "Our Guests."

It was a fitting conclusion to a splendid year for the association and a recognition of the position the members occupy in the commercial life of the country. It was an impetus to the members to follow their work in the future with the knowledge that their sphere is an important one and that the rest of the country realizes that fact.

BANQUETLETS.

By O. S. Johnston

Sir Wilfrid Laurier was the "Great Divide" occupying the important position between Randor (J. Bevan Giles) and Caledonia (Charles Gurd) water.

Bev. Giles found it no strain on his muscles to "hand over" the chair to Charles Gurd.

"I crow over all." Bobbie Wilkins certainly does. The arrangements which he and Max Murdoch, "the man of the hour" made were certainly most creditable. Everyone pleased. That sums it up.

The Minister of Justice cracked a joke and some of the boys laughed. We repeat it for those who did not see through it.

JOKE—"This is an age of things," he said, which are "less," as horseless carriages, wireless telegraphy, smokeless gunpowder and so forth. The day may come when we have a speechless parliament."

In the latter respect Sir Wilfrid evidently felt that he was cabinet-less.

Some were heard to say there was no necessity to patronize the Montreal Opera Co. when such singers were to be found among the D.C.T.A. ranks. Mon. Ouimet, etc., were all right. What price the Toreador item? It seemed to tickle Henri Bourassa.

There was very little "Canning." The general manager of the American Can Co. left early for Toronto. He has cans to suit all sizes.

The only figure missing from the scenery was the hotel clerk with the glad hand and welcome smile.

It was a good job that Sir Wilfrid Laurier has support on each side from the minerals because the smoke was mighty thick and not at all conducive toward clear throats.

The smoke from the cheroots reminded one of the recent fire in the cigar factory of the Harris Harkness Co., Montreal.

Armand Chaput was there as usual and so was his smile. He agreed with the speaker who said that the traveler was well able to place his finger on the pulse of the country, but would prefer his men to keep their fingers on the pulse of the retailer.

According to Hon. G. E. Foster the opening of the Panama Canal will mean an invasion of Asia by commercial travelers. As far as we can see they will turn war correspondents if the present state of affairs continues.

Henri Bourassa said that he was a meek and eccentric individual. Did he mean it? Bravo Henri! You're a conundrum.

The Minister of Trade and Commerce would like to hear frequently from travelers as to how they find the pulse of the country.

The installation of a telegraphic apparatus in the Premier's office would be a beginning—but alas! travelers are human and there are Grits as well as Tories

The representative of Tanglefoot was not there but nevertheless considerable of the good work was done.

There was a vacancy in the position generally occupied by brother S. J. Mathewson, the association's dean. Many asked about him and regretted his absence. He was well represented, however by his two sons.

There were a number of Noblemen in the hall Of course we refer to the two for a quarter smoke.

Some coat tails looked suspicious. Could it have been the free cigars?

Forgotten were the sweethearts in every town especially Port Hope.

The menu card was deficient in one respect to Bruno Trudel. Bobbie Wilkins forgot to specify "Owl Chop" Japan tea.

Some of the M.P.'s present have missed their calling. They should be sales-managers.

"Scouts of Commerce." Such is the reference made to travelers by the Hon. G E. Here's a tip for Colonel "Sam."

Music hath charms. The orchestra made a hit so did "Yip-I-Addy."

MUTUAL BENEFIT OFFFICERS.

Montreal, Dec. 21.—(Special.) — The 26th annual meeting of the Dominion Dommercial Travellers' Mutual Benefit Society, held on Friday last, marked the close of another successful year for this organization. J. Hamilton Ferns, president, occupied the chair. During the year 147 new members were received into the association, which has a present total of 1509 members. There was paid out in death claims $16,000. The officers and trustees elected for the coming year are as follows: President, F. S. Cote; vice-pres., John Paterson, treasurer, Charles Gurd; secretary, Reg. W. Graham. The trustees for 1912-13: Messrs. Chas. Roberts, J. B. Giles, W. N. Ahern, M. Salomon and Richard Booth.

At the conclusion of the business of the meeting a pleasant time was spent socially. Among those who contributed to the entertainment were Messrs. S. Dunn, Chas. Gurd, J. Breeze, D. McLean and J. B. Giles.

D.C.T.A. HAD GOOD YEAR.

Montreal, Dec. 21.—The thirty-seventh annual meeting of the Dominion Commercial Travelers' Association held on Saturday night last was another manifestation of the strength this organization has attained and of the persistent progress it makes from year to year. The annual report and financial statement were read by H. W. Wadsworth, secretary, and M. Murdock, treasurer. The membership has increased during the year from 7,000 to 7,450 and the net surplus or capital from $367,806 to $410.500. The officers elected for 1912 are as follows:—President, Chas. Gurd (acclamation); vice-pres., J. F. L. Dubreuil: directors, C. Cameron, V. E. Beauvais, J. F. Featherstone, J. A. Bernier, Luke F. Moore. During the past year the association has lost fifty members through death.

CLERKS NAME NEW OFFICERS.

Montreal, Dec. 21—(Special).—At a recent meeting of the grocery clerks' association of the Union du Commerce the following officers were elected for the coming year:—

President—J. E. Sauve.
Vice-Pres.—Alcide Legault.
Financial Sec.—J. N. Gagnon.
Asst. Fin.-Sec.—Alf. Longpre.
Rec.-Sec.—J. O. Lalonde.
Assist. Rec.-Sec.—A. E. Durocher.
Executive—H. Hebert, Alf. Lemire, A. Brassard, Geo. Lalonde, A. Davis.
Physician—Dr. Jacques.
Chaplain—L'abbe Tranchemontagne.

The meeting was well attended and enthusiasm was displayed in the various considerations. It was decided to hold the annual euchre and at-home on January 25.

Retail Grocers Entertain Competitors

Smoker Given by Toronto R. G A. Has Many Pleasant and Profitable Features—Guests Smoke Clay Pipes—References to Association Work and Peddler Nuisance—Aldermen and Controllers Ventilate Views.

THE pipe of peace was smoked at the delightful entertainment arranged by the members of the Toronto Retail Grocers Association on the evening of Dec. 14. It was a smoker to their friends in the retail and wholesale trade and to the travelers of the latter. The pipe selected was the only original, mother-earth variety—the pipe that made the others advertise; whose flavor lasts long after etc.; the down-on-the-farm pipe—in short, it was a Clay pipe. It was too by the way, the handy variety so much appreciated by the Irishman who wouldn't smoke any other. "Why when this poipe falls," he wittily remarked, "I don't even have to pick it up."

Shortly after eight o'clock when the guests sat down to euchre pastime, the pipes were passed around and very soon the large concert room of St. George's Hall was wreathed in fragrant smoke. Competitors in the trade met as friends and smoked the hours away, dividing their attention among the euchre tables, the excellent concert, business addresses and addresses by municipal candidates. The smoker was therefore quite a vaudeville treat and appreciated very much by the seventy-five or more guests in attendance.

President W. C. Miller before opening the entertainment told the gathering how pleased he was to see them, pointed out the value of the labor the association was doing, and advised all retailers to assist in the good work. The stronger the membership, the more effective the results and unquestionably good results were being obtained. Frank Johnston has been "rolling back the map" of names on the membership list and now his task will undoubtedly be much lighter.

There were many splendid features on the musical and literary program. In fact every number was a feature. There were juggling, sleight of hand work, monologues, violin and vocal solos and quartettes and other things. Some interesting stories were told by J. Howitt about that noble animal, the horse. These were made more interesting by being illustrated on canvas. This knight of the grip is well known for his Mark Twain methods of saying things, and the grocers certainly forgot about their bad debts and slow pays while he was on the platform.

The juggling feats of young Grenville Irwin stamped him as a vaudeville artist of merit. The way he tossed the balls, balanced the hat and made things disappear would cause one to believe he would prove an excellent salesman of oranges and other round articles, a good weigher and an adept at selling off stickers.

Value of Organization.

M. Moyer read a paper pointing out the value of organization in the grocery trade and what it was possible to accomplish by the merchants co-operating to secure legislation protecting their rights.

Controllers Church and Ward expressed their pleasure at being present with the grocers whom the former termed the —back-bone of the city." He made particular reference to the new hydro-electric power that had been installed on the streets by the city and the advantages to the merchants from it.

Ald. Alf. McGuire animated the spirit of those present in a short speech in which he gave the grocers some advice and encouragement.

"Gentlemen let me say that I do not think you fully realize what an important factor you are in this city. For one thing you do not press your claims enough on the municipal government of the city for legislation to which you are entitled. Considering your importance as business men and the amount you bear in the upkeep of the city you do not get the recognition that you should. Important legislation affecting your interests is constantly being passed by the city and you should see that your rights are observed.

The Peddlers Remembered.

"There is one grievance of the grocers of this city with which I am acquainted and which you have a right to have corrected. It is the peddler nuisance. (Applause.)

"You are the men who pay the taxes. You contribute to the upkeep of the city while the peddler does not. Why don't you have your rights observed?"

"How are we going to do it?" came a voice from the audience.

"How are you going to do it. Send your deputations, good sized deputations to the council to press your claims, the same as the manufacturers and other organizations do and you will get your rights. You have to fight for your rights but let me tell you that the retail grocers of Toronto can do much if they will. You are large in numbers and mighty in power if you only realized it. You come in direct contact with the people and doing so are a power in molding public opinion. But you must have organization and determination."

To Take Him at His Word.

President Miller declared that the peddler nuisance was one of the greatest grievances which the retail grocers of Toronto had, and assured those present that the council would be waited on at an early date in regard to this particular question. He had been approached by grocery organizations in other cities in Ontario on the question of co-operation in matters of mutual interest and believed that by working together much better results could be secured.

THROUGH THE SMOKE CLOUDS.

Robt. Davies in his two-minute 'spiel,' announced an address to be given by W. Miller on "The home duties of a successful grocer," as well as a paper by Dave Bell on "Why a grocer should remain single" They will be given at some future time (perhaps).

The lunch room proved a great attraction early in the evening.

The clay pipes were carried home as souvenirs.

Did you notice that F. Johnston, D. W. Clark, D. Bell and a few other adepts got so interested in euchre that they forgot about lunch?

If the musical hits of the "Canned Goods and Pickled" quartette could be preserved, they should make good sellers.

Dr. Shayne expressed deep interest in the grocery trade. He is a would-be alderman.

West Williams, a traveler, announced himself as candidate for alderman for the year (yet he didn't seem quite certain). However, he expects to be the youngest yet.

BAG MAKING AND PACKETING MACHINERY.

Lovell's Bag and Packet Machinery, Ltd., London, Eng., are placing on the market several machines of interest to grocery manufacturers. Among them are a combined bag-making and packing machine for packing in printed or plain bags or cartons; an interchangeable square bottom bag machine for making paper bags with the square hand-made shaped bottom; a machine for making cone or kite-shaped bags, printed or unprinted, etc.

Retailers Uniting to Buy Direct

Vancouver Dealers Claim Wholesale Fruit and Produce Merchants are Selling to Their Customers — Co-operative Buying Association Contemplated.

Vancouver, B.C., Dec. 21—(Special).—Vancouver grocers are likely to take decisive action against the Vancouver Wholesale Fruit and Produce Association because of the latter selling direct to the hotel and cafe trade. There has been trouble over this for some time, and it was thought adjustment had been made, but at the last meeting of the Vancouver Retail Grocers' Association a letter was received from the wholesalers stating they were going to sell, and it was reported by members that a start had been made. It was decided to form a joint stock company, stock to be issued only to grocers, to deal in a co-operative wholesale way in fruit and produce. Due notification of this move was sent to the Wholesale Fruit and Produce Association as a reply to their letter.

The Retailer's Contention.

The grocers feel rather strongly over the matter. Many of the produce men, they, say, started with small capital and have done good business because the retailers stayed with them. Now that they are getting fairly well off financially the attempt is made to capture the larger sources of trade. They overlook the fact, the retailers claim, that the business would come to them anyway, for the retailers would buy through them. They argue, however, that several of the places are buying direct, and for that reason, they are justified in passing the retailer by. On the other hand, the retail dealer points out that the wholesalers cannot get any business that goes direct anyway, so that they are no better off.

Members to Hold the Stock.

The directors of the Retail Grocers' Association were appointed a committee to take immediate action toward forming the new wholesale association. With the members taking stock, they will thus be doing business with themselves.

The matter has been discussed before and at the annual meeting it was pointed out that the only way to overcome this difficulty was to get busy and take offensive action. Even if the wholesalers were to give way now, the retailers feel that it would only be a matter of time before the same difficulty cropped up again. If the formation of the new association were suspended, it would be only after a written contract is drawn up to which the wholesalers would be held closely.

BISCUIT FACTORY BURNED.

Disastrous Fire Visits D. S. Perrin & Co. —Confectionery Section Not Much Damaged.

London, Ont., Dec. 21.—Fire visited the biscuit and confectionery plant of D. S. Perrin & Co., here, last Friday night, doing considerable damage, particularly to the biscuit section. It is difficult to estimate the loss until the adjusters have completed their work, but it is unofficially estimated at somewhere between $100,000 and $200,000. This loss is fully covered by insurance, apart from the inconveniences caused to the operation of the business.

The candy department is practically intact, but owing to the adjusters being in charge, and it being holiday time, the few orders not already sent out will necessarily have to be held.

The biscuit department was almost completely destroyed, but every effort will be made by the company to have it running at the earliest time possible.

The west wall of building of M. Masuret & Co., wholesale grocers, adjoining the Perrin factory, sustained some damage through falling bricks and water. This wall will likely have to be rebuilt.

MAPLE SYRUP STANDARDS.

Ottawa, Dec. 21.—A new standard for maple syrup has been prescribed by the Department of Inland Revenue on the recommendation of Chief Analyst McGill, Dr. W. H. Ellis, and Dr. J. T. Donald, of the Advisory Board.

During the last season 456 samples were examined, of which 31, while of undoubted genuineness failed to reach the legal requirements. When worked for the lead number of what is known as the Hinton method, 15 others were below standard. The new regulations prescribe that the syrup shall contain not more than 10 per cent. of water, yield not less than six-tenths of one per cent. of ash, nor less than three-tenths per cent. of malic acid.

PHONE SERVICE INCREASED.

Vancouver, B.C., Dec. 21.—(Special)—Another little expense has been added to the grocer's list. Announcement has been made of the increase of the cost of telephone service feom $4 per month to $5. The rate prevailing is $5, with a discount of $1, if paid by the 18th of the month. Needless to say the careful dealer sees that he gets this $1, which makes his expense $4. Now the gross rate is to be $6, starting on the first of the year, with a discount of $1. This increase is made because an arbitration board decided that linemen were entitled to more pay from the company. House telephones do not cost more.

Grocers' Letter Box

The Canadian Grocer solicits enquiries for this Column on Trade Questions. If you desire the manufacturer of any line of goods, where an article can be secured, etc., etc., write us.

Canning Machinery.

Editor Canadian Grocer—Could you favor me with name and address of one or more firms who manufacture machinery used for canning fruit and vegetables. Thanking you in anticipation of an early reply.

Ottawa, Ont. C. W. BAXTER.

Editorial Note.—Brown, Boggs Co., Hamilton, Ont.; Sprague Canning Machinery Co., Chicago, Ill.; The Sinclair-Scott Co., Baltimore, Md.; Max Ams Machinery Co., Mount Vernon, N.Y.; Peerless Husker Co., 80-84 Terrace, Buffalo, N.Y.; Ayars Machine Co., Salem, N.J.; Huntley Mfg. Co., Silver Creek, N.Y.; McIntyre-Haight Canning Machinery Co., Gibson City, Ill.; Canners & Packers' Supply Co., 222 W. Pratt St., Baltimore, Md.

Editor Canadian Grocer.—Can you give me the name of a good collection agency in the United States? One with branches. Several of my accounts have blown over the line and I intend getting after them.

Lajord, Sask. W. H. SKEELE.

Editorial Note.—The Credit Clearing House, 205 West Monroe St., Chicago, Ill., has been recommended to us.

An advice from New Brunswick says that farmers who usually at this time have over half their potato crop held back in storage have this season not a quarter of a crop left in reserve. Canada is now importing English potatoes which can be placed right now in Montreal at a living profit.

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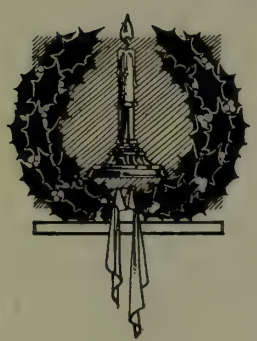
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OUR GREETINGS TO YOU.



This issue of The Canadian Grocer appears in holiday dress to greet its many readers with a Merry Christmas.

The present is a season of friendship—a season of "Peace on Earth, Good Will to Men;" a season when we remember our friends and forget we have enemies.

We are almost on the brink of a new year. Have we done our part in the past twelve months to elevate the standing of the grocery trade in Canada? Has this Christmas time brought a realization of the moral obligations we are under to serve the trade in a business-like and honest way? It is a season for reflection.

We trust all our readers—subscribers and advertisers—have enjoyed a full measure of prosperity during the past year; and that in the year to come this prosperity will be increased. Prospects are particularly bright for the future and it is with a feeling of gladness indeed, that, under such auspicious trade conditions, we have this privilege of extending our Holiday Greetings.

SUGAR MARKET WEAK.

On Saturday last, sugar was reduced another 10 cents per cwt. making the second decline of that amount since the easiness set in. This marks the turning point from the highest level reached by sugar in 22 years.

The past week has cleared the sugar situation a great deal. In the first place the estimates of the European beet crop have been increased by th amount of 200,000 tons, the yield now being estimated at 6,250,000 tons as against the original estimate of 6,050,000 tons. Furthermore the prospects for the new Cuban crop are good and present estimates are between 300,000 and 400,000 tons in excess of last year. The Brussels convention has been adjourned until Jan. 29, but it is conceded that the convention will ultimately allow Russia to increase her export of sugar.

Thus do these several features point to continued easiness. The normal shortage of beet sugar for the year was 1,000,000 tons. Increase in the estimates of European beet and also those for Cuban over last year make up over one half of this. New York prices are conceded to have just about adjusted themselves but Canadian markets have not as yet. A continuanee of the movement already commenced is expected.

AFTER CHRISTMAS.

During the week between Christmas and New Years there are many items the retailer should feature. Among these are oysters, figs, dates, table raisins, cocoa, coffee, oranges, lemons, poultry, confectionery and all other holiday stock.

New Years in many homes is as big a festive day as Christmas. Families are united and every other house has one or more visitors.

Oysters will form the food for many a late supper and should be given much attention; cocoa and coffee will be wanted for similar functions and confectionery also. The above mentioned dried fruits will be required for eating and baking purposes; oranges are necessary and hot lemonade is a good subject to introduce to assist lemon sales. Fancy biscuits is another easy seller.

Above all every dealer should see that every purely holiday line should be moved out before the end of next week. Crackers, stockings, fancy biscuits in yuletide containers, etc., after the new year will be hard to sell. If necessary give these goods to one clerk during the last day or two and let him devise selling methods to clear them out. The money will be of more use in the cash register than in semi-dead or dead stock.

GOVERNMENT SCALE INSPECTION.

The Grocer has frequently pointed out in the past that it is not fair to have a dealer pay for his scale inspection and particularly when the scale is found to be correct.

This question has been frequently taken up by associations and many opinions have been expressed by retailers themselves. The Retail Merchants' Association have already requested the Federal parliament to deal with it and it is likely to come up during the present session.

Now is the time when every dealer who uses a scale should interview his local member to exert his influence. That a merchant should pay for inspection of his scale does not appear to be at all fair. If a scale is found correct, then there was no need for inspection and the merchant is out his two or three dollars simply because an inspector has called. If the scale is found to be wrong it is in the interests of the general public to have it corrected, and unless it is due to dishonesty on the part of the dealer, the inspector should be paid by the government.

Let every merchant assist in united action by laying his views before his local member immediately. If the injustices of this system are earnestly presented to members of the government much good will be done before the question comes up for consideration.

WESTERN WHEAT SITUATION.

Another week of ideal threshing weather has prevailed and as a result many who a few weeks ago were making arrangements to have their notes carried over for six months at the least, are now contemplating paying them off as soon as they can secure cars to carry their wheat to the market. The congestion of cars referred to frequently during the last three weeks has been a serious handicap in the marketing of grain, and while as seen by the figures in a past issue a larger proportion of grain had been marketed up to Nov. 30 than last year, yet owing to the increased crop there are many thousands of bushels still waiting shipment.

Some trouble is being encountered at the elevators upon selling this grain as a lot of ice is mixed with it and it is hard to sell the same. Reports have been received where several elevator companies have refused to accept grain that has been threshed after the arrival of the first snow storm. In spite of this, however, threshing is still being continued and from Alberta comes the statement that only 10 per cent. of that crop is left to be threshed. When it is remembered that this was one of the latest provinces to mature its crop, the great benefit of the mild weather during the last month can be easily seen.

FAIR JUDGMENT FOR FRUIT MEN.

Fruit commission men in Toronto have for a long time held a grievance against the customs department of the government which is now likely to be corrected.

The Customs office closes at four o'clock whether there are any people inside the building to be served or not. It has frequently happened that a rush of cars would arrive late in the afternoon and a consequent rush to get them through the Customs followed. Clerks would be in line within one or two places of the wicket when four o'clock would strike, and all business for the day be declared over. With perishable fruit standing in cars the result was sometimes a considerable loss to the fruit men.

Dr. Reid, Minister of Customs, has promised to see that representatives of the commission houses shall be served so long as they are inside the customs building before four o'clock.

FINDS OUR CARTOONS USEFUL.

A Toronto grocer, in conversation with a member of the staff recently, commended the series of cartoons which we have been running in recent months. He mentioned particularly the one which appeared in our issue of November 3, where a loaf of bread has dropped on the floor.

"A couple of weeks ago," he said, "my delivery boy was doing up a loaf of bread for a woman when he dropped it on the floor. Boy-like, he thoughtlessly picked it up and started to wrap it up as if nothing had happened. Being there, I told him to put that bread out in the back shop, and to get the customer a fresh loaf. After the customer had gone out I looked up this cartoon and showed it to the boy. He was duly impressed, and I do not think will make the same mistake again."

EDITORIAL NOTES.

Importers are criticizing recent rises in ocean freight rates. Lemons, olive oil, dried fruits, etc., are being affected in price.

The crop of Louisana pecans this season will be the largest in many years, according to a recent report. Texas pecans will be short this year.

* * *

The high price of raw material and extra cost of production is likely to result in increase in price of evaporated milk. Dealers should make careful note of this intimation.

* * *

Irish and other varieties of potatoes from the English markets are being brought to Canada. The first shipment of these arrived in Montreal this week. They range at about the same price as New Brunswicks.

* * *

This is the last call for contestants in The Grocer's window dressing and ad. writing contests. See that you mail your photograph and Christmas advertisement before Dec. 31. Full particulars appear on another page of this issue.

* * *

A Quebec City by-law will come into effect on Jan. 1 respecting early closing. This calls for the closing among others of grocery stores at 7 o'clock. The penalty for infringement is fine of $40 or 2 months sentence. The retail business is slowly but surely being elevated to a higher standard.

* * *

A man in Stratford, Ont., has been fined $50 on each of three charges for selling without a license. If the authorities of every village, town and city were on the alert the police court revenues would be rapidly enlarged and at the same time the merchants who pay the bulk of the taxes would be protected.

* * *

The Woman's Branch of the Humane Society of St. Thomas, Ont., will ask merchants of the railway city to close their stores at 6 o'clock week nights and at 9 o'clock Saturdays and nights prior to holidays. Their idea is that such a move would tend to keep the children off the streets at night. Where the reform that cannot boast of a woman's boost?

* * *

Grocery specialties for Christmas day should not be forgotten. Most families like to have something special for the table Suggest such lines as meat sauces, olives, pickles, imported peas in glass, mushrooms, jams, jellies, marmalade, cream cheese, peanut butter, apple butter, asparagus, haricots, succotash, etc. Some of these you will find will sell well with a little attention to counter and showcase display.

* * *

"Hurricanes, resulting in vast damage to banana plantations in Honduras have been the cause of advancing price of bananas here," says a dispatch from Chicago. "Not more than 30 per cent. of importer's orders have been received and desks are covered with unfilled orders. One dealer says that output from that banana growing country will fall short 50 per cent." There seems to have been plenty of bananas on Canadian markets to supply the Christmas demand.

* * *

News comes from England that the British Government will not accept contracts to supply the army and navy from United States packing firms against whom prosecutions have been instituted under Trusts and Combines Act. Canadian packers believe, that while Canada could not begin to fill these immense contracts, yet the action of the British government will be favorable to them. Argentina will in all probability land the contracts and therefore will leave room for bigger trade being done in Canadian products.

Features of Christmas Announcements

Good Advertisment Contains Names of Goods in Stock, Something Distinctive About Each and Their Prices — Value of Heading That Will Arrest Attention.

THE GROCER has received a number of Christmas announcements and newspaper advertisements for criticism, but space in this issue does not permit reference to, or reproductions of, them all.

W. H. Manders, manager of the John Stetson store, Hibernia St., Montreal, sends a neat announcement, front page of which is reproduced herewith. In writing to The Grocer he says :—

Editor Canadian Grocer :—I am enclosing a copy of a circular we have just issued for the holiday season, and would like through the medium of The Grocer to hear your opinion of same as a business getter.

We address all those envelopes and mail same ; no doubt it is somewhat expensive, but in past has always well paid by the results.

In passing, I would just mention tion how much I appreciate The Grocer, and I never fail to read it thoroughly, and have been helped many a time by the suggestions mentioned.

Trusting to hear your criticism on my circular, I remain,

H. H. MANDERS, Manager.

Montreal, Dec. 14, '11.

The envelope referred to contained name and address of the proprietor in upper left hand corner, opposite which appeared the words : "Xmas Greetings." The front page of the booklet is quite attractive, the original being 10 inches by 4¼ inches in dimensions. The booklet itself was one sheet of cardboard folded inward twice, making six pages. Pages two, three, four, five and six were occupied with a list of goods and their prices. A particularly good feature of the list is that something interesting is given about each article. For instance, referring to butter, it says : "Every housewife knows to what a price butter has gone, and it is still on the advance.



John Stetson

GROCER

Provisions, Fruits & Liquors

264 Hibernia Street

POINT ST. CHARLES



Xmas Greetings 1911

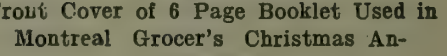
and Abundant Prosperity To All For 1912

TO THE HOUSEWIVES

If you are desirous of Saving your Husbands' Hard-earned money, and getting your Groceries at the LOWEST price coupled with HIGHEST QUALITY, it will be to your advantage to read every word of this Circular, wherein we have enumerated a few of the Many Specials we have stocked to supply your Holiday wants.

THESE PRICES ARE GOOD UNTIL END OF JANUARY OR UNTIL SPECIFIED QUANTITIES ARE SOLD.

The Home of "Daisy" Brand Goods



ARCH. F. WATERS, PRINT., MONTREAL

Front Cover of 6 Page Booklet Used in Montreal Grocer's Christmas Announcement.

We have 2000 lbs. finest creamery bought when market was much lower, worth to-day 36c. For our Holiday Sale, 31½c. Not more than 5 lbs. to one customer."

Again, the booklet reads in reference to nuts : "No table seems complete during the holiday season without a dish of mixed nuts, etc." This is particularly good advertising, and is to be highly commended.

Reverting to the booklet cover, as shown in the illustration. This contains

(Continued on page 43.)

THE 2 MACS ═══ THE 2 MACS

McLEOD & MacBAIN

Ingersoll's Leading Grocers. JUST A WORD about our store before you read this circular introducing the great values we are offering in seasonable Groceries.

Our increasing business means larger stock and more room. Before opening CHRISTMAS FRUITS, &c. we had cleaners and painters at work renovating and altering our store. We now have the largest store, largest stocks and finest grocery shopping place in Ingersoll. Every order has our personal attention.

Our fruits are all cleaned by our fruit cleaning machine before offering them for sale.

Quality

Thats what is echoed by every article offered for sale. We are not after business by quoting low prices. Our business is built on quality

Our Method of Handling Fruits

Raisins, Currants, Figs, Prunes, Sultana Raisins, are all cleaned by our own fruit cleaning machine before offering them for sale. This machine washes them, removes all stems and grit, and makes them much superior to the ordinary cleaned fruit

Cleaned Raisins 10c a pound
Cleaned Currants 10c a pound
Seeded Raisins 15c a full pound package
Seedless Raisins, tumbled, hd Sultanas 3 lbs 25c
Cooking Figs 4 lbs 25c
Prunes 10c a pound up to 20c a pound

Crosse and Blackwell's Imported Candied Peels

We don't need to say more than the fine Peels are world-renowned
Lemon and Orange Peel 18c a pound
Citron Peel 25c a pound
All mixed 20c a pound

For Mince Meat

These Peels are fast season a but good and a bargain at the price. To clear out quickly 10c a pound

New Nuts

Brazils 20c a pound
Walnuts 20c a pound
Almonds 18c a pound
Filberts 18c a pound
All mixed at 2 lbs for 35c

New Shelled Nuts

Fancy Almonds 45c a pound
Fancy Walnuts 45c a pound
New Filberts 30c a pound

New Table Fruits

Layer Raisins (fancy) 25c a pound
Layer Raisins (choice) 20c a pound
New Hallowee Dates 3 lbs 25c
Fancy Candied Cherries 25c a box
Fancy Layer Figs 20c a pound
Choice Layer Figs 15c a pound

Poultry

We have contracted for quantities of Turkeys, Geese, Ducks and Chickens. From all reports poultry is going to be scarce. The Turkeys will all be young birds, weighing from 8 lbs to 15 lbs. Order early and get a good choice.

California Oranges

Seedless and sweet, from 25c to 60c a dozen

Florida Grape Fruit

Large size 3 for 25c

Cranberries

Late Howes, the dark red berry 10c a quart

Malaga Grapes

These are very fancy, the sweet seedless kind, 20c a pound.

Mince Meat

The Genuine Home Made 20c 25c.
Good Mince Meat 10c a pound

English Breakfast Teas

We believe there is nothing gold in Canada to surpass this fine tea. We know we give better value in teas than most grocery stores. Our growing business shows it. If you want a really good cup of tea try it 40c and 50c a pound

Candies

From the Common mixed to the delicious Bon Bon. A beautiful assortment in fact what we believe to be the best assortment to be found in Ingersoll

Time's Getting Short

We just take this little intermission to draw your attention to the calendar if you haven't already looked, and see how little time you have for your Holiday preparation. Where is there another grocery that will sell you better groceries at less money than this one?

Fancy Goods and Condiments

Clover Honey, 20c a section
Clover Honey small jar 18c
Clover Honey large jar 25c
Welkers Grape Juice, 40c a bottle
Jellies and Fluvor 3 packages 25c
Pure Jam Raspberry or Strawberry 25c a jar
Jams in smaller glasses 12c each
Snyders Catsup 25c a bottle
Heinz Catsup 15c a bottle
Good Catsup quart bottles 25c
Heinz Tomato Soup 10c and 15c a can
Heinz Pork and Beans 15c a can
Pure Cane Syrup, Imported 20c a can
Karo Syrup in 2lb cans 15c
Karo Syrup in 5lb cans 25c
Said you, these are fancy goods 2 for 25c
Sardines in tomato 15c a can
French Mustard 10c a glass
Anchovie Paste 20c a glass
Lea and Perrins Sauce 35c a bottle
Anchovie Sauce 25c a bottle
Pattersons Sauce 10c a bottle
Wagstaff's Old English Jams 25c a bottle
Roast Beef 30c a can
Tomato Soup 10c a can
Campbell's Soups 2 cans 25c
Mushroom Catsup 25c a bottle
Preserved Ginger 2 cans 25c, bottles 35c
Grated Pineapple 15c a can

Olives and Olive Oil

Club House Stuffed Olives 20c a bottle
Pimento Stuffed Olives 50c a bottle
Club House Queen Olives, Pimento Stuffed 60c a bottle
Olive Stuffed Olives 50c a bottle
Manzanilla Olives 10c and 15c a bottle
Large Queen Olives 25c a bottle
California Ripe Olives 35c a bottle
Choice Manzanilla Olives, large bottle 50c a bottle
Fancy Club House Olives, 3d oz bottle 1.00 each
Pure English Packed Olive Oil 25c a bottle
Pure Olive Oil Italian Packed, larger bottle 40c abottle

Easy Prices

The list we print below is for the benefit of those who are not used to any one store, but who do their shopping where money lasts longest. Advanced prices on a great many household necessities lately, makes it necessary for the careful housewife to economize, and our grocery prices are of great assistance to her. You know this store well enough to be sure of good goods and fair treatment and you know we appreciate every order, every purchase big or little. If you send the little folks they get the same treatment as you'd get yourself

Laundry Blue 3 five cent packages 10c
Star Ammonia 3 ten cent packages 25c
Good Mixed Pasts 10c a pound
Pancake Flour 10c a package
Magic Soups 3 five cent packages 10c
Good Soap for Scrubbing 6c. 10 bars 35c
Old Dutch 2 cans 25c
Finest Corn Starch 4 packages 25c
Charcoal 2 bags 25c.
Old Dutch Hand Ivory 2 for 25c
A Few good dinner sets $25 a dozen
Mop Sticks regular 25c 15c each

Turnips 35c a bushell
Asepto Soap powder 5c a package
Nantha Washing Powder 5c a package
Medium sized Lamp Glasses 4c each
Sweet Cider 10c a quart

Morton's Goods

These are imported ourselves. The price is lower than usual.
Salmon being high many of these fish will be used.
Kippered Herring 2 for 25c
Herring in Tomato 15c a can
Fresh Herring same size as salmon 2 for 25c

Marmalades

Sherriffs Scotch 20c a jar
Sherriffs Shredded 25c a jar
Sherriffs Jar orades 40c each
Sherriffs Seville or shredded in seven pound tins $1.00 each
Hartley's Imported Jelly Orange 25c
Cairns Ginger and Pineapple imported 30c each
Waggstaffs Old English Marmalade 25c

Candied Cherries

Small Bottles 30c
Large Bottles 60c
Half Pound box 25c.
Chrystalized half pound 25c

Maple Syrup

By the gallon $1.25
Five gallon tins $6.00
Quart tins 30c each

Jersey Cream

This is genuine Jersey cream, every cow in the herd a Jersey.
Fresh every day
Half pint bottles 10c
Pint bottles 20c
Quart bottles 40c

Something Really Nice in Pickles

Sterling Sweet Midget about twenty five in a bottle 30c each
Sterling sweet mixed good sized bottles 20c each
Sterling sweet mixed large bottle 30c each
Lees Ceylon Rich 20c a bottle
Sterling Sweet Gherkins large bottle 30c each
Heinz Unsalted Sweet Pickles 40c a bottle
Gillards Relish 35c a bottle
Crosse & Blackwells Chow Chow 35c a bottle
Crosse & Blackwell's mixed 35c a bottle
Morton's Sour Pickles 25c a bottle
Sweet Pickles in bulk 30c a quart
Sour Pickles in bulk 25c a quart
Small White Onions 20c a bottle
Genuine Sauer Kraut 10c a pound
Mustard Pickles 15c a bottle
Tobasco Sauce 60c a bottle

Canned Goods

These are all new goods, we were entirely sold out of last seasons. Tomatoes, Corn, Peas, Early June Peas, French Peas, Pumpkin, Wax Beans and Asparagus

Oxo

Small boxes (four cubes) 10c each
Large boxes (ten cubes) 25c each
Bottles 25c, 50c and 75c each

Extracts

Read over this assortment —
Wintergreen, Peppermint, Cloves, Rose, Raspberry, Strawberry, Orange Pineapple, Rose, Vanilla, Cinnamon, Almond, Lemon and Vanilla also Sherriffs Vanilla and Lemon

Our fruits are all cleaned by our own fruit cleaning machine before offering them for sale.

This list is to tell you a few of the good things we have in our large Christmas Stocks. Of course we will be adding to them daily and nearer the Holidays we will have Holly, Holly Wreaths, Moss Wreathing, Christmas Stockings, Mistletoe &c., and every order, small or large, has our personal attention

41 Both Phones 41 **McLEOD & MacBAIN** Ingersoll's Leading Grocers

TRIBUNE PRESSES INGERSOLL

An Announcement in Which the Fruit Cleaner Should Have Been Featured.

Sugar 10 Cents Lower and Still Weak

Price Reduced on Saturday—Several Features That Contribute to Further Easiness—Brazil Nuts Well Cleaned Up—Almonds Hold Strong Position Both Here and in Primary—Makers of Imported Marmalade Quoting Higher Prices—Prunes Strong on Coast.

QUEBEC MARKETS.

POINTERS.—

Sugar.—Another 10c decline.

Tea.—Indian and Ceylon weaker.

Dried Fruits.—Generally firm.

Montreal, Dec. 21.—The week before Christmas finds the wholesale trade fairly busy, although there is not the measure of trade that has been felt of late. The weather man has been rather thoughtless in his pre-Christmas offering. It was too mild and country roads were not in the best of condition. The result, it may be safely said, has been to curtail trade slightly. The present week opened favorably and it is felt that to a large extent trade will make up any deficiencies that may have been felt. It is not expected that the new year will find much of a reaction as far as prices are concerned. There may be a few lines that will show an easier feeling, but for the most part the markets are firmly held and the passing of the holidays is not likely to have an appreciable effect.

SUGAR.—On Saturday last another decline of ten cents was announced. The market had been weak and this decrease was expected. The tendency is to seek still lower prices although it is thought that no further reduction will be noted until the turn of the year. However, the market is uncertain. Buying is not on a heavy scale, particularly with the holiday season at its height.

Granulated, bags	5 65
" 20-lb. bags	5 70
" Imperial	5 50
" Beaver	5 55
Paris lump, boxes, 100 lbs.	6 35
" " 50 lbs.	6 45
" " 25 lbs.	6 75
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls.	6 35
" " 100 lb. boxes	6 45
" " 50 lb. "	6 55
" " 25 lb. "	6 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	6 10
" " 50-lb. boxes	6 00
" " 25-lb. boxes	6 50
Powdered, bbls.	6 90
" 50-lb. boxes	6 10
Phoenix	5 65
Bright coffee	5 40
No. 3 yellow	5 40
No. 2 "	5 40
No. 1 " bags	5 25

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—There is not much to report in this market for the week. Syrups have been moving steadily and there is a fair demand for molasses which are steady at present prices.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls.	....	0 03½
" ¼-bbls.	....	0 03¾
" 38½-lb. pails	....	1 75
" 25-lb. pails	....	1 25
Cases, 2-lb. tins, 2 doz. per case	....	2 40
" 5-lb. " 1 doz. "	....	2 75
" 10-lb. " ½ doz. "	....	2 65
" 20-lb. " ¼ doz. "	....	2 60

DRIED FRUITS.—The general tone of this market is firm. Demand has dropped to those who have been late in their purchases and there are always some who wait until the last minute, or those who have to buy from hand to mouth. Some of the trade are so busy just before the holiday they are unable to follow their stocks closely. A wholesaler told of an instance of a retailer last year who found himself out of sugar on the big day of the Christmas trade. He had been so busy that he entirely overlooked his supplies and here on the very eve of the holiday he had to buy a staple like sugar. Prunes are still firm and currants have lost none of their strength. Sultana raisins are stronger in tone and the situation might be summed in saying that there is scarcely an item under this heading that is weak. The new year should find but little change in the situation.

Evaporated apricots	0 22	0 24
Evaporated apples	0 09½	0 10½
Evaporated peaches	0 18	0 19
Evaporated pears	0 18	0 19
Currants, fine filiatras, per lb., not cleaned	0 07	0 07½
" " " cleaned	0 07½	0 08
" 1lb. packages, fine filiatras, cleaned	0 08	0 09½
" Patras, per lb	0 09	0 09½
" Vostizzas, per lb	0 09½	0 10
Dates, 1-lb. packages	0 07½	0 08
Dates, Hallowee, loose	0 06	0 07
Fards	....	0 11

Figs, 3 crown	0 07½ 0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08 0 10½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½ 0 13	Comadre figs, about 33-lb mats	1 30 1 40
Figs, 6 crown	0 09 0 14		
Glove boxes, 16-oz., per box		0 10½	0 11½
Glove boxes, 10-oz., per box		0 07	0 07½

Prunes—		
30-40	0 16	0 18
40-50	0 14	0 16
50-60	0 13	0 14
60-70	0 12	0 13
70-80	0 11½	0 12
80-90	0 11	0 11½
90-100	0 10	0 11
Bosina prunes	0 08	0 09
Raisins—		
Choice seeded raisins	0 09½	0 10½
" fancy seeded, 1-lb. pkgs	0 10½	0 11½
" loose muscatels, 3-crown, per lb	0 08	0 08
" " 4-crown, per lb	....	0 09
Seedless, new, in packages	....	0 10
Select raisins, 7-lb. box, per box	....	0 63½
Sultana raisins loose, per lb	....	0 12
Sultana raisins, 1-lb. cartons	0 14	0 16
Malaga table raisins, clusters, per box	3 50	5 75½
Malaga table raisins, clusters, per ½ box	0 80	1 90
Valencia, fine off stalk, per lb	0 07½	0 08
" select, per lb	0 08½	0 09
" 4-crown layers, per lb	0 08½	0 09

NUTS.—The bulk of the buying has been done and the holiday trade has been about the average. Tarragona almonds and shelled almonds are firmer in tone and slightly higher in price. Brazils remain at the high figure reported a short time ago.

In shell—		
Brazils	0 20	0 22
Filberts, Sicily, per lb	0 10½	0 12
" Barcelona, per lb	0 10½	0 12
Tarragona Almonds, per lb	0 16	0 17½
Walnuts, Mayette Grenobles, per lb	0 15½	0 17
" Marbots, per lb	0 13	0 14
" Cornes, per lb	0 10	0 11
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 34
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted	....	0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09½	0 09
Bon Ton, roasted	0 11½	0 12
Sun, roasted	....	0 10
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 20
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves, bright	0 33	0 35
Brokens	0 28	0 30

TEAS.—The market has not undergone any change as far as the retailer is concerned, but one report in regard to Indian and Ceylon teas states that slightly lower prices are accounted for by a falling off in quality which, however it is claimed was not proportionate to the extent of the decline in price. The lower rates brought out active demand. The decline is partly explained by the approach of Christmas season. Cables of heavy shipments from both India and Ceylon for November had effect of depressing market. The production is pretty well accounted for and stocks are practically entirely accounted for. The position of China tea is exceedingly strong, this report states, crops being only moderate. Japan teas are firm and are in rather small compass.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" pea leaf	0 20	0 30
" pinhead	0 30	0 50

Canned Goods.

MONTREAL.—The situation of the tomato market in United States is significant. It is only a short time ago that price quoted was between 80 and 90 cents, but the market has been rising steadily until it is now from $1.12½ to $1.15. At this price United States goods brought into Canada could not be

handled at less than $1.70. There is a good demand for tomatoes just now, and as previously stated, the present supply must extend until about the end of next September. There is a scarcity of refugee and golden wax beans, supplies of which are reported entirely out of first hands.

The United States markets report a similar scarcity and prices are firm. Strawberries and raspberries continue to hold strong position. One carload of former sold at $2.20 this week, and another of the latter at $2.60. For smaller quantities, however, a higher price is naturally being asked.

TORONTO.—Trade in canned goods is inclined to quietness just now. Consumption around Christmas is not large and retailers' interest is centred elsewhere.

There is strengthening tendency in imported marmalades. One jobber reported that there had been an advance of 10 per cent. in figures that have so far been received The high price of sugar as well as fruit is reason given. It is pointed out that marmalade has to be made now and sugar used has to be purchased at high price.

The fact that one firm has withdrawn prices on evaporated milk would indicate tendency towards higher prices. One firm pointed out that on account of high prices as well as the scarcity of raw material higher prices on evaporated milk were not unlikely at an early date. Condensed milk was generally advanced early in the fall.

ONTARIO MARKETS.

POINTERS—

Sugar—Down 10c

Tarragona Almonds—Up 1c lb.

Brazils—Scarce.

Prunes—Strong on coast.

Imported Marmalade—Makers' prices higher.

Evaporated Milk—Higher tendency.

Toronto, Dec. 21.—Christmas trade is about at end for another year. It no doubt has had its good and bad features. Serious delays in many cases made matters difficult for wholesalers. Many lines of raisins, nuts, dates, etc., were late in arriving and even quite late this week found shipments of Christmas necessities going out that had not arrived before. Needless to say under such conditions complaints from retailers whose patience was taxed were not few. Thus even this week there was a fair amount of briskness present.

Conditions in the country have not been particularly conducive to record Christmas trade. Weather has been somewhat unseasonable and roads not in best condition. However, it is hoped that when comparisons are made they will be favorable with other years.

Stocks of nuts have been pretty well cleaned. Brazils for instance are real scarce. Malaga raisins have sold fully up to expectations. Supplies of peels now left are by no means abundant. Figs and dates have been in good demand.

Advances in ocean freight rates are accountable for slightly higher tendency in some lines. While hardly recognizable when figured down to small quantities, still it helps in general strengthening. Labor troubles in Europe and the higher prices that have to be paid for men are reasons given for increased freight rates, some of which are already in action while others will be imposed at beginning of the year.

Country travelers will holiday until after New Year's. Majority of wholesalers are preparing for stock-taking at end of the month.

Sugar.—Prices went down another 10 cents on Saturday last, bringing local figures down to $5.75. During little more than a week spot beet quotations have declined from 16s to 14s 7½d. A continuance of the movement already in evidence is expected. While some do not look for any changes before the turn of the year, a decline even before that time would not be a surprise. Sales as natural under present conditions, are not brisk.

Extra granulated, bags	5 75
" " 20 lb. bags	5 85
Imperial granulated	5 55
Beaver granulated	5 55
Yellow, bags	5 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	6 15
" " 50-lb. boxes	6 35
" " 25-lb. boxes	6 45
Powdered, brls	5 95
" 50-lb. boxes	5 95
" 25-lb. boxes	6 35
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	6 65
" in 50-lb. "	6 75
" in 25-lb. "	6 95

Syrups and Molasses.—There has been good sale of molasses, especially in cans, during past month. Syrup is doing fairly well.

Syrups—	Per case
2-lb. tins, 2 doz. in case	2 40
5-lb. tins, 1 doz. in case	2 75
10-lb. tins, ½ doz. in case	2 65
20-lb. tins, ¼ doz. in case	2 60
Barrels, per lb.	0 03⅜
Half barrels, lb.	0 03½
Qtr. barrels, lb.	0 03¾
Pails, 38½ lbs. ea	1 75
Pails, 25 lbs. ea.	1 25
Maple syrup—Compound	
Gallons, 6 to case	4 80
½ gals., 12 to case	5 40
¼ gals., 24 to case	5 40
Pints, 24 to case	3 00
Maple Syrup—pure	
Gallons, 6 to case	6 60
½ gallons, 12 to case	7 25
Quarts, 24 in case	7 25
Pints, 24 to case	4 00
Qt. bottles, 12 to case	3 50
Molasses, per gal—	
New Orleans, medium	0 30 0 35
New Orleans, barrels	0 28 0 32
Barbados, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovado	0 30

Dried Fruits.—Fancy lines, especially of dried fruits have been selling well. Currants, raisins, dates and figs are in. The Christmas trade has cleaned up stocks of Malaga raisins fully as well as expected. Peels have been closely cleaned up, the lines in scarcity differing with different firms. Buying between wholesale houses on this line was not uncommon on the street this week.

Currants in the primary markets do not lack certain degree of strength. A special report to The Grocer from Patras, Greece, says of currants: "There has been practically no change in prices on this market since late October but market remains firm but quiet owing to lack of demand from abroad, a feature which seems natural in view of fact that shipments so far are about 12,000 tons more than those of last season for the same period. The total amount of shipments to date are over 87,000 tons net. Stocks are estimated to be between 32,000 and 35,000 tons, and it is calculated that the world's demand all this season will come up to 118,000 to 120,000 tons. The statistical position therefore is undoubtedly strong. This explains confident feeling prevailing in this market in spite of lack of interest from abroad."

Prunes—	
30 to 40, in 25-lb. boxes	0 16
40 to 50 " "	0 15
70 to 80, in 25-lb. boxes	0 10
80 to 90, in 25-lb. boxes	0 09½
90 to 100, in 25-lb. boxes	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Choice, 25 lb boxes	0 23 0 24
Fancy, " "	0 25
Candied Peels—	
Lemon 0 10 0 11 Citron	0 16 0 18
Orange 0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 10 0 13
Tapnets, "	0 04½ 0 04½
Bag figs	0 04½ 0 07
Dried peaches	0 17 0 18
Dried apples	0 08½ 0 09
Evaporated apples	0 09 0 10
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 13
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 11 0 13
" fancy	0 14 0 14½
" extra fancy	0 16 0 17
Valencias selected	0 08½
Seeded, 1 lb packets, fancy	0 09
" 16 oz. packets, choice	0 08½
New Dates—	
Hallowees—	Package dates, per 1 lb. 0 07½
Full boxes 0 06½	Fards choicest 0 09½ 0 10½
Half boxes 0 07½	

Tea.—There is little to report in regard to tea. Primary markets have been quite strong when the falling off in quality is considered. Some reports predict no further advances as anticipated in some quarters. The Indian tea crop is expected to be ahead of last year considerably.

Coffee.—Coffee prices are unchanged, while general situation shows no particular alteration.

Rio, roasted	0 22	0 23	Mocha, roasted	0 30	0 32
Green Rio	0 20	0 21	Java, roasted	0 32	0 35
Santos, roasted	0 24	0 25	Mexican	0 27	0 28
Maricaibo, "	0 24	0 25	Gautemalo	0 24	0 25
Bogotas	0 26	0 27	Jamaica	0 24	0 25
			Chicory		0 12

Spices.—Just now a little quietness in spices is not an unlooked for condition. Primary markets on nutmegs are slightly stronger, while same is true of pimento. Otherwise there are no features.

	Tins	¼-lb. pkgd.	¼-lb. tins doz
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—90	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	0 —2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 9
Peppers white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 85	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk		0 12
Celery seed, per lb in bulk		0 20
Shredded cocoanut, in pails	0 19	0 22

Nuts.—The strength in Tarragona almonds was mentioned last week. They are generally quoted at 1 cent higher this week. Decks have been quite well cleared by Christmas sales, especially in Brazils, while almonds and filberts are none too plentiful.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 16½	0 17
" shelled	0 34	0 37
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	10	0 13

Rice and Tapioca.—Trade is fairly good for Christmas week. There are no special market features.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.			
Rangoon	0 03½	0 04	Sago, medimm	
Fancy rangoon		0 05	brown	0 05½ 0 06
Patna	0 05½	0 06	Tapioca—	
Japan	0 05	0 07	Bullet, double	
Java	0 06	0 07	goat	0 08
Carolina	0 08	0 10	Medium pearl.	0 06½ 0 07
			Flake	0 08
			Seed	0 06½ 0 07

Beans.—Little change in the beans market, which has been rather quiet since the close of navigation. Steadiness however prevails.

Prime beans, per bushel	2 30	2 35
Hand picked beans, per bushel	2 40	2 45

Evaporated Apples.—The market has improved slightly of late, both here and in the United States. Prices are a little high for export business.

Dried apples are practically an export article and prices are almost equal to evaporated. There is a fairly large quantity in the country but buyers have paid as high as 7½ to 8 cents.

Olive Oil.—"All forecasts are still in favor of a good crop," says a report from France "on olive oil," and should nothing occur we shall get olive oils of very good quality, to a sufficient amount and at reasonable prices. But oil making hardly begins before January and later in some localities. The fruit is sound and it will be to interest of growers not to gather it before completely ripe.

Such backwardness in the appearance of the first new oils explains why old crop oil is still so firmly held.

MANITOBA MARKETS.

Pointers :—

Sugar—10c Decline.

California raisins—Advancing.

Prunes—Strong.

Brazil Nuts—Stock depleted.

Coffee—Weaker.

Winnipeg, Dec. 21.—With the closing of last week wholesale Christmas trade may be said to have been completed for present season. As stated before, all local firms are greatly pleased with conditions that have existed and expressed themselves as being gratified with volume of trade that their respective houses have conducted this year. Owing to the congestion in the railroads many shipments have been delayed, but all may be said to have been forwarded now. This will, of course, result in many retail merchants throughout the country receiving their supplies later than usual, but it is expected that there will be time enough for them to get rid of their stocks before the season is over.

Reports from collection departments show that some improvement is taking place, while they are by no means as good as would be desired. The delay is due to fact that the farmer is rarely able to get cars to move his grain. As soon as he has succeeded in marketing his grain it will mean a settlement all around, and as threshing is still continuing these settlements are taking place daily. The Christmas sales, in spite of bad collections, were better all round this year than last for all classes, and it is anticipated that a steady business will be still carried on even after the holiday season is over.

In general lines trade has been fairly steady, and no changes in price are noticed. Travelers are expected to return for their Christmas holidays within a few days, and the next two weeks will be devoted to the preparing of orders for shipment after the new year.

Sugar.—British Columbia sugar has taken a decline of 10c per cwt. for western territory west of the western boundary of Manitoba. Sugar prices declined here last Saturday 10 cents in sympathy with the eastern market.

Montreal and B.C. granulated, in bbls	6 30
" " in sacks	6 25
" yellow, in bbls	5 40
" " in sacks	5 85
Icing sugar, in bbls	6 65
" " in boxes (25 lbs.)	6 90
Powdered sugar, in bbls	6 45
" " in boxes	6 45
" " in small quantities	6 20
Lump, hard, in bbls	7 15
" " in ½-bbls	7 25
" " in 100-lb. cases	7 15

Syrup.—Syrup shows no change since last week's decline. The demand is reported to be good this week and stocks to be fairly heavy.

Syrups—	
24 2-lb. tins, per case	2 28
12 5-lb. tins, per case	2 65
6 10-lb. tins, per cate	2 55
3 20-lb. tins, per case	2 57
Half barrels, per cwt	4 00
Barbadoes molasses, in half barrels, per gallon	0 48
New Orleans molasses, half barrels, per gallon	0 30 0 31

Dried Fruits.—As predicted last week, California raisins have already started to go higher and an advance of ½c per lb. is noticed this week. As reported last week, this line is looked upon by many as good buy in the market and the demand at present time is only normal. Prunes are also strong and reports indicate that greater portion of stocks are out of hands of packers. As sales are strong and supply light, prospects are bright for exceedingly high prices next year. The Christmas trade in all lines has been excellent and wholesalers and retailers feel congenial over trade in general.

New prunes.	Per lb.	70-80s, 25s, s.p	0 09
90-100s, 25, s.p	0 08	70-80s, 10s, s.p	0 10
90-100s, 10s, s.p	0 09	60-70s 25s, s.p	0 09½
80-90s, 25s, s.p	0 08½	50-60s, 25s, s.p	0 10
80-90s, 10s, s.p	0 09½	40-50s, 25s, s.p	0 11½

New Figs—	
Camel 3-crown table figs	0 10
" 4-crown table figs	0 11
" 5-crown table figs	0 11½
" 6-crown table figs, about 10 lbs	0 12½
" 6-crown table figs, about 50 lbs	0 12½
" 7-crown table figs, about 100 lbs	0 14½
" 9-crown table figs, about 10 lbs	0 16
Emmanuel 3-crown	0 08½
" 4-crown	0 09½
" 5-crown	0 09½
" 6-crown	0 10
" 7-crown	0 11
Club box figs	0 06
Cooking Figs	
Choice boxes	0 05½
Half boxes	0 05½
Half bags	0 04½
Valencia raisins—	
Fine, f.o.s., 28s., s.p., per box	2 00
Fine, selected, 28s, s.p., per box	2 10
4-crown layers, 28s., s.p., per box	2 30
4-crown layers, 14s., s.p., per box	1 2'
4-crown layers, 7s., s.p., per box	0 58
Ne plus ultra, 28s., s.p., per box	2 3'
Currants—	
Dry clean, per lb	0 07½
Washed, per lb	0 08
1-lb. package	0 08½
2-lb. package	0 17½

Evaporated Apples.—Stocks of evaporated apples at present in city are rather heavy, but sales continue to hold fairly strong. As stated last week, prices range around 10c flat Winnipeg, and if any change takes place it is likely to be an advance.

Nuts.—The general trade this season has been large in all lines of nuts. At present time Brazil nuts are practically cleaned up on local market. Last year some Manchuria nuts were brought in and found a ready market, but this line has not made its appearance this winter. New prices on new crop of peanuts have arrived and show a decline of ½c per lb. Stocks of this new crop will not be forwarded for two months at least.

New Filberts, large	0 11½	Tarragona Almonds	0 15½
Marbot Walnuts	0 13½	Aberaness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17

Coffee.—"The coffee market is weakening considerably," exclaimed one wholesaler to-day, "and I would not be surprised to see prices drop lower. The whole situation is due to manipulation and is uncertain. Stocks held in the city are fairly heavy and the demand is fairly good."

Coffee, standard Rio	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 18½

Split Peas and Beans.—Split peas are reported to be scarce and prices to be holding firm around last week's advance. Beans are quiet after activity of the last two months, but it would not be surprising to see a flurry in this line before long. Pot barley is being quoted at an advance and is now $4 per 98 lb. sack.

Beans, 3-lb. picker, per bushel	2 55	2 65
Hand picked, per bushel	2 70	2 75
Peas, split, 100 lbs	3 75	3 80

WINNIPEG.

PROVISIONS.—The provision market during the last three weeks has shown considerable activity. Pure lard is in

good demand. As the high price of 40c is being asked for butter, it has driven many housewives to substitute it whenever possible for this expensive luxury. Supplies of light hogs have been fairly steady and prices are ranging around $7.50 to $7.75 per cwt. delivered Winnipeg.

Hams, large	0 15½	Tomato sausage per lb.	0 10
Hams, medium	0 16½	Pork sausage	0 10
Breakfast bacon backs	0 18½	Beef sausage	0 09
Breakfast bacon bellies	0 17 0 17½	Lard, in tierces per lb.	0 12
Shoulders	0 13½	50-lb. tubs	6 40
Short rolls	0 16½	20-lb. pails	2 65
Long, clear sides per lb	0 13½	10-lb. pails, cases	7 95
Long clear backs per lb	0 13½	3-lb. pails, cases	8 10
Dry salt backs	0 15½	5-lb. pails, cases	8 00
Mess pork, bbl.	24 00	Steers, heifers, abattoir killed	0 09

Butter.—As hinted in these columns of late, the butter market is strong, and while no change has taken place yet, supplies on hand are not as heavy as they were on this date last year. Fresh made creamery bricks are still quoted at 34c and crown at 32c. This means that the retail price for best butter is 40c a lb. In dairy butter the situation is also unchanged and prices remain as heavy as they were last week, namely :

Strictly No. 1, delivered Winnipeg, per lb.	0 25
" No. 2, " " "	0 23
" No. 3, " " "	0 18
" No. 4, " " "	0 15

Eggs. — Shipment of eggs has been light during the week and wholesalers are now offering storage eggs for sale. Manitoba fresh egg cases returned are offered at 35 to 47c per doz. Storage eggs are quoted at 25 to 32c. These prices show a considerable increase over last week.

Cheese.—There is little doing in the cheese market as supplies are light and prices high. The only line being quoted by many is Ontario cheese, delivered Winnipeg, at 16¾c to 17c per lb.

Poultry.—This line is causing much interest at the present time, as the Christmas season which commenced this week is expected to be an active one. The majority of ducks, turkeys and geese this year to supply this trade are being secured either locally or across the border in North Dakota and Minnesota. Little eastern poultry is being brought west this year, as it is reported that the quality of the birds being received from the above mentioned places is far superior to those received from the east. Those birds received from the south are of better quality than those received locally, as they are fed and fattened before marketed. Wholesalers are expecting a big trade this year and have consequently been stocking heavily. Wholesale prices existing at the present time are :—

Turkeys, 24½c per lb.

Geese, 18c per lb.

Ducks, 20c per lb.

Chickens, 19c per lb.

WINNIPEG. — A good demand is in existence when the season is taken into consideration. In fact it is agreed by all that trade is a little better than it was this time last year. Supplies on hand are light in comparison with last year, and it has been predicted by many that prices will go higher during Lenten season. Winter fishing for white fish is just starting on the lakes and no reports on catches have as yet been received. Prices prevailing for the more important lines are :—

Halibut, 8c per lb.

Salmon, 10c per lb.

White fish, 8½c per lb. on scales at the lake shore.

NEW BRUNSWICK MARKETS.

St. John, Dec. 1.—The Christmas trade up to the beginning of the week had not produced any change of particular interest in local markets. Grocers are handling a greatly increased business, and the rush period is being looked for this week. Indications are that the trade will be above the standard of other years. In so far as prices are concerned there are practically no changes. Buckwheat is a little higher, and cornmeal as well. The chief article of interest at the present time, is of course, the Christmas bird, the turkey, and these are now bringing 23 and 24 cents a pound. Indications are that they will be a little easier before the holiday, as it is said the farmers are holding back their supply for the purpose of catching the Christmas trade. Geese range from $1.35 to $1.50, while chickens sell from 75 cents to $1.35. It is thought that poultry will be quite plentiful this season. Eggs are almost beyond the reach of the average buyer, as for hennery stock 50 cents and in some cases as high as 60 cents has been asked. Butter is firm and sells from 21 to 32 cents. Potatoes are still bringing from $1.75 to $2 Quotations are as follows:

Bacon		0 15	Eggs, hennery	0 40	0 50
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 28	0 30
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb.	0 21	0 23	Fish, cod, dry	6 25	6 50
Butter, creamery, lb.	0 24	0 27	Flour, Manitoba	6 45	6 50
Buckwheat, west. grey, bag	2 80	2 85	" Ontario	5 35	5 40
Cheese, new, lb.	0 15½	0 16	Ham		0 15
Currants, 1's, lb.	0 08	0 08½	Lard, compound lb	0 10½	0 11
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		4 50
Beans, string	1 02½	1 05	Molasses, fcy. Barbados, gl	0 40	0 41
Corn, doz.	1 00	1 05	Oatmeal, rolled		5 75
Peas, No. 4		1 20	Oatmeal, std.		6 35
" No. 3		1 25	Pork, domestic mess	22 00	22 50
" No. 2		1 30	Pork, American clear	21 50	24 00
" No. 1		1 80	Potatoes, bbl.	1 75	2 00
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb.	0 03½	0 04
Raspberries, dozen	2 05	2 10	Salmon, case— Red spring	7 75	8 00
Strawberries	1 85	1 90	Cohoes	7 25	7 50
Tomatoes	1 75	1 80	Sugar— Standard gran.	5 90	6 00
Clams	4 00	4 25	Austrian "	5 80	5 90
Cornmeal, gran.		5 25	Bright yellow	5 70	5 80
Cornmeal, bags		1 75	No. 1 yellow	5 40	5 50
" bbls.		3 65	Paris lumps	7 00	7 25

NEW NORWEGIAN SARDINES WILL BE LARGE

On Account of Small Catch, Price of Olive Oil and Tin Plate Prices are Likely to Rule High.

As there is a goodly quantity of Norwegian sardines sold in Canada, dealers will be interested in the catch and market.

Fishing has been going on for some time. The situation is a peculiar one. The fish this year have been quite scarce and have run to extremely large sizes. In ordinary times a tin of these sardines runs from 24 to 28 fish. This year the best eating qualities will run from 16 to 20 fish per tin. The large fish are, however, quite good in quality.

One broker advises the grocer who buys Norwegian sardines this year to see that he gets large fish. If he does not receive large fish he says he is either getting old stock or winter caught fish which are smaller because not sufficiently nourished.

There are several contributing causes towards high prices this year. In the first place there is the shortage in fish. Only about 50 per cent. of original requirement will be received. Then olive oil, in which they are packed, as the dealer knows, is very high in price this year, while in addition the price of tin plate is at a high level.

Quite high prices ruled last year and dealers were anticipating lower figures this season, but conditions would indicate a continuance to firmness.

DRUMMERS' SNACK.

Toronto, Dec. 21.—The executive committee of the Drummers' Snack Club of Commercial Travelers are holding their annual business meeting at the Walker House, Toronto, on Friday, Dec. 29th. This business meeting will be followed by a dinner at 6.30 p.m.

MORE OPINIONS FROM READERS.

The Canadian Grocer.—Please find enclosed P.O. Order for $2, my subscription for The Canadian Grocer. Should have paid it before. Would not like to be without it.

Elora, Ont. J. F. RICHARDSON.

FIND MANY BRIGHT IDEAS.

The MacLean Publishing Co.—Enclosed please find P.O. Order for $2 in payment of subscription to Grocer. We must say that we are greatly pleased with The Canadian Grocer, and wish you every success. We find many bright ideas and useful information regarding market reports.

Chatham, Ont. BURNIE & CO.

NEVER KNOW WHAT THEY MISS.

The MacLean Publishing Co.—Enclosed find $2 for one year's subscription to The Canadian Grocer.

Grocers who do not take this paper will never know what they miss.

Brougham, Ont. GEO. PHILIP.

(Continued frim page 38.)

a little too much matter. There is just enough holly border and the bells are appropriate. But if half the type were omitted, leaving twice as much white space, it would look much better. Some of the reading matter might have been placed at the top of the second page. There are, also, too many varieties of display type in use. This is the fault of the printer, and has the effect of causing confusion among the nerves of the eye. One series of type should be adhered to throughout.

Start With Good Heading.

MacLeod & MacBain, the 2 Macs, Ingersoll, Ont., issued a Christmas goods circular 24 inches by 16 inches, reduced reproduction of which is shown here. The chief feature of this is the large number of articles quoted and their prices. Christmas buyers certainly like to have a list of goods they are thinking about and the price of them.

The introduction of the announcement might have been improved upon. Instead of using the firm name some striking caption would probably appeal more quickly. The writer would have featured the Fruit Cleaner mentioned. For instance: YOU HAVE ADVANTAGE OF OUR OWN FRUIT CLEANER," would have arrested much attention, unless, of course, the fact has been well advertised for a long time before.

In some cases there are short special references to the goods advertised. But there is not enough of this. Referring to nuts, something could be said of their food qualities, the heat producing oil, etc. Same applies to dried fruits, cranberries, marmalade, etc. There should be something distinctive about each. This has a greater tendency to cause a prospective customer to buy. This is the kind of material that brings results in the newspaper when displayed properly and prices are quoted. While circulars are good in many cases, yet, as the dealer knows from his own personal experience, they are too often relegated to the waste-paper basket.



BRANCHES:
7 Front St. E., Toronto
156 Lombard St., Winnipeg

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.

BOVRIL AND YOUR BANK ACCOUNT

You increased your Bank Account by so much last Christmas. You want to go one better this season. Take our advice and push

BOVRIL

as much as possible. There are one hundred and one good business reasons why you should do so:—

BOVRIL is 100% pure. Cannot be made purer.
BOVRIL is needed by your customers. Remind them.
BOVRIL is a health and trade stimulant.
BOVRIL is profitable and a reputation builder.
BOVRIL never causes complaints.
BOVRIL is QUALITY.

Ask for Showcards and feature BOVRIL in your displays.

BOVRIL LIMITED, - MONTREAL, QUE.

H. P. ECKARDT & CO.
Toronto

Wish Everybody a Very Happy Christmas

Christmas Window-Dressing Competition

AND

AD-WRITING CONTEST

Only one more week before these contests close. See your Photographer at once.

THE CONDITIONS

This competition is open to any dealer or clerk who is a reader of The Grocer. Window to be dressed with Christmas goods and arranged entirely by dealer or clerk.

Photographs must be in our hands by Dec. 31. See that photographer gets good picture, as much depends on this. Give description of window when sending photograph.

THE PRIZES

	Towns and Cities Over 10,000 Population		Centres Under 10,000 Population	
1st	- - - -	$5.00	1st - - - -	$5.00
2nd	- - - -	$3.00	2nd - - - -	$3.00
3rd	- - - -	$2.00	3rd - - - -	$2.00

AD-WRITING

To the dealer or clerk who sends us best written original newspaper advertisement before December 31, a prize of $5.00 will be given. Clip it from newspaper and briefly outline your opinion of advertising.

Photographs and Advertisements coming in already. Send yours at once.

ADDRESS

THE EDITOR, THE CANADIAN GROCER

143--149 University Ave., TORONTO

Country Dealer's Method of Stock Taking

Some Points That Need Special Attention—Quiet Time Selected for the Work—Care Should be Taken to Carefully Prepare Inventory—Tabulating the Goods on the Shelves.

Those merchants who have made stock-taking a yearly or semi-yearly practice are high in their praise of the benefits derived. If a canvass of them could be made it would be found they would strongly advise merchants who have not been in the habit of doing so, to come over into the ranks of the safe business men. Far is it from the writer's idea to infer that all dealers who take stock are successful business men or those who do not are not, but the good business man is much more likely to be found in the ranks of those who take stock.

It is not given as the best method possible but will at least present an idea of the procedure to those who have never taken stock.

All Containers Weighed.

It was the custom in this store to prepare for stock-taking when opportunity presented itself for some time ahead. For instance whenever a sugar drawer, a rice box or for that matter a container or holder of any kind happened to be empty, it was weighed Thus, when taking stock, the container with goods enclosed, was placed on the scale, the

Financial Statement of John Doe — year ending Dec 31/11.

Resources	$		Liabilities	$	
Total Stock on Hand	2437	00	Amount Owing	1150	00
Fixtures	400	00	Notes, Bills Payable	450	00
Amt on Books	1700	00	Amt Invested	1500	00
Cash in Bank	437	00			
Cash on Hand	77	00			
Notes, Bills Receivable	331	00	Resources over Liabilities	2282	00
	5382	00		5382	00

Dec 31/11. Resources $2282 Liabilities
Dec 31/10 Resources 1137 Liabilities
1911 Profit — $1145

Statement illustrating figures every merchant should have at least once a year.

A Business Reflector.

Stock-taking is the business man's X-ray It enables him to tell exactly where he stands and to judge how his business is progressing with a much greater degree of accuracy than would otherwise be possible. Only by taking stock can he tell how much money he is or is not making, how much money he has tied up in the business, amount of stock, or amount he owes or is owed..

Stock-taking should not present any great degree of difficulty to the grocer. It means some hard work, it is true, but this should slip into the background when the advantages derived are considered. Let us deal first with the method of taking the inventory, listing the goods in stock.

There are various ways of going about the work. It depends somewhat upon the business. Here is a simple system the writer met with in a country store. marked weight of the container deducted and the weight of the contents known. The weight of the container was marked plainly in a place where it would not be obliterated, so that it would serve from year to year. For a day or so previous to stock-taking no more goods than really necessary were unpacked or emptied. This left the deck as clear as possible for operations. Buying was also allowed to lag as much as possible.

The Best Time.

Immediately after the Christmas rush was the time selected. The slackest day of the week was decided upon for the work. Part of the staff was allotted to waiting on customers, assisting the others when possible. One or two clerks, weighed and counted the goods and called them out to the recorder who set down the figures in the stock book. Number and amount of different lines were given and if cost price were on the package, it was called out also. Otherwise it was necessary to specify the brand and size so that the cost could be looked up later. A clerk worked down one row of shelves at a time, then the next, etc., so that nothing would be missed. Time was not taken to pile the goods back evenly on the shelf. That was left until later and is one of the advantages of stock-taking, allowing a rearrangement of goods. Stickers and goods that should be moving, were thrown out, so that selling efforts could be put behind them when stock-taking had been finished.

Any goods that have been recorded which are sold while stock-taking is going on must be kept track of, and the amount deducted from the cash on hand for they cannot appear in the inventory and the cash or credit accounts also.

There is another method sometimes employed in which the record of goods is not made until all has been finished. As each line is counted a slip bearing the amount is left and if any is sold from that line, it is deducted from the amount on the slips. When finished these slips are gathered and the amounts recorded in the stock book.

Drawing up the Inventory.

We are now well on our way towards the making of a general inventory that will acquaint us with the standing of our business, and which when compared with previous records of its kind will show us how much we have made within that period.

Just as soon as stock-taking is finished, other items that enter into the yearly statement have to be secured for they must all be taken at the same time, otherwise if further business is carried on, some items will be duplicated. The cash in the register and on hand must be counted, deducting the amount of goods which were recorded and afterwards sold. The value of the fixtures must be estimated and care should be taken not to over-estimate them or balance will look larger than it really is. The amount on the books, the amount owed, notes payable and receivable, cash in bank and other resources and liabilities of the business should be secured.

J. M. Waterman, manager of the Lima Bean Growers' Association of California, will make a trip through Canada early in 1912, according to a recent despatch. His plan is to place agents of the association on this side of the boundary and to introduce dried lima beans in sections where they are not handled. He will leave for the Dominion about January 15th.

Canada's Flour Trade With the Indies

Government Correspondent Gives Opinions on How it Can be Increased—Not Enough Care Given to Methods of Shipment—Hot Climate Prevents Flour Keeping Long.

A correspondent to the Dominion Government who has travelled throughout the West India Islands, in giving his impressions on trade questions, deals with some shortcomings of Canadian manufacturers which, if corrected, would mean increased trade with our sister colonies.

"There are quite a number of articles produced in Canada," he says, "that might find a market in the colonies to a much larger extent than they do if a little more attention were given to the development of that trade. Perhaps the one in which the largest development could be made is flour. A considerable quantity now finds its way there, but much more might be done.

"Several facts militate against the trade. It must be borne in mind that the Indies is a hot climate all the year round and consequently flour will not keep long there, which necessitates the sending of brands of good which-will-keep quality. For the above reason, too, West Indian importers will not take flour in large quantities. It is necessary, therefore, for them to order often and not infrequently by cable.

Promptness With Orders.

"To meet those conditions Canadian exporters should keep large stocks at seaboard so that orders can be filled promptly. Importers in the islands have stated that when they send an order to Canada it is often some weeks before they can get it filled, while by sending to New York for it the orders come by return boat.

"Another trouble is that Canadian shippers appear to lose sight of the fact of the heat of the climate, and flour is shipped in barrels, the timber of which has not been sufficiently seasoned for that hot country. In consequence it shrinks, and when the flour is being unloaded at the docks, there is considerable waste through its shaking between the staves. These and other difficulties may not seem small to Canadians, but it must be borne in mind that nearly all the business people in the Islands are English and they want what they want and when they want it as they want it.

Requirements as Ordered.

"Still another difficulty in regard to flour was the complaint that Canadian shippers were not particular enough about sending the brand ordered, but were too ready to substitute when not having the required one. One large importer of flour in Trinidad complained about this alleged habit of Canadian shippers.

"The shipment of lumber, potatoes and dried fish from the Maritime Provinces has, of course, been long established and is well unuerstood by the people down by the sea.

"Very much more could be said along these lines, yet all through the Islands the people are friendly disposed toward Canada and Canadians."

TO TEST B. C. ACT.

The Canadian Manufacturers' Association has decided to test the validity of the Extra-Provincial Companies Licensing Act of British Columbia. It will take the first suitable case of violation of this Act to carry the matter even to the Privy Council, in order to test the constitutionality of the Act under the terms of the British North America Act. This announcement has been made by the secretary of the association, G. M. Murray.

THE NEW SARDINE CO.

Many Canadian Sardines Now Packed In United States—Factory In New Brunswick.

Montreal, Dec. 21.—(Special.)—Further details are at hand regarding the proposed industry for the packing of Canadian sardines. It is claimed that eighty-five per cent of the sardine catch along the Atlantic coast is packed in the United States. There are a number of individual packers in this country but their output is comparatively limited. For years United States packers of Canadian sardines have carried on an extensive trade in Australia, South America and elsewhere, taking advantage of the splendid fishing grounds off the Atlantic coast of Canada to supply them with their material.

A new Canadian company has been formed in Montreal, with Geo. F. Johnston, of Johnston, McConnell & Allison, as president. The capitalization has been placed at $1,000,000, and among the directors are Sir William VanHorne, G. M. Bosworth, vice-president of the C.P. R., W. R. MacInnes, R. B. VanHorne, and W. J. Shaughnessy.

As previously stated, the headquarters of the new industry will be at Chamcook, three miles from St. Andrew's, N. B., where a big plant will be erected in time for next season's catch. Large piers and a number of workmen's cottages built of concrete will be erected.

Arrangements are being made to install machinery for the packing of larger fish in addition to sardines.

About 600 men and women, according to officials, will be employed by the new company. Chas. Haycock, formerly of the Seacoast Packing Co., of Eastport, Me., will be the secretary-treasurer of the new concern.

MERCHANTS IN LEGISLATURE.

With Fifteen of Them—Rights of Dealers Should be Carefully Guarded.

Merchants form an important factor in the make-up of the new Ontario Legislature, although the lawyers are the largest in number of any profession as was the case in the old parliament.

Fifteen merchants during the next four years will have a part in enacting Ontario legislation, and with this large representation of business men looking after their rights, the interests of Ontario merchants should be carefully guarded.

Here is the list:—Albert Grigg, Algoma; R. H. McElroy, Carleton; J. J. Preston, East Durham; Geo. Sulman, West Kent; Henri Morel, Nipissing; S. G. M Nesbitt, E. Northumberland; Sam Clarke, W. Northumberland; Wm. H. Hoyle, North Ontario; James Torrance, North Perth; Damase Racine Russell; Robt. Shillington, Temiskaming; S. Grant, East Hastings; Walter Ferguson, East Kent; Thos. Marshall, Monck; Jas. Thompson, East Peterboro.

WESTERN ONTARIO TRAVELERS.

New Officers Elected—Donald Ferguson The President.

London, Ont., Dec. 21.—Donald Ferguson was elected president of the Western Ontario Travelers' Association over R. E. Davis, after a six weeks' campaign, which brought out over 1,331 votes. H. H. Rennie defeated E. N. Hanna for second vice-president, while the other officers were: First vice-presdent, H. W. Lind (acclamation); directors, C. W. McGuire, R. Bruce Wanless, G. Morley Adams, J. H. Hiscocks, A. E. Cowley, M. M. Messer and Colin Currie.

Glen Wilson defeated A. E. Ferte in election for vice-presidency of the Travelers' Mutual Benefit Association.

W. Park, of Foster-Clark, Ltd., Maidstone, England, has just completed a business trip through Canada, and has introduced a new beef preparation called VI-OX. This is made in tablet and liquid form.

This Nippy Weather Makes Your Customers Keener Than Ever For

OXO CUBES

People enjoy **OXO** all the year round, but never quite so much as when Zero weather puts an edge on the appetite and whets the longing for a good hot drink—a rich bowl of soup—or a savory stew.

OXO Cubes put these things within the reach of every housewife with a minimum of trouble and expense. One **OXO Cube** makes a generous cup of Beef Tea or a plate of Soup, and adds flavor, richness and nourishment to gravy, stew or any other meat dish.

Our vigorous advertising is sending more and more people to their grocers—to you—for **OXO Cubes**. We want you to do your part and gather in your share of this growing trade.

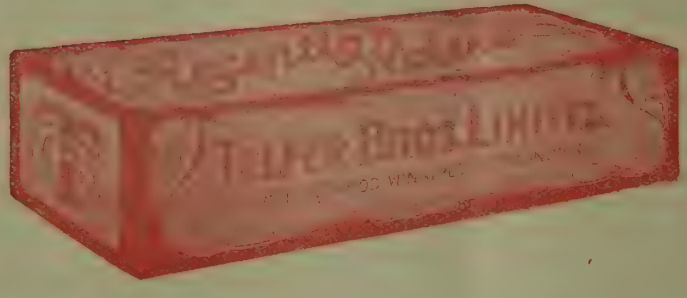
Put up in Boxes of 4 and 10 Cubes, also in Fluid form in 1, 2 and 4 oz. bottles

CORNEILLE DAVID & CO.

TORONTO MONTREAL WINNIPEG
OTTAWA LONDON, ONT. ST. JOHN, N.B.



The Yule-Tide Delicacy



Now that the Christmas Season is here with its jolly gatherings and pleasant visits of friends and relatives from near and far, there is nothing that can make it more happy or leave a lasting recollection than

Reception Wafers

You will find them ready sellers just now and by reason of their excellence of flavor you will find them a steady and consistently profitable stock throughout the year.

It is our wish that the grocers throughout the length and breadth of this Dominion enjoy the Christmas season of 1911 and that the New Year will be a happy and prosperous one.

Telfer Bros. Ltd., - Collingwood, Ont.

BRANCHES AT TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM



Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor
A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

Just Arrived

Italian Peeled Tomatoes

The quality is exceptionally high and absolutely superior to any other line on the market.

Haricot Vert,

Italian Canned Green Beans

Here is a line that is worthy of a place in your store. Prices are wonderfully reasonable.

ALSO
complete assortment of
Italian Tomato Pastes
(Bertolotto and Ercole Brands)

½ lb. 1 lb. 2 lb. 10 lb.
and 20 lb. tins.

H. E. VIPOND

197 St. Paul St., - MONTREAL

ROMANTIC SETTING TO CHRISTMAS ANNOUNCEMENT.

Grocer Tells of Goods, Their Quality and Prices in a New Way.

A traveler has been good enough to send The Grocer a unique retailer's Christmas announcement. The introduction is written in rhyme, contrasting forcibly with the usual straight prose variety. It is the product of Isaac Kaiser, Woodbridge, Ont., and will be read with interest. Here it is :



ZEPHIRIM HEBERT,
New President of Montreal Wholesale Grocers' Guild.

TO OUR PATRONS.

An invitation free to all,
Our price is right, our goods are new,
Is what we give to you ;
We trust that you'll not fail to call,
And see what we can do.

We're here to serve you best we can,
And so with us you will agree ;
There is happiness for every man
Who drinks our special blend of Tea.

Then again we draw your mind
To something that is really nice ;
Citron, orange, and lemon peel,
We'll surprise you in the price.

Now, how about that Xmas cake,
Our fruit is fresh and new ;
So take no chance and be too late,
But put your order through.

We know the market's good and high
On tomatoes, corn and peas ;
Nevertheless we're going to try
Our customers to please.

But just before the price went high,
We hoarded up a lot,
So in the sweet bye and bye,
We'll be Johnnie on the spot.

So in about a week or more,
Just take a trip and see
Better things than ever before
To fill your Christmas Tree.

We have oranges good and sweet,
Candies, nuts and dates galore ;
Everything that is good to eat
You will find at the PEOPLE'S STORE.

This is all we have to say,
So now we bid you all adieu,
And wish you a Merry Xmas Day.

Following this, on pages 3 and 4 of the announcement, is given list of Christmas goods and prices, and concludes with a number of suitable articles for Christmas presents.

Make Clear

your shelves for the best goods during 1912, and you will not regret it.

Macaroni of the "Swallow Brand"

has absolutely no superior, and it is therefore the line for you to handle. Our prices are right and you will find the goods just the same.

WRITE ABOUT SPECIAL PACKAGE WE ARE NOW PLACING ON THE MARKET

The G. H. Catelli Company, Ltd.
MONTREAL CANADA

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

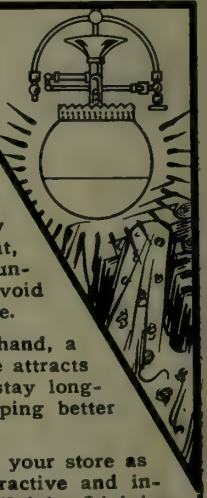
Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited
ST. CATHARINES, - - ONTARIO

DISPLAY YOUR GOODS TO BETTER ADVANTAGE



People don't know why they dislike a store; but, consciously or unconsciously, they avoid a poor lighted store.

On the other hand, a well lighted store attracts customers—they stay longer—do their shopping better and buy more.

Why not make your store as bright as day—attractive and inviting? A Rice-Knight Lighting System will give you more light and better light than any other method of lighting. It is cheaper than gas or electricity—can be installed anywhere, no matter where you live. Thousands of systems in use giving perfect satisfaction.

Display your goods to better advantage with a well lighted store. We can tell you how to do it.

Write to-day for Booklet M.

IT'S FREE. A POSTAL BRINGS IT.

RICE-KNIGHT, LIMITED
TORONTO

BUILD UP YOUR WESTERN SALES



The most rapidly developing market in all the world is that of Western Canada

Manufacturers and shippers of grocery lines in Eastern Canada, Europe and the United States can find no method of getting into this great market equal to shipping their goods to us.

We maintain large track warehouses in the five great distributing points of Western Canada. Our connection with the trade is most extensive and our facilities the most complete.

Get in right on this fast growing and ready market—the people of Western Canada are liberal buyers and prompt in payment.

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Merchants, Etc.

HEAD OFFICE - - WINNIPEG, MAN.

Winnipeg, Regina, Saskatoon, Edmonton, Calgary

Our Wish

to you and to all the brotherhood of good grocers,

A Bright and Joyous Christmastide

and throughout 1912

Health and Happiness round your fireside,

Prosperity in your Business

and

a Comfortable Credit Balance at the Bank.

W. G. Patrick & Co.

77 York St. *Toronto*

Wishing our friends and customers throughout the Dominion a

Merry Christmas

and a Happy and Prosperous

New Year

GUNNS LIMITED

Pork and Beef Packers, - WEST TORONTO

We take this opportunity to wish you a

Merry Christmas

F. W. FEARMAN CO., LTD.

"Star Brand"

Hams and Bacon

HAMILTON - ONT.



THE Ladies' Journal tells of a Gentleman from the Canadian West, while visiting in Washington, was asked by a lady "If there were any Reindeer in Canada." He said: "Oh, yes, there must be, when there are two large factories condensing Reindeer Brand Milk, and most people seem to prefer Reindeer to any Milk they can buy, as it was known to be so much richer and better, even as a food for delicate children.

REINDEER LIMITED

Factories at

Truro, N. S. Huntingdon, P. Q.

TO OUR FRIENDS:

The Canadian Grocers and their clerks, we present our heartiest good wishes for a record holiday trade.

A Happy Christmas

and a

Prosperous New Year

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

Crucial Moment in Poultry at Hand

Supplies Expected to be Ample for Demand—Turkeys and Chickens Plentiful—Ducks and Geese Not So Much So—Pork Products Somewhat Neglected, With Exception of Lard—Butter Holds Steady—Strong Statistical Position in Cheese.

The crucial moment in poultry is at hand. Soon dealers who purchased heavily will know if they bought wisely or not, and we will know if we have predicted correctly. From present indications it would seem we did. As yet there is nothing to argue otherwise. Supplies of turkeys seem quite plentiful for the occasion and fairly reasonable in price, when compared with other years, and the prices on other meat commodities. It is pointed out that this year our southern neighbor did not buy heavily of our turkeys for their Thanksgiving trade. Then the west has been drawing a goodly quantity of their supplies from the States instead of from Eastern Canada, leaving more in Canadian territory. Chickens are quite ample in supply also, but geese and ducks are not in the same abundance. The biggest rush for poultry comes during the last few days, but dealers expect to be able to meet it.

Consumptive demand for provisions is decidedly slack, and this is reflected in the trade of wholesalers, who cannot be said to be rushed. Interest is expected to brighten after the holiday. The high price of butter has driven the economic housewife to an increased use of lard, which is going out quite freely.

Mild weather of last week in certain sections slackened retail demand for butter somewhat, but the market this week is holding steady under smaller receipts, and a material shrinkage in stocks at several points. Eggs are in good demand with a fair sprinkling of new-laids now arriving.

The cheese market is quiet, but the statistical position is strong, stocks being very small.

MONTREAL.

PROVISIONS.—The demand for pure lard, hams and bacon, has been good, but the holiday trade interfered considerably, as the main attraction this week has been poultry, and especially turkeys.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 3 5 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 09
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 275 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt	6 60 6 75
" dressed, per cwt	9 50 9 75

BUTTER.—The quality of butter is reported fair for the most part, but the bulk of supplies are being taken from stocks in store. The mild weather was responsible for a slightly easier feeling, but with cold weather this passed. The market is fairly active with prices well maintained.

Creamery	0 32
Dairy, tubs, lb	0 24 0 27

CHEESE—There has been no change in cheese market which is steady and firm. Demand has only been ordinary. The statistical position is strong on account of small stocks held in Canada and shortage in English makes.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs	0 16 0 16½
Old cheese, large	0 16½ 0 17½

EGGS.—Eggs are in good demand and this week was expected to contribute a larger trade than usual. Prices are unchanged, but market is firm.

New laids	0 60
Selects	0 32
No. 1	0 27

POULTRY.—More favorable weather opened the week and a promise was given of lower temperature previous to Christmas. Turkeys, naturally, received much attention, and there was a good supply for holidays. The price was steady and no expectation of higher or lower quotations was expressed. It appears as if the supply will be ample for the demand.

Fowl	0 11 0 12	Turkeys	0 20 0 22
Chickens	0 10 0 15	Ducks	0 18
Geese	0 12 0 13		

HONEY.—The honey market is quiet. Trade is of the routine order with prices steady and demand quite normal.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—Under pressure of good demand, induced by Christmas cooving, and the high price of butter, lard has strengthened ½ cent per pound. Some firms quote even a slightly higher figure than that. Live hogs remain at about the same level as a week ago, although they have advanced and dropped back 10 cents during the week. Receipts at present are quite heavy.

General demand for provisions is none too brisk, although fair for Christmas week.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	6 15
Live hogs, local	6 50
Dressed hogs	9 00 9 25

BUTTER.—There is no particular change in butter situation. There has been fair sale but market is a little quiet at present. Deliveries are by no means on large scale.

	Per lb.
Fresh creamery print	0 33 0 34
Creamery solids	0 29 0 30
Farmers' separator butter	0 27 0 30
Dairy prints, choice	0 25 0 27
No. 1 tubs or boxes	0 23 0 25
No. 2 tubs or boxes	0 19 0 21

EGGS.—This week has brought a big range in the price of new-laid eggs. Last week they were quoted at 50 to 60 cents. This week a couple of firms have reduced them to 40 to 50 cents, giving as the reason an increase in receipts, but there are still a number of firms quoting at 50 to 60 cents. Last week's mild weather no doubt helped in production. Demand for new-laids may probably not be so keen after the passing of the holiday. Storage stocks are firmly held.

Storage eggs	0 27 0 29
New laid eggs	0 40 0 60

CHEESE.—Cheese remains steady but quotations are unchanged. The statistical position is strong but the market is quiet.

New cheese—		New twins	0 16 0 16½
Large	0 15½ 0 16	Old Stiltons	0 17
Old cheese	0 17		

POULTRY.—As indicated for several weeks, turkeys are expected to be in ample supply for Christmas. The first of the week was marked by heavier arrivals, and before the last day it is expected that there will be a goodly quantity on the markets. There has even

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

been the opinion expressed that a slight easing in price before the week was up would not be surprise. This, however, remains to be seen. Turkeys are in good supply, as are also chickens, but there is not same number of ducks and geese.

One big dealer stated that if the market did not ease off this week it could be expected to hold at the present figure for some time after the holiday.

Poultry—live—			Ducks	0 10	0 11
Fowl	0 05	0 07	Geese		0 09
Chicken	0 07	0 08	Turkeys	0 13	0 15
Poultry—dressed—			Ducks	0 12	0 14
Fowl	0 08	0 09	Geese		0 13
Chicken	0 10	0 12	Turkeys	0 17	0 20

CANNING FIRM INCORPORATED.

As Intimated in The Grocer Previously, it Will be Known as British-Canadian Canners.

The "British Canadian Canners, Ltd." with head offices at Montreal, has been incorporated with a capital stock of one million dollars. They will manufacture canned goods, condiments, pickles, jams, jellies, etc. The provisional directors are: George Cousins and Edward Penny, barristers-at-law; Patrick Brown, secretary; Samuel Mains, accountant, and Wm. Ford, bookkeeper, all of Montreal.

This is the firm referred to in The Grocer of two weeks ago.

Announcement has been made of the incorporation of the "Meadow-Sweet Cheese Manufacturing Company, Limited," capitalized at $75,000, with its place of business in Montreal, Que. This company has absorbed the Meadow-Sweet Cheese Manufacturing Company, and is empowered to act as manufacturers, growers, exporters, importers and dealers of and in butter, cheese, etc., to farm, buy, sell and deal in farm products, domestic animals, etc., etc.

A Mutual Benefit League has been formed in Detroit, according to a newspaper report, to put down the price consumers pay for food. It proposes to buy turkeys, chickens and farm produce from the farmers, and sell them direct to consumers in the city. The chief aim of the league is "to do away with the middleman," a most unworthy one and one that will be difficult to operate successfully.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

FINEST

ENGLISH KIPPERS

AND

EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

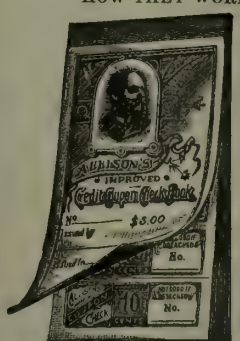
YOU CAN'T GET AWAY FROM CREDIT BUSINESS—BUT YOU CAN MAKE SUCH BUSINESS SAFE

You can "stop the leaks"—avoid disputes, misunderstanding, ill feeling — prevent accounts running too long or growing too large—by using

ALLISON COUPON BOOKS

which also PAY FOR THEMSELVES by saving time and work in bookkeeping alone without counting the main features of safety, accuracy and that all important point—"stopping the leaks." Furthermore, the customer LIKES the system because it is a system HE can understand

HOW THEY WORK:—



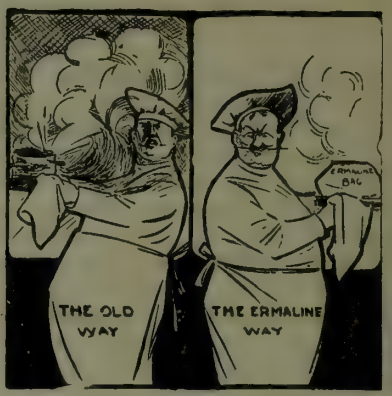
When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect on your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

INDIANAPOLIS, IND.

A Revolution



has taken place in the Kitchen, Mr. Grocer, and we want you to carry further war against those greasy odors which spread all too often through the home at meal time, by educating your customers to use

The Ermaline Cooking Bag

the recognized antidote for cooking troubles

1. Saves trouble and gas
2. Makes the meal tastier
3. Preserves the flavor and essence
4. The good of the meat is "Kept there"

N.B.—Paper bag cookery is not a caprice. Has established itself in England, and is already popular in Canada. Your customers will be interested.

Ask Your Wholesaler

THE ED. LLOYD CO., LIMITED

MONTREAL, QUE.

Grocers: The public—especially the woman at home—is being educated to demand purity in food products and has learned by experience that the well advertised brands are more uniform in quality than goods that do not bear the name of the manufacturer. Magic Baking Powder is guaranteed to be all that is claimed for it.

MAGIC BAKING POWDER



Contains no Alum and conforms to the high standard of Gillett's Goods.

E. W. GILLETT COMPANY LIMITED

TORONTO, ONT.

Winnipeg Montreal





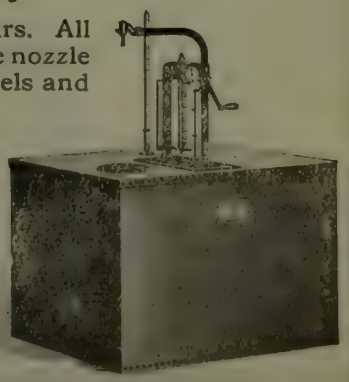
More Profits and a Bigger Business

Every grocer can make a good profit on kerosene and gasolene if they are handled right. There are millions of gallons sold every year. The profit on what you sell is large enough if you get all of it—there's where the trouble is. To get every cent of profit you should use the

BOWSER
Self-Measuring Outfit

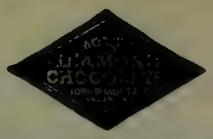
The original self-measuring system—sold to grocers for over twenty-six years. All dirt, waste and annoyance are done away with. You simply hang the can on the nozzle to get a pint, quart, half-gallon or gallon. You don't use any measures or funnels and the pump can't make a mistake—guaranteed accurate. With the Bowser you sell every gallon you buy. No oil-soaked floors. No contaminated merchandise and NO dissatisfied customers.

Every cent of profit goes into your pocket and then all the undesirable part of oil handling is gone. It's clean, pleasant and profitable. Just drop a card for our new book No. 5. It's free.



S. F. BOWSER & CO., Inc. - TORONTO, ONT.
66-68 Fraser Ave.

CANADA:
No better Country



MOTT'S:
No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto
Jos. E. Huxley Winnipeg — Tees & Persse Calgary — Johnston & Yeckney Edmonton
Frank M. Hannum, Ottawa

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Canada.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS: Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG

Ontario and Quebec:
W. G. PATRICK & CO. :: TORONTO

High Water Mark

A laundry soap that will double your sales, and do it with facility and satisfaction, is what you are looking for. Then just let your next order be for

Canada's Best Soap

Canada's Best is a white laundry Soap free from *all* ingredients that could possibly injure the finest fabrics. Made in a most modern factory by experts.

Washes the clothes white as snow, and gives them a sweet smell. Canada's Best will save the housewife money, and bring *you* profit.

United Soap Company
Montreal

TO THE WHOLESALE TRADE:

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS
MOLASSES
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

Christmas Detracts From Flour and Cereals

These Staples Have Been Somewhat Neglected in Holiday Rush—There is More Enquiry From Europe for Flour—Rolled Oats Have Not Changed in Price—Oat Market Remains Steady—Higher Ocean Freight Rate on Flour.

The retail trade is in the thick of the Christmas rush. Specialties and holiday goods are to the fore, while staples are neglected. Flour and cereals have temporarily been shifted to the background and trade is being left to care for itself. However, with the passing of the holidays it will again move up to its regular place and there is every prospect of good trade with opening of the new year.

There has been quite an increase in demand for flour from European sources during past week and bids were more in line with millers' views. Unfavorable reports which stiffen up wheat market are not infrequent from Argentine of late.

Rolled oats is becoming a very uncertain article. Little more than a week ago there came an unexpected decline of 25 cents per barrel in face of steady oat market. It was then generally believed that prices would react again. One big mill even announced on Saturday last they would advance prices 10 cents per sack. However, to date neither this mill not any of the others have changed prices. Some of the mills apparently believed they needed the business even at the lower price because the Christmas trade has brought a slackness in sales for rolled oats.

It has been explained before that the higher freight rates have been somewhat detrimental to export trade in flour. Rate on flour is now 16 to 17 cents per cwt. as against 7 to 8 cents a year ago.

The visible supply of wheat in the United States increased 1,350,000 bushels last week. World's wheat shipments last week totalled 9,120,000 bushels as against 894,400 bushels the previous week and 9,840,000 a year ago.

MONTREAL.

FLOUR.—The market is under influence of holiday spirit that tends to overlook staples as much as possible. However, there is a steady sale but no feature to the market, which remains unchanged.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

CEREALS.—Rolled oats are steady and in good demand. The last reduction has strengthened the feeling and a healthy tone is reported. There is nothing specially new in this market for the week.

Fine oatmeal, bags	2 71
Standard oatmeal, bags	2 71
Granulated oatmeal, bags	2 71
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb	2 47½
Rolled oats, cotton bags, 90 lb	2 52½
Rolled oats, barrels	5 20

TORONTO.

FLOUR.—Flour is included in the list of neglected staples which in rush of Christmas have been left pretty nearly to care for themselves. However, with the passing of the holiday season there is every likelihood of this line taking on increased briskness.

None too favorable reports from Argentine instill strength into the market at times. On Monday a new high record for year's crop of Manitoba wheat was reached, $1.09 being the price quoted.

Manitoba Wheat		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

CEREALS.—A week ago it was the general opinion that before another week had passed rolled oats would have strengthened from the last. One firm even stated that on Saturday last prices would go up 10 cents per sack. However, there has been no such advance. The oat market is steady at about the same level as during the past month or so.

Rolled oats, small lots, 90-lb. sacks	2 47½
Rolled oats, 25 bags to car lots	2 37½
Standard and granulated oatmeal, 98-lb. sacks	2 65
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb. bags	2 00
Rolled oats in cotton sacks, 5 cents more	

WINNIPEG.

FLOUR.—There is little new in the flour market. The local demand is steady and prices holding firm. Export demand is, however, quiet, and small quantities are being exported. A large shipment of flour left by the last boat from the head of the lakes on Dec. 12, but there are still heavy supplies to be forwarded by rail. A fair western business is being transacted, but the Japanese trade is being left entirely in the hands of Pacific coast mills. Prices prevailing at the present are:—

1st Patents	2 90	3rd Patents	2 50
2nd Patents	2 65	1st Clares	2 30

CEREALS. — A good seasonable demand is in existence for rolled oats and market is showing considerable activity. There is no particular change in situation, but demand from all quarters is strong and an active trade it is expected will be in existence all winter.

Wishing you the Compliments of the Season

with continued prosperity in the sale of the ever popular biscuit —**Perfection.** See that your stock is complete for "after-the-holiday" trade.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S. FORT WILLIAM, CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.





MAPLEINE

(THE FLAVOR DE LUXE)

Fulfils all Pledges of Quality, Delicious Flavor and Maintained Selling Price.

Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.

The Crescent Mfg. Co.

SEATTLE. WN.

May Form Provincial Grocers' Association

London and Toronto Dealers Have Matter Under Consideration —Plan to Unite All Grocers of Ontario—Medical Health Officer Interviewed—Want 75 lb. Standard Potato Bag—Cutting of Soap Prices.

Toronto, Dec. 21.—(Special.)—In addition to the nomination of officers for the year 1912, several important questions in connection with the grocery trade were taken up at the regular meeting of the Toronto Retail Grocers' Association on Monday night. Among them the possibility of consolidating the various grocers' associations throughout Ontario into one provincial association.

The question has been unofficially discussed with several other associations, and any who have been approached have signified willingness to join in the union. It was a communication from the London grocers, asking the Toronto association if they were still favorable to such a proposition that brought the matter before the meeting.

President Miller dealt with the greater power the association would have by co-operating. In this way they would have a much greater influence with both Provincial and Federal Parliaments in regard to legislation affecting their interests. The plan probably followed, if such an organization were formed, would be for each association to have representation in a provincial executive according to size, and this executive would have power to deal with big questions affecting all the trade. J. S. Bond, D. W. Clark, G. W. Hall, and Mr. Fry, spoke strongly in favor of the formation of such a union, and the London grocers will be assured that the local association is willing to co-operate in such a movement. It was stated that there are about 17 separate retail grocers' associations throughout the province, and it is probable that they will be communicated with at an early date, and their views on the matter secured.

Displaying Fruits Over Sidewalk.

J. S. Bond reported on the interview with the medical health officers by himself, D. W. Clark, and Neil Carmichael, in regard to the meaning of the display by-law. Some grocers had been ordered not to show such lines as pumpkins, potatoes, etc., outside. The association wanted to know if these lines were included in the by-law. The M.H.O. seemed confused and "at sea," and admitted that he didn't really understand the meaning of the by-law. However, he believed that any goods such as potatoes, pumpkins, etc., that had to be peeled or boiled, could be shown outside, and signified his intention of having the by-law amended so that it could be clearly understood.

Weight of Bag of Potatoes.

D. W. Clark thought the standard weight of a bag of potatoes should be placed at 75 pounds, as this would make it exactly five pecks, instead of the odd weight of 80 pounds, as now proposed. The association will petition the Dominion Government to set the weight at 75 pounds for the above reason.

Six for a Quarter.

The old soap question was brought to the front again. Selling at 6 for 25c is still prevalent, the department stores being the chief offenders. One member reported that a department store was getting a supply through a retail grocer and selling it at cut prices, and pointed out that the retail grocers were not standing together in trying to keep the price cutters from getting supplies.

The following nominations for officers for the year 1912 were made —President, R. W. Davies; vice-president, D. W. Clark, G. W. Hall, Mr. Fry; rec.-secretary, C. F. Thorne, Mr. Fry; treasurer, B. Snow, D. McLean, J. S. Bond, D. W. Clark; executive, D. McLean, J. Blood, D. Bell, T. Clarke, N. Carmichael, Mr. Fry, G. W. Hall, R. Mathews, D. W. Clark; trustees, F. Johnston, D. Bell and D. W. Clark.

The elections will take place at the January meeting.

G. W. Hall advised that the association appoint a legislation committee to look after the interests of the grocer in by-laws being enacted by the city council.

J. Munholland, Yonge St., was admitted to the association.

J. Blood thought that vegetables should be sold by weight. If made compulsory the peddler also would have to carry scales.

COMMENTS ON THE SIDE.

"I always weigh my potatoes. A peck measure holds all weights."

"I put my pecks up in paper bags so that the deliveryman does not have to wait to empty them."

"They say soap is going to drop after the first of the year."

"I think the grocers should take more interest in the municipal elections and the several by-laws to be voted on."

"How does the association stand in regard to giving Christmas presents?"

"Oh, that's dead long ago," replied one member.

"The department stores are getting a big share of the soap trade."

"I sell just as much soap as ever."

"I know of ten good customers who used to buy all their soap from me who never buy a bar. If they get their soap trade, they get some of their other trade too."

"While we may not be selling as much soap, I think we are making just as much money on it."

"One of the big stores advertise cluster raisins at 15 cents, and then when they get them there, sell them something at a higher price."

"That's the way to do."

"One of the department stores is getting 2 cents per can more for a certain brand of salmon than any grocer in the city."

"The more we talk to our customers about them the more we advertise them."

Novel Christmas Drawing Contest For the Children

Portage La Prairie, Man., Dec. 21.—(Special)—Brown's Limited, of this city believe that if you can get the children interested, you will have the whole family interested in Christmas goods. With this is view they have just completed a Christmas contest for school children, giving ten prizes for the best pen and pencil drawings of Santa Claus.

The first portion of their page adverment in the local paper used in announcing this contest read: "Dear children—we believe there is a great deal of hidden talent among the children of our city which needs only some little incentive to see the light of day and we have decided to inaugurate and conduct at our store for a few weeks prior to the holiday season, a novel and interesting drawing contest. We want as many pencil and pen drawings of Santa Claus as we can obtain. If you come to the store we will give you two sheets of paper designed expressly for the drawing and also a sheet of Santa Claus designs which you may use as a guide."

There were five classes, according to the ages of the children. The winners were determined by a voting contest held at the store at which any visitor or customer was entitled to one vote whether he purchased or not. Every child contestant was given six Santa Claus postal cards to mail to their friends, to bring them to the store to see the drawing and cast a vote.

Following the name of the firm at the bottom of the ad. is the inscription: "Where a dollar does its duty."

E D S

Jams, Jellies and Preserves are Unadulterated

THE makers of these reliable table delicacies wish their many friends and admirers the Compliments of this Happy Christmas Season.

E. D. SMITH

WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

BRASS STENCILS

OF EVERY DESCRIPTION

THE HEROD MACHINE & STAMPING Co LIMITED BRANTFORD CAN.

JAN. 15th 1912 — We will double the size of our tins.

SAME QUALITY

SAME PRICE

We could not improve the polish.
We doubled the size of the tin.

THE "NUGGET" POLISH CO., LTD.
TORONTO, ONT.

Tartan BRAND

THE SIGN OF PURITY

We wish our friends in the trade

A Happy Christmas and a Prosperous New Year

and trust that in 1912 the increase in their business will greatly surpass their most liberal expectations.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

Wishing All

a

Merry Christmas

and

Prosperous

New Year

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

XMAS

Greetings to the very many patrons of

"St. Nicholas"
"Home Guard"
"Puck" and
"Kicking"

From

FRANC TRACUZZI
SHIPPER, - MESSINA

J. J. McCABE
AGENT
TORONTO, : : ONT.

Christmas Fruit Trade Has Been Good

Will Compare Favorably With Other Years—Good Holiday Trade Expected Until After New Years—Vegetable Specialties Selling Well—First Estimates of California Citrus Crop—Big Shipment of Japanese Oranges—Celery High in Price.

The annual big Christmas harvest time of the wholesale fruit men is on the wane. For some time all has been briskness around the fruit markets, and especially has this been so during the past week or so. The greater bulk of Christmas goods for country merchants went out last week, while greater quantity of supplies were purchased by city dealers this week. However, there is always a good holiday demand for fruits between Christmas and New Year's, and business is expected to be on large scale next week.

Oranges have been big sellers, although it is thought the trade has not been as large as last year for reason that prices have been higher and crops were late in maturing. Vegetable appetizers for the Christmas table, such as ripe tomatoes, lettuce, imported cucumbers, sweet potatoes, mushrooms, etc., have been given their full share of attention.

The preliminary estimates of the California Fruit Growers' Exchange give the probable shipments of oranges and lemons from the entire state for the coming year as 49,200 cars. Southern California is expected to send about 46,000 cars—a considerable increase over output of year just closed, when 43,585 carloads, the largest crop in the history of the industry then, were shipped.

A recent arrival in Victoria, B.C., was a shipment of 24,490 boxes of Japanese oranges for distribution in Canada and the United States. This is the largest shipment of oranges brought across Pacific this year.

The weather has not been exactly seasonable for lemons of late, and for this reason they have been lagging somewhat and are a shade easier.

Spanish onions are easy in Europe, but this is thought to be only temporary from fact that staples have been neglected in the Christmas rush.

Although high in price, some Canadian markets received shipments of California celery for Christmas trade. Prices are expected to ease off after Christmas has passed.

MONTREAL.

GREEN FRUITS.—The present week opened with one of the busiest days the wholesale district has gone through in a long time, and employers experiences a 6 a.m. to 7 p.m. schedule daily for the week. There has been good demand for cranberries with some Cape Cods offering. The price is firm and it is expected stocks will be pretty well depleted during next three weeks. Grapes, oranges, pineapples, grape fruit and lemons are moving well, with brisk trade especially in first two. Apples are also receiving considerable attention with prices holding firmly. There has been a large sale of holly at $4 a case, and holly wreaths at $2 a doz. This feature of the trade is reported much heavier than usual.

Apples—		
Spies	5 50	5 50
Fameuse	3 75	5 50
Baldwins	4 25	4 75
McIntosh reds		6 00
Greenings	4 25	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries in bbs. 21 qts	2 75	3 00
Cranberries, N. S., soft, bbl		8 00
Cranberries, N.S. bbls	9 00	9 50
Grape fruit, Florida, case	4 75	5 00
Jamaica, case		3 50
Grapes, Malaga, per keg	5 00	6 00
Lemons	2 50	3 50
Limes, a box	1 25	1 50
Oranges—		
Navels		3 50
Valencia	5 00	5 50
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES. — The wholesale fruit men have entered into the conspiracy to make the Christmas dinner a success, and particularly that of the wealthy, who can afford California celery, Boston lettuce, New York cucumbers, sweet potatoes, and the other delicacies that add to the sorrow of the dyspeptic, but to the joy of the average individual. Prices for these articles are reasonable and compare rather favorably with price of potatoes, under the circumstances. The jobbers have prepared well for a big trade, and are realizing it. Retailers apparently cleaned out their old stocks pretty thoroughly before they came into the market. The change in the weather this week was an extra incentive.

Beans, green, hamper		3 00
Brussels sprouts, per qt		0 25
Carrots, bag		0 90
Cabbage, doz		0 40
Cauliflower, doz.	1 75	2 00
Celery, Cal. 6 doz to crate, crate		6 50
Cucumbers, doz		2 25
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Lettuce, Boston, per doz		1 00
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 50
Half crate		2 25
Canadian reds, 100 lbs		3 50
Radishes, doz		0 45
Sweet potatoes, per basket	2 00	2 50
Montreal potatoes, new, bag	1 40	1 45

TORONTO.

GREEN FRUITS.—The past week or two has been harvest time for the local wholesale fruit men. Trade in all departments has been quite satisfactory. Bulk of supplies for Christmas trade went out to country merchants last week, and on account of mildness of weather it was not found necessary to ship in heated cars, a paper cover in refrigerator cars sufficing. The city trade started in to purchase heavy at the beginning of the week, and it is believed that when totals are made up there will be record showing.

Florida and navel oranges have been good sellers. Almeria grapes have sold fully up to expectations. Cranberries have been in good demand, while grape fruit, pineapples, bananas, apples and lemons have come in for their full share of attention.

Florida oranges are quoted this week at $3 to $3.25, while California navels

YOUR XMAS SUPPLIES
OF
FRESH TOMATOES

should be ordered now to insure delivery

We can supply you all winter with the
BEST OUTDOOR GROWN

and you need have no fear of any damaged ones in the crates. All are carefully examined and the bad ones removed.

WEEKLY SHIPMENTS
6 BASKETS TO THE CRATE

WEST INDIES FRUIT CO.
30 William Street, Montreal

Oysters Haddies Fillets
Frozen Halibut, Trout, Whitefish
Package Fish of every kind.

We draw attention to the Oyster Trade for New Year's—Full Supplies of our **Long Island Native** Brand in 1, 3 and 5 gal. tins.

HOTHOUSE TOMATOES. We have them regularly—of the finest quality.

WHITE & COMPANY, LIMITED
Wholesale Fancy Fruits and Fish
HAMILTON TORONTO

FOR—
"Green Mountains,"
"Delewares"
or other varieties of
POTATOES
for SEED or TABLE USE.

Bags or bulk in Cars.
Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

Greetings
To Our Business Friends and Patrons

We wish you all a Right Merry Xmas and a Happy and most prosperous New Year. May this old-fashioned greeting find you in the best of health and may Dame Fortune smile upon you throughout the coming year.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 GUELPH, ONT.

BUSTER BROWN



extends to one and all—both great and small, best wishes for

A Merry Xmas



Sales Agent: W. B. STRINGER, TORONTO.

rule at $3.25 to $3.50. English hothouse grapes are worth 65 to 75 cents per pound.

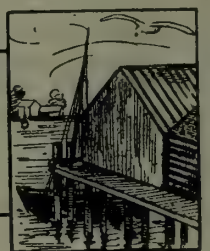
Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Limes, box		1 50
Oranges—		
Florida	3 00	3 25
California navels	3 25	3 50
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 50	4 00
Grapes, Almeria per keg	5 00	6 00
English hot house grapes, lb	0 65	0 75
Cranberries, Cape Cod, brl.	10 50	11 75
Nova Scotia		8 00
Jersey long keepers		12 00
Apples, brl.	2 25	4 00
Pineapples, case	3 25	3 50

VEGETABLES.—This week has found an improved demand for vegetable specialties, such as cucumbers, head lettuce, celery, mushrooms, hothouse tomatoes, etc. More staple lines have fallen more into the background. There will be no California celery in for Christmas, as prices are considered prohibitive. However, with Christmas over, prices are expected to ease off and make shipments possible.

Boston cucumbers, doz.		2 25
Boston head lettuce, doz.		1 25
Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
barrel	1 50	1 75
Carrots, bag	0 80	0 90
Turnips, bag		0 50
Celery, per doz.		0 40
Parsnips, bag		0 90
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags		2 00
Potatoes, N. B. stock, bag		1 50
Potatoes, Ontario, bag		1 40
Sweet potatoes, hamper	1 75	2 00
Mushrooms, 1-lb. boxes	0 70	0 75
Can. hot house tomatoes, lb		0 30



Fish - Oysters



Weather Unfavorable for Advent Trade

Advent Trade Has Not Been All That Could be Desired—Weather Man Receives the Blame—Frozen Fish Were not Big Feature They Would Have Been With Colder Weather—Retailers Should Feature Oysters Between Christmas and New Year's—Weather on Eastern Coast More Favorable for Fishing.

Reports from some centres indicate that the Advent fish trade has not been all that it might have been. Unseasonable weather has been chief cause, the adverse effects being especially felt in frozen fish which would have been a big feature under more favorable weather conditions. Although there is a tendency to feature other lines this week, the cooler weather and three special fish days have helped sales considerably.

Between Christmas and New Year's is a splendid time to feature oysters. There are many family gatherings with the accompanying oyster shppers, and dealers who push this line during this period should find results gratifying.

The weather conditions along the eastern coast have been more favorable for fishing and there have been increases in the receipts of cod and haddock. Smoke houses and curing plants are busy preparing finnan haddie for which the demand is good. The supply of smelts is not equal to the demand, the United States markets taking the bulk of supplies.

QUEBEC.

MONTREAL.—The Advent trade in fish has been somewhat disappointing. Such is consensus of opinion, and entire blame is laid on the shoulders of the weather man. The disappointment has been felt chiefly in frozen fish which with cold weather would have been a big feature. As it was the bulk of trade was in salted, smoked and cured fish. Many orders received for delivery three weeks ago have not been filled as far as frozen fish was concerned. The orders included different kinds and because of the mild weather the item for frozen fish in each order was not filled. The result was that refrigerator space has been pretty well filled up and in a number of cases fresh frozen fish was left in the cars on the tracks near the end of last week. Early this week with a weather change for the better orders were filled out of these cars. On the whole, however, the market has been fairly satisfactory, and the local trade expect this week with three fast days to add considerably to the business already done.

The supply of lake fish has been good and fresh fish from the Atlantic coast is reported good as the result of rather favorable conditions. As far as supplies are concerned there is no complaint heard and prices are regarded as being rather low.

The oyster trade has been heavy. One firm figures an increase in demand for bulk oysters at 25 per cent., while for shell oysters the increase has been about 20 per cent. This must be regarded as satisfactory in the light of the conditions that have obtained.

After the holiday it is not expected that any slump will be felt. With ideal weather there will be a good demand, and it is a fact that a great many dealers have not as large supplies as is usual at this season. For that reason there should be a tendency toward steady buying. Prices do not show any special change. The salmon run was light and that fish will be steady as will be halibut for which there is always a firm demand.

FRESH

Steak cod, headless, per lb	0 05	0 05½	Haddock, per lb	0 04½	0 05
			Smelts, fancy		0 10

FROZEN

Haddock	0 04	0 04½	Round red salmon	09	0 10
Halibut, per lb.	0 08	0 09	Gaspe salmon, per lb		0 18
Herring, frozen, per 100 fish	1 70	1 80	Qualla salmon	0 07½	0 08
Pike, round lb	0 05	0 05½	No. 1 smelts, lb		0 10
Pike, dressed & headless, lb	0 06	0 07	Extra smelts, lb		0 14
			Lake trout, lb		0 10
Steak cod		0 05	Tomcods, orl	2 25	2 50
Mackerel		0 11	Whitenah, large, lb	08½	0 09
Dressed perch		0 10	Whitefish, small	0 06	0 06½
Dore or Pickerel	0 07	0 08			

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	6 50

SALTED AND PICKLED

New green cod, per bbl 200 lbs		10 00	No. 1 green haddock, per 200 lbs		7 50
No. 1 bbl. 200 lbs		9 00	No 1 green pollock, per 200 lbs		7 00
New green cod, per lb	0 04½	0 05	Salmon, B.C., red, bbl.		14 50
New Labrador herring, per bbl		5 50	Salmon, B.C., half bl.		8 00
New Labrador herring, per half bbl		3 15	Salmon, Labrador, bl.		15 00
Labrador sea trout, bbls		12 00	Salmon, Labrador, half bl.		8 00
Labrador sea trout, half bbls		6 50	Salmon, Labrador, trcs, 300 lbs		21 00
No. 1 mackerel, pail		2 00	Salt eels, per lb	0 06½	0 07
No. 1 mackerel ½ bbls		8 00	Salt sardines, bbls		5 50
Scotia herring, No. 2, bbl			Salt sardines, ½ bbls		3 00
Lake trout, kegs		6 50	Sea trout, ½ brl		6 50
Choice mackerel, pail		2 00	Sea trout, bbls		12 00
			Scotch herring		6 50
			Scotch herring, keg		1 00
			Holland herring, ½ bl.		5 50
			Holland herring, keg		0 75

SMOKED

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 11
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00

Solid meats—Standards, gal., $1.70; selects, gal., $1.90.

NEW BRUNSWICK.

ST. JOHN.—Favorable weather conditions prevailing throughout the past week have been responsible for larger catches by the fishermen, and market has been well supplied with splendid variety. The sale of fish here has been encouraging since Advent set in, and owing to the extra fish days, but the absence of high winds has enabled the fishermen to report better success than for some time past. Fair quantities of lobsters are now being received, but the price is quite stiff, owing to the operations of United States buyers along the coast. The softness of the weather at present has caused a falling off in the stock of smelt, because there has been no fishing through the ice, but this will be remedied with a little cooler temperature.



Our Wish is Your Wish

that the coming year may see your business even healthier than it is at present and that all enjoyment possible may be yours at Xmas and New Year.

BEFORE

you start stock-taking consider for a few moments whether it is not possible for you to place a FISH DEPARTMENT at the back of your store. A clean, tidy department which will show your customers that you are attending to their wants.

AFTER

having decided that it is quite feasible, write us for information. We can tell you what others have done and just how much it has cost them. We can provide any quantity on the shortest possible notice, being THE fish people of Canada.

Boutilier's Smoked Fillets
Arbroath Brand Smokies

Mariner Brand Skinless Fish
Canada Brand Boneless Cod

OCEAN BRAND

Haddies ***Kippers*** ***Bloaters***

Just a few of the headliners which make for success!

The Halifax Cold Storage Co., Limited

MONTREAL

How Big a Man Are You?

Your weekly envelope will answer this question.

The dollars per week you earn, proves your bigness or littleness---your importance or unimportance---whether trained or untrained.

MacLean's Magazine

offers you a chance to become a trained man, to increase your salary without interfering with your present work.

We have a position for you on our circulation staff. Circulation work on a magazine like MacLean's affords a better training in salesmanship than that afforded by any other commercial business.

You can fill a position with the MacLean Publishing Company which will only require your spare hours.

Write for our terms and further particulars to

MacLean Publishing Company

143-149 UNIVERSITY AVENUE, - - - - - - TORONTO

Genuine Imported Scotch
KIPPERS and FINNAN HADDIE

We have imported a choice lot of these lines for our trade.

Scotch cured goods are admitted to be the most superior grade in cured fish of all descriptions, and our observations on this shipment bear out this conclusion.

The Kippers are nice stock, medium size fish, packed about thirty pair to the box. They are smoked to a nicety and for a fish for breakfast they are really hard to beat.

The Finnan Haddie are packed in boxes, weighing one stone each, 14 lbs. The fish are beautiful thick fish, and with the well-known Scotch Cure, have an appetizing appearance that go about three parts of the way towards selling them.

These fish are higher in price than the domestic-cured goods and they are well worth it. It is usually impossible to bring these goods to Canada on account of the prohibitive freight and duty charges, but on account of an extraordinary catch off the Old Country coasts this fall we were enabled to buy them cheap enough to import them.

WE KNOW YOU CAN SELL THEM and besides you will give your trade an article that you can recommend very strongly, and that will bring your customers back for more.

TRY A BOX AT ONCE.

THE F. T. JAMES CO., Limited

CHURCH and COLBORNE STS. - - TORONTO.

A Merry Christmas

and

Prosperous New Year

is the wish extended to all, by the packers of the

Famous Brunswick Brand Sea Foods

CONNORS BROS. LIMITED

BLACK'S HARBOUR, N.B.

When Father Christmas wakes up Monday morning, the first thing he will do is to strike a Dominion Match and wish you all the Compliments of the Season---So do we.

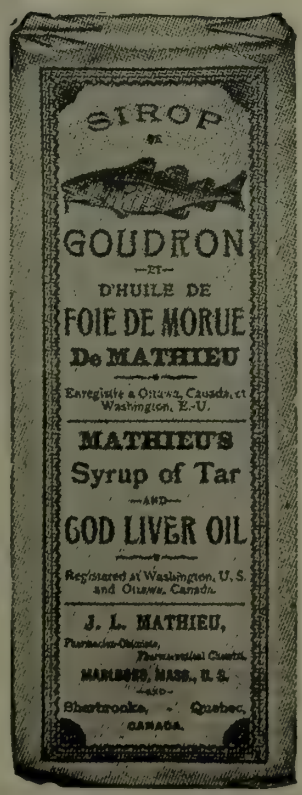


Dominion Match Co., Limited

DESERONTO, ONT.

Or The Canada Brokerage Company, Limited, Toronto, Ont. The A. Macdonald Co., Winnipeg, Man. Snowdon & Ebbitt, Montreal, Quebec.

CURE COUGHS FOR KINDNESS



and add to your daily sales by suggesting that

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

is a splendid household remedy and is displacing ordinary cough cures--the reason being that it not only stops the cough, but it also removes the cause and builds up the tissues.

It's horse sense that a bottle in the home, ready for an emergency, may save a serious illness.

This suggestion may mean several extra sales.

J. L. MATHIEU CO., PROPS.

SHERBROOKE, P.Q.

For Feverish Colds, don't forget to recommend

Mathieu's Nervine Powders

the great Headache and Neuralgia Remedy.

The Compliments

of the Season

and a Prosperous New Year

To all Our Friends.

D. S. Perrin Company, Ltd.

Executive Offices and Factory

LONDON, - CANADA

BRANCH WAREHOUSES

MONTREAL OTTAWA HAMILTON

WINNIPEG CALGARY VANCOUVER

Best Wishes

Brother Grocer. We trust that this Xmas may be as happy, indeed happier, with you than the last, and New Year likewise.

About 1912 Trade

Have you made any plans for tobacco business? Don't you agree with us when we say that there are possibilities in the trade for you? Think it over and in the meantime remember our three headliners :

MASTER MASON
MAPLE SUGAR
KING GEORGE'S NAVY

The Rock City Tobacco Co.
Quebec Winnipeg

BANNER COLD BLAST LANTERN



Notice to Dealers

Every purchaser of a

Banner Lantern

can get a

CALENDAR for 1912

by filling in and mailing the coupon found in the

LANTERN

Ontario Lantern and Lamp Co., Ltd.
Head Office and Factory, HAMILTON, ONT.
BRANCHES: MONTREAL AND WINNIPEG

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, Montreal.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 406, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

MISCELLANEOUS.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins, 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
2-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
2-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
2 "	6-oz	Private
1 "	12 "	Private
1 "	16 "	$6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ½-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 3 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
Raspberry and gooseberry	1 80	Grape	1 85
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 83	0 10½

Weight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

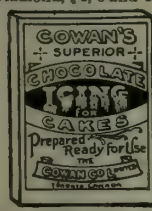
Unsweetened Chocolate—



Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—

	Per lb.
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ½'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocolate, ½s	0 32
" Navy " ½s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-6, ⅓, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 25c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	....	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	5 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80





ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 50
Baby size, per case	2 00
Ditto, hotel	3 75
Silver Cow Mi k	4 90
Purity Milk	4 75
Good Luck	4 00

Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground	0 30
" " 1 lb. tins, " "	0 31
" " ½ lb. tins, " "	0 32
Anchor Brand, 2 lb. tins " "	0 31
" " 1 lb. tins " "	0 32
German Dandelion, 1 lb. tins, ground	0 26
" " ½ lb. tins, "	0 28
English breakfast, 1 lb. tins, "	0 18
Grand Prix, 1 and 2 lb. tins, "	0 30
Demi-Tasse, 1 and 2 lb. tins, "	0 30
Flower Pot, 1 lb. pots, "	0 32

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 gross	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	$ 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 0
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	13 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**



Ready Sellers in Winter!

The best line of stove polish for you to sell---the line that will give you satisfaction and profit is

Black Knight Stove Polish

It gives a brilliant, lasting shine and calls for but a fraction of the elbow grease required by other stove polishes.

Economical in use and will not stain the hands.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN - - BUFFALO, N.Y.

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

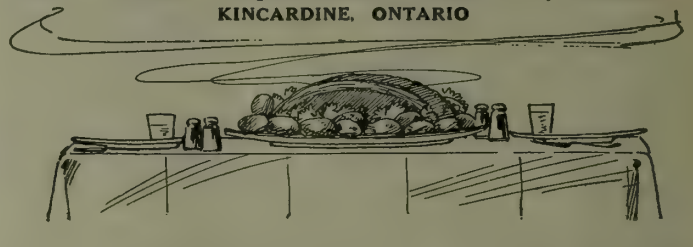
ONTARIO PEOPLE'S SALT

has won the charm of every household.

It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.

Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO





Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½ flacons,	40	Bou. 11 00
"	tins ½ kilo	100	tins 15 50
Extra Fins	" ½ "	100	" 15 00
Tres Fins	" ½ "	100	" 14 00
Fins	" ½ "	100	" 12 50
Mi-Fins	" ½ "	100	" 11 00
Moyens No. 1	" ½ "	100	" 10 00
Moyens No. 2	" ½ "	100	" 9 50
Moyens No. 3			8 75

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	½ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

"Le Soleil," 72 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07½	lb.
" 12 lbs., 2½ lb. bars	0 08½	lb.
" 50 lbs., ½ lb. bars	3 50	case
" 200 lbs., 3½ oz.	3 75	case

"La Lune," 65 per cent. Olive Oil

Case 25 lbs., 11 lb. bars	0 07	lb.
" 12 lbs., 2½ lb. bars	0 08	lb.
" 50 lbs., ½ lb. bars	3 25	case
" 100 lbs., 3½ oz. bars	1 80	case
" 200 lbs., 3½ oz. bars	3 40	case

Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50
Matts Golden Russett—	
Sparkling Cider, 12 qts	5 00
" 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

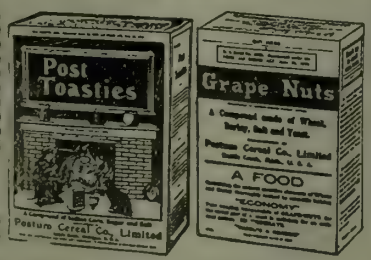
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½-lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only.	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's 4 50
Gusto, 36's 85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND

F.O.B. Montreal



Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½



GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3
3 cases of 4 doz	3
5 cases or more	3

Marmalade.



SHERIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25

Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box "Special"	per box	0 22
8 lbs. " "	"	0 44
5 lbs. " "Standard"	"	0 27½
10 lbs. " "	"	0 55
60 lbs. cases or 75 lbs. bbls.	per lb.	0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)	"	0 06

Globe Brand.

5 lbs. box "Standard"	per box	0 30
10 lbs. " "	"	0 60
25 lbs. cases (loose)	per lb.	0 06
25 lbs. cases, 1 lb. packages	"	0 06½

Jelly Powders



Assorted Case,	Contains 2 doz. $1.80
Lemon (Straight)	Contains 2 doz. $1.80
Orange (Straight)	Contains 2 doz. $1.80
Raspberry (Straight)	Contains 2 doz. $1.80
Strawberry (Straight)	Contains 2 doz. $1.80
Chocolate (Straight)	Contains 2 doz. $1.80
Cherry (Straight)	Contains 2 doz. $1.80
Peach (Straight)	Contains 2 doz. $1.80

Weight 8 lbs. to case. Freight rate, 2d class.



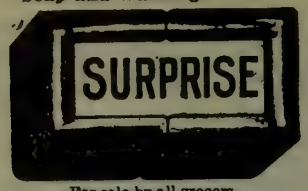
Assorted Case,	Contains 2 doz. $2 50
Chocolate (Straight)	Contains 2 doz. 2 50
Vanilla (Straight)	Contains 2 doz. 2 50
Strawberry (Straight)	Contains 2 doz. 2 50
Lemon (Straight)	Contains 2 doz. 2 50
Unflavored (Straight)	Contains 2 doz. 2 50

Weight 11 lbs. to case. Fr'ght rate, 2d class.



Assorted flavors—gross 10.75.

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

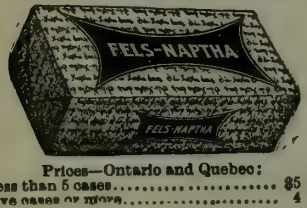
30 days.



5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall.	doz.	2 00	1 gall. ....doz. 19 20
¼ gall.	"	6 00	1-16 gall., gross
½ gall.	"	10 80	lot..... 20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06½
100 lbs.	kegs, No. 1 white	0 06½
200 lbs.	bbls., No. 1 white	0 06½
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07½
48 lbs.	Silver gloss, in 6 lb. canisters	0 07½
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07½
100 lbs.	kegs, Silver gloss, large crystals	0 06½
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07½
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
Celluloid—Boxes containing 45 cart's, per case		3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07½
40 lbs.	Canada pure corn starch (20 lb. boxes ½c. higher)	0 05

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS

Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

SYMINGTON'S SOUPS



Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

		Per case
Case No. 1, 60 1-lb. packages	1 case	$2 85
	5 "	2 75
Case No. 2, 120 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 3, 30 1-lb. " / 60 ½-lb. "	1 case	2 85
	5 "	2 75
Case No. 5, 100 10-oz. "	1 case	2 90
	5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03½
Half barrels, 350 lbs.	0 03½
Quarter barrels, 175 lbs.	0 03½
Pails, 38½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

Plain tins, with label—		Per case
2 lb. tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
1 lb. tins 2 doz in case		$3 50
5 " 1 " "		4 00
10 " ½ " "		3 95
20 " ¼ " "		3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum reselling prices
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum reselling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz case, per doz	1 60
3's, 2 doz case, per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75



	Per dozen
H.P. Sauce—	
Cases of 3 dozen	$1 90
H.P. Pickles—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross, $2.40 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 5½ to 1b	38
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas



THE "SALADA" TEA CO.

Wholesale Retai

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 28
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 23	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ¼'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

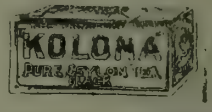
MELAGAMA TEA



MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red "	1 lb. or ½	0 27	0 35
Green "	1s, ½ or ¼	0 30	0 40
Blue "	1s, ½ or ¼	0 35	0 50
Yellow "	1s, ½ or ¼	0 40	0 60
Purple "	½ only	0 55	0 80
Gold "	½ only	0 70	1 00



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1 per doz.: No. 2 tin, 2 doz. in case, $1.90 per doz; No. 5 tin pails 9 pails in crate, 37½c. per pail; No. 7 wood pails, 6 pails in crate 52½c. per pail; 30-lb. wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

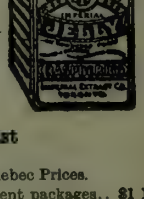
Pure Orange Marmalade—guaranteed finest quality. 12-oz. glass jars 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case. 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in crate, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.

WHITE SWAN SPICE AND CEREALS, LTD.



White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

When The Hands Are Soiled

At the Office, Store, Bank, Printer's, Home, in fact



At the Foundry, Shop, Mill, Factory, Garage or Farm

anywhere or after any kind of employment or amusement, use

SNAP

Beneficial to the Skin.

Big sale for this Hand Cleaner.

SNAP COMPANY, Limited

Montreal, Quebec

WARNING!

Crescent BM&Co. Brand

TRADE MARK.

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

For further particulars apply to

PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S.



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada

FOR SALE EVERYWHERE



Sales MUST Repeat

Over nine hundred thousand housewives now use FIVE ROSES—
Because it has the *Selling Ability.*
The same difference that exists between a counter attendant and a *good* salesman.

Do YOU know what that means?
Just this—
That the first bag must sell the *second.*

Advertising has a tremendous driving force—yet it can sell only *one* bag.

Your own salesmanship can make only *first* sales—trial orders.

The flour itself must have the compelling *magnetic* influence that draws irresistibly the customer back in spite of *price* and *favor.*

Twenty-three years ago there were —all told—only 800 barrels of FIVE ROSES flour sold in the world.

To-day there flows out of the big FIVE ROSES mills a constant uniform stream—10,500 *barrels a day.* Can any sane person deny in the face of such brutal facts that FIVE ROSES *must* possess a compelling sales force?

FIVE ROSES will *not* sell itself—no flour will.

Five Roses is packed to suit your trade in barrels and halves. Also in bags of 7, 14, 24, 49, and 98 lbs.

Daily capacity, 10,500 barrels.

But once introduced, Brother Grocer, your trade is *rivcted* for all time.

A woman can no more give up the FIVE ROSES habit than she can abandon her keen ambition for better baking.

Consider merely the dollar-and-cents side—just think how safe your trade might be—

If *YOU* could sell FIVE ROSES flour.

Maybe you can—maybe you *can't,* for we don't sell everybody, remember that.

Write our nearest office—perhaps we can come together.

Write NOW.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

"The House of Character"

Montreal Toronto Ottawa London St. John Keewatin Winnipeg Vancouver

Five Roses Flour

Not Bleached - Not Blended

The Call of the Trade

is steadily increasing for goods of finest quality.

St. Lawrence Sugar

Will meet the demand of the most exacting. There is no better sugar that money can buy.

A PURE CANE GRANULATED

Produced from British West India Raw Crystals, and proved by actual Government Test to be

99 99/100 to 100 Per Cent.

of pure Cane Sugar. This is the highest standard of Quality Sugar produced in Canada to-day.

With the Season's Greetings

THE ST. LAWRENCE SUGAR REFINING CO., LIMITED

MONTREAL

THE SEASON'S GREETINGS

CHRISTMAS, 1911



Wishing You The Jolliest Yet
and May the Coming Year
But Multiply
the Pleasures and Successes
of Those Gone by

Yours truly,

W. CLARK

83 AMHERST STREET,
MONTREAL.

Dec 22nd, 1911

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruits, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 34 Royal Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway

VOL. XXV. PUBLICATION OFFICE: TORONTO, DECEMBER 29, 1911 No. 52

KEEN'S OXFORD BLUE



In every civilized country ***KEEN'S OXFORD BLUE*** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

MAGOR, SON & CO., 403 St. Paul Street **MONTREAL**

30 Church St., Toronto

Agents for the Dominion of Canada



Wherever a Syrup Sweetening is Needed

you can tell your customers to use

CROWN BRAND CORN SYRUP

for it has a pure, rich flavor that blends naturally with spices and flavoring extracts. It has thousands of friends everywhere and by many is preferred to all other syrups.

THE EDWARDSBURG STARCH CO. LIMITED

MONTREAL–CARDINAL–TORONTO–BRANTFORD–VANCOUVER

There Must Be A Reason



Why you can go into any grocery, produce and department store of any reputation in any place and ask their buyers what they think of

MacLAREN'S IMPERIAL CHEESE

And their answer will be "Nothing Better." Partly for that reason we have adopted the phrase, but the real reason is that no better cheese can be made.



The same care as to quality has also been taken in preparing

MacLAREN'S CANADA CREAM CHEESE

A fine flavored cheese, milder than MacLaren's Imperial, put up in packages (three sizes.)

MacLAREN'S
Pimento Cheese (In Glass)
Real tasty, has just the flavor that will appeal to particular tastes.

MacLAREN'S
Neufchatel and Miniature Cream Cheese
Our latest, worth trying. We are packing this cheese in one dozen boxes, for your convenience.

NOTHING BETTER
ASK YOUR WHOLESALE GROCER

We handle all kinds of cheese---Ask for our prices.

ROQUEFORT	ENGLISH STILTONS	SWISS	OKA
PINEAPPLE	CAMEMBERT	EDAM	BRICK
GORGONZOLA	LIMBURGER—(Imported and Domestic)		
	CANADIAN LARGE, TWINS AND STILTONS		

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED
Manufacturers and Importers of Cheese

OFFICES:---NEW YORK CHICAGO DETROIT MONTREAL TORONTO
FACTORIES:---WELLESLEY, ONT. WOODSTOCK, ONT. BANCROFT, MICH

Compliments of the Season

WE would like at this season of the year to meet you face to face, clasp your hand and thank you for your co-operation during the past year—and wish you the height of prosperity for the coming year. Let's shake on it.





Over seventy years the leader, BECAUSE ITS EQUAL HAS NOT BEEN MANUFACTURED.

Sold by leading dealers everywhere

Made only by J. & G. COX, Limited, Edinburgh.

Arthur P. Tippet & Co., Agents



A FACT

MANUFACTURERS:—

With our two factories equipped with the latest and most modern machinery we are now prepared to turn out in large volume any and all kinds of tin containers for food products as well as for other lines of trade. Will you let us quote you on:

Fruit and Vegetable Cans,
Syrup and Oil Cans,
Baking Powder Cans,
Spice Cans, Coffee Cans,
Meat Cans, Tea Cans,
Lard Pails, Jam Pails, Etc., Etc.

EITHER PLAIN OR DECORATED

Write

American Can Company

MONTREAL, QUE. - - HAMILTON, ONT.

WE "CAN" SUPPLY YOU

LABOUR-SAVING MACHINERY

FOR

PACKETING
LABELLING
WRAPPING
BAG-MAKING

Etc., Etc.

All the Packets, Tins, Composite Boxes, Cartons, etc., shewn in this illustration are Specimens of work actually done on the LOVELL Machines.

X Send us samples and let us suggest what we can do for you X

Lovell's Bag & Packet Machinery
LIMITED

59-60 Gracechurch St., - LONDON



BORDEN'S

EAGLE BRAND CONDENSED MILK

EVAPORATED MILK PEERLESS BRAND



By recommending these Brands you will please your customers.

They are the best that Science can produce.



BORDEN'S CONDENSED MILK CO.
"Leaders of Quality" Established 1857

Sales Offices and Agencies:—

Mason & Hickey, Winnipeg and Calgary
WILLIAM H. DUNN
Montreal, Toronto and Vancouver

CHIVERS'

CANNED AND BOTTLED

English Fruits in Syrup

Specially selected Home Grown Fruit, canned under ideal conditions within a few hours of being gathered.





The STANDARD (London) says :

"Thanks to Messrs. Chivers we may now look for summer fruits all the year round. Straight from the orchard, it would be difficult to tell the difference between these and freshly stewed fruits.

FRESHNESS
CLEANLINESS
: PURITY :

Highest Awards



GRAND PRIX
Brussels International Exhibition, 1910

GRAND PRIX
Turin International Exhibition, 1911

GRAND PRIX
Festival of Empire, London, 1911

CHIVERS & SONS, LTD.

FRUIT GROWERS

HISTON, CAMBRIDGE, ENGLAND

For Samples and Quotations apply to the Agents :

THE W. H. MALKIN CO., LTD.
57 Water St., VANCOUVER, B.C.
(British Columbia and Alberta)

THE FRANK L. BENEDICT CO.
144 Craig St. West, MONTREAL
(Canada and Newfoundland)

Cambridge Soups

Prepared from carefully picked vegetables, grown on Chivers & Sons' own farms. Each packet contains sufficient powder to make a quart of delicious and nourishing Soup.

TOMATO
HARICOT
ONION



CARROT
LENTIL
PEA
&c., &c.

THE TIME TO STRIKE!



Now is the time to plan your campaign for 1912. Why not specialize on Baked Beans for a starter? Resolve to make your sales for 1912 double those of 1911. How can it be done? Push Simcoe Baked Beans, the family size, the can with more beans at the lower price. Point out Simcoe Baked Beans are cheaper than potatoes these days—food value considered. A meal for a family for 10c. Think of it! There are Beans and Beans.

Simcoe Baked Beans are
THE Beans



DOMINION CANNERS
LIMITED
HAMILTON, : - : CANADA

THE STAR EGG DELIVERY SYSTEM



Made in one and two dozen sizes.

Gets the Business and Saves Your Money

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

The only system especially invented for delivering eggs by vehicle. Stops all breakage and miscounts. Costs less to install and operate than paper bags or boxes. Satisfies customers and furnishes the best kind of advertising medium possible.

It will pay you to find out all about STAR EGG CARRIERS AND TRAYS.

Write to-day for particulars and we will send you two valuable books:
"SAFE EGG DELIVERY" and "SAMPLE ADS."

Star Egg Carriers are licensed under Canadian Patent No 96566, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the Canadian patent laws.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.



SANITARY CANS

FOR

"Winter Pack"

Baked Beans, Soups,
Meats, Condensed Milk,
Evaporated Milk

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

A High Standard

of perfection has been reached in the manufacture of L'Etoile Brand Macaroni, Vermicelli and Spaghetti, and all dealers who are unacquainted with the goods (we know there are a few) should get prices and samples right away.

The "L'Etoile 3"

1

L'Etoile Macaroni

The rich carton is indicative of the quality inside. See it.

2

L'Etoile Vermicelli

One package sold means "a number later, surely." Take note.

3

L'Etoile Spaghetti

Spaghetti that pleases. Made by men who know. Try it.

No Customs Duty

Cie Francaise des Pates Alimentaires

MONTREAL



A Good Trade-winner

'Camp' Coffee is always of incomparable quality and fragrance. Once they try it, customers will come again — and regularly — for 'CAMP.'

'CAMP' COFFEE

Be sure you have it in stock

Makers: R. Paterson & Sons, Ltd., Coffee Specialists, Glasgow

By Royal Letters Patent.

NELSON'S Powdered GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use without soaking.

C. NELSON, DALE & CO., LTD.,
WARWICK, ENGLAND.

"EUREKA"



Canada's Scientific and Sanitary
REFRIGERATOR

There are more Eureka Refrigerators in use in Canada by Butchers, Grocers, Creameries, Hotels, Restaurants, Hospitals, Public Institutions, etc., than all other patented Refrigerators combined.

The above is the strongest guarantee of an article's superior merits.

WRITE FOR CATALOGUE AND PRICES.

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Montreal Representative
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg
Agents at Fort William, Hamilton, Calgary, Moosejaw, Saskatoon

When Stock Stands Still

you look around for a line that will sell easily, give satisfaction to the customer and leave you a good margin of profit. Here's one—Pink's Lemon Cheese. It NEVER stands on the shelves.

Prices from our sole Canadian Distributors



Made from the purest ingredients, it is absolutely free from any chemical preservatives. It has an exquisite flavor. In ½-lb. and 1-lb. glass jars to retail at a competitive price. A handsome counter or window display can be made with this line.

THE MANUFACTURERS' AGENCY CO.

MONTREAL,	J. W. WINDSOR,	22 St. John St.
ST. JOHN, N.B.,	S. CECIL IRVINE,	48 Princess St.
HALIFAX, N.S.,	C. E. CREIGHTON,	Bedford Chambers.
BOSTON, U.S.A.,	GEN. SALES OFFICE	330 Board of Trade Building.

E. & T. PINK, LONDON, ENGLAND

COMBINED SAMPLE CASE AND TRAVELLING BAG. Carries wearing apparel or large samples in top independent compartment, and samples in bottom. Nature of business not revealed until entire line is spread out before buyer.

ANY LINE OF SAMPLES or portion of same quickly, effectively, and attractively displayed, and as instantly covered up. Trays extended one or more at a time, or altogether, as you choose.



"Our Baby" No. 1

BAGS MADE TO ORDER

or furnished from stock, to carry and display Confectionery, Crackers, Biscuits, Teas and Coffees, Groceries, Seeds, All Package or Bottled Goods, Soaps or any line of samples whatsoever.

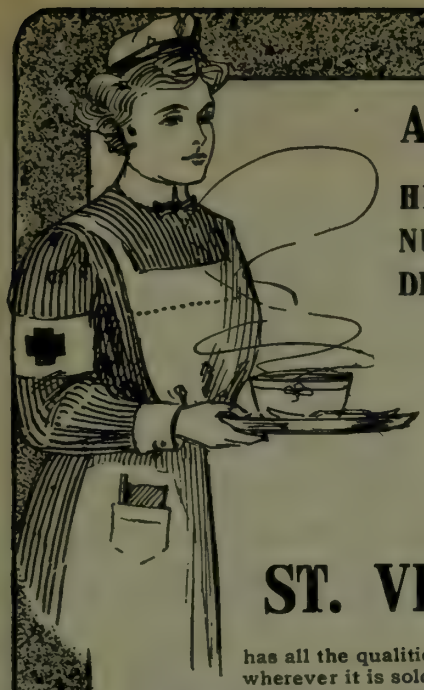
"DIFFERENT" and only catalog of its kind, describing "OUR BABY" and 96 other styles and sizes of Bags, Cases, Scopes, etc., also Fishing Tackle Bags, "One Piece" Leather and "One Piece" Fibre Traveling Bags.

CATALOG GLADLY SENT FREE ON REQUEST

KNICKERBOCKER CASE CO.

Fulton and Clinton Sts. ESTABLISHED 1900 Chicago, U.S.A.

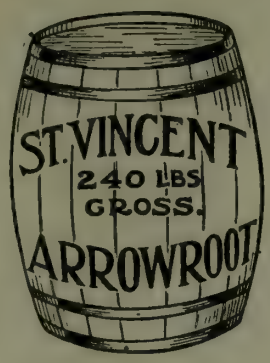
Specialists and Original Designers



APPROVED BY ALL AUTHORITIES

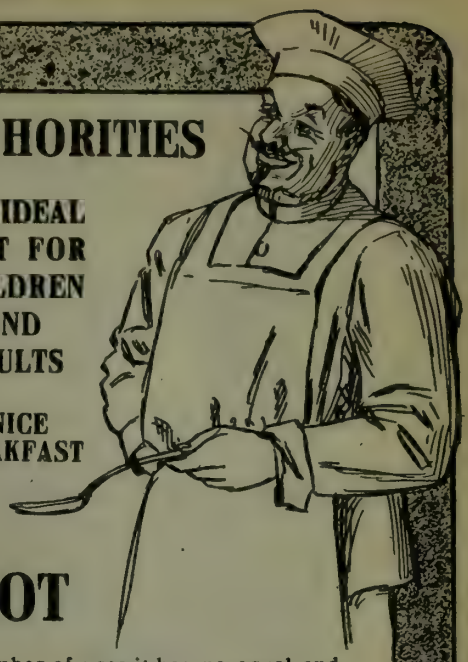
HEALTHFUL
NUTRITIOUS
DELIGHTFUL

A DAINTY DESSERT



THE IDEAL DIET FOR CHILDREN AND ADULTS

A NICE BREAKFAST



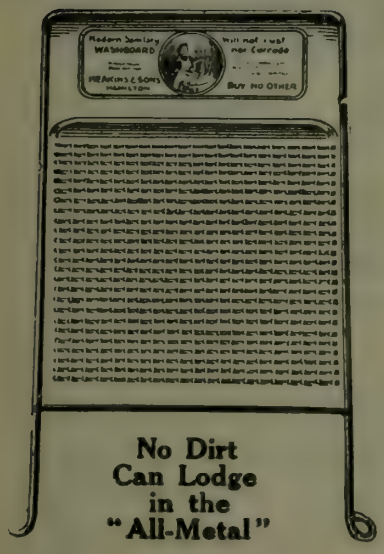
ST. VINCENT ARROWROOT

has all the qualities that go to the making of a rapid seller. In number of uses it has no equal and wherever it is sold has become immediately popular with an ever widening circle of users. The demand has always exceeded the supply. We offer enlarged supply to meet a growing demand. There's money in it for you.

Write the Secretary for information and samples.

ST. VINCENT ARROWROOT GROWERS' AND EXPORTERS' ASS'N

KINGSTOWN, ST. VINCENT, B.W.I.



No Dirt Can Lodge in the "All-Metal"

Ultimately you will handle and your customers will demand only

Meakins' Sanitary Washboards

then why not now? Commence right with the ensuing year, modernize your stock with goods that are practical as well as cleanly. Meakins' Washboards are made of all metal, non-rustable, light and durable.

Every housewife wants one. Write for information.

Meakins & Sons, Hamilton, Ont.



Continental Germ-Proof Bags

are manufactured from paper especially selected for toughness and durability, and for the most sanitary wrapping of parcels.

Brands: GOVERNOR, PREMIER, and COLONIAL.

If you are not supplied, write direct to the Distributors for

ONTARIO: Victoria Paper and Twine Co., Ltd., Toronto: Davidson & Hay, Ltd., Toronto; Walter Woods & Co., Hamilton; The Young Company, Ltd, North Bay and Sudbury.

MANITOBA, ALBERTA, and SASKATCHEWAN: Walter Woods and Company, Winnipeg.

QUEBEC and MARITIME PROVINCES:

The Continental Bag and Paper Co., Ltd., Sole Manufacturers **Ottawa**



ST. CHARLES MILK

Trading Under a Safe Brand

You want your name to be connected with absolutely the best grade of groceries only.

That's our attitude in regard to our products, hence St. Charles Brand Evaporated Milk has a reputation that it fully deserves for purity and general goodness.



St. Charles Condensing Co.
INGERSOLL, ONTARIO, CANADA



TABLE CONDIMENTS

in the form of relishes are most seasonable just now, and every grocer should be doing a good trade in this line.

Try a display of STERLING BRAND products and watch your sales go up. Your customers are aware of the fact that the delightful zest that these relishes add to fish and meats of all kinds has not been duplicated and therefore substitutes will not satisfy them.

Base your judgment of Sterling Products on their merits by trying them yourself and you will be sincere in their praise.

Look over your stock of Pickles, Relishes, Extracts, Mince Meat, etc., and if in need give Sterling Brand a trial.



The T. A. Lytle Co.,
Limited,
Sterling Road, : : Toronto

Tartan BRAND

THE SIGN OF PURITY

"WE desire to express our appreciation of your patronage in the past, and to assure you that TARTAN Brand Goods plus Superior Service will make us deserving of your business in the future."

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**



STIMPSON No. 75 Weighs and Computes 100 lbs.

DO YOU KNOW

How Much of Your Profits Your Weighing Costs?

Overweight cannot be given on a Stimpson Automatic Computing Scale.

Prices $25.00 Up.

Start the New Year Right!

BUY NOW!

SIXTEEN YEARS ON THE MARKET.
EVERY SCALE GUARANTEED.

Write for Information

STIMPSON COMPUTING SCALE COMPANY
DETROIT, MICHIGAN

LOCAL AGENCIES { MONTREAL VANCOUVER / WOODSTOCK ST. JOHN / TORONTO WINNIPEG

CENTURY SALT

TRADE MARK

ONE AIM

in selling salt should be the very essential point of purity. Only scrupulously clean modern appliances are used in the processing of **Century Salt,** insuring the best for table and dairy purposes.

YOUR CUSTOMERS WANT THIS SALT.



THE DOMINION SALT Co LIMITED
SARNIA ONTARIO

ARE YOU INSURED

AGAINST ADULTERATION
on the spices you handle?

The Government Form of Warranty

is your only safe insurance, and is attached to every

TIN - PAIL - BOX - PACKAGE
AND BARREL OF

White Swan Brand of Spices

YOU ARE ENTITLED TO THIS BY LAW

INSIST ON GETTING IT WITH EVERY SPICE PURCHASE YOU MAKE AND PLACE THE ONUS ON THE MANUFACTURER.

Is Mrs. Smith baking cakes this week?

If so, she will want some candied peel, but not the sort that turns hard and dry when baked. She wants the kind that keeps its rich, juicy flavor after cooking—the kind made by

John Gray & Co., Ltd., of Glasgow, Scotland

John Gray's Candied and Drained Peels are cured thoroughly—our hundred years' experience has taught us how—and they retain their flavor when cooked.

Mrs. Smith will thank you for recommending this good peel, it will make her cakes taste twice as good.

Prices from

Agent for Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta: W. H. DUNN, 396 St. Paul St., Montreal; Toronto: LIND BROKERAGE CO., 73 Front Street East; Ottawa: E. M. LERNER & SONS, 11 York Street; British Columbia and Yukon: KIRKLAND & ROSE, 312 Water Street, Vancouver.

ANTI-DUST!

ANTI-DUST!

ANTI-DUST!



Remember the name. The housewife will use this and no other, once you introduce it to her. It is **different,** more up-to-the-minute than any other make. Not an imitation but a discovery.

Deodorizes Disinfects

and "plays the dickens" with all germs and microbes. Try it in your own store and see how sweet a smell it will leave behind it.

Stock It. Sell It. Repeats Follow.

The Sapho Mfg. Co., LIMITED

MONTREAL

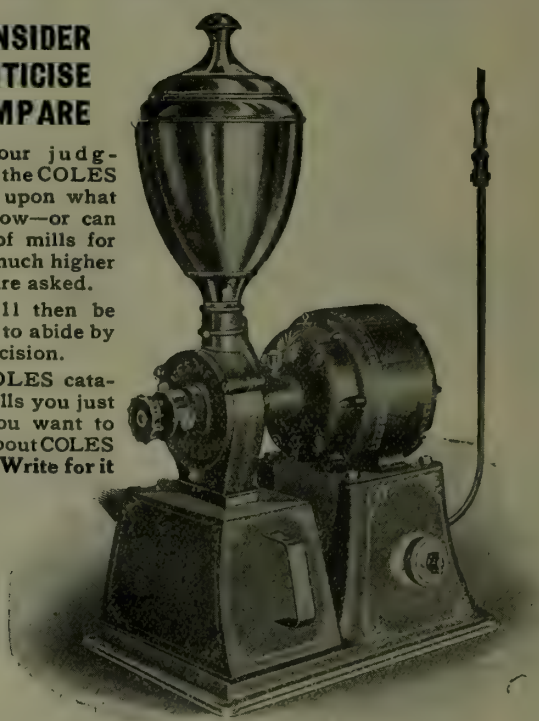
Built For Permanence

CONSIDER
CRITICISE
COMPARE

Base your judgment of the COLES models upon what you know—or can learn—of mills for which much higher prices are asked.

We will then be content to abide by your decision.

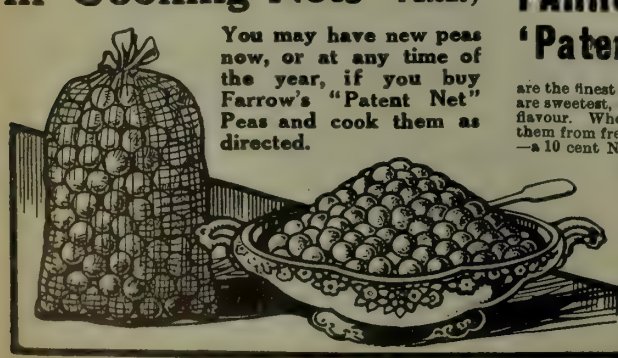
The COLES catalogue tells you just what you want to know about COLES mills. **Write for it now.**



COLES MFG. CO., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Eby, Blain, Limited, Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

New PEAS (with MINT) in Cooking Nets (Farrow's Patent)



You may have new peas now, or at any time of the year, if you buy Farrow's "Patent Net" Peas and cook them as directed.

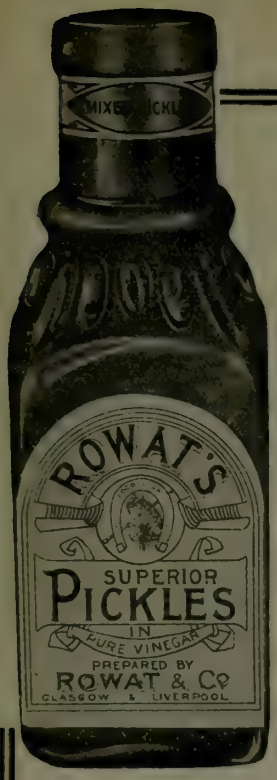
FARROW'S 'Patent Net' PEAS

are the finest early green peas, gathered at the beginning of the season when peas are sweetest, most tender and delicious. Our process preserves ALL their natural flavour. When cooked they are so delicious and tender that you cannot detect them from fresh garden peas. They are very easily cooked and remarkably cheap—a 10 cent Net provides liberal portions for 8 people. Farrow's "Patent Net" Peas are English grown, absolutely pure, free from all preservatives and colouring matter.

The grandest 10 cent line the Old Country has ever sent us.

CANADIAN AGENTS:

W. G. Patrick & Co., 77 York Street, Toronto.
T. A. MacNab & Co., Cabot Bldgs., St. John's, Newfoundland.
W. A. Simonds, 89 Union Street, St. John, N.B.
Ruttan & Chapman, Fort Garry Court, Main St., Winnipeg.
Rose & Laflamme, 400 St. Paul St., Montreal.
C. E. Cheate & Co., Pickford & Black's Wharf, Halifax



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.



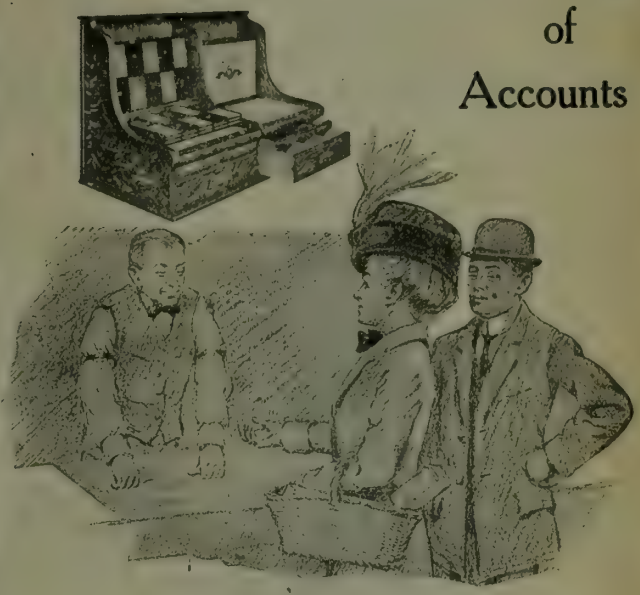
Rowat & Co.

Canadian Distributors

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the North-West; F. K. Warren, Halifax, N.S.; F. H. Tippet & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

Simp ifies the Handling of Accounts



¶ You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

¶ More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies Book-keeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

¶ The McCaskey system keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

¶ We'd like to send you some letters from people you know about The McCaskey System. There is also an entertaining book "Book-keeping Without Bocks," that will be sent for the asking.

Dominion Register Co.

LIMITED

90-98 Ontario St. Toronto, Canada

England - Dominion Register Co., Ltd. - 519-521 Corn and Produce Exchange, Manchester.

Australia - New Zealand.

The McCaskey Register - Alliance, Ohio.

Branches:— Boston, New York City, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

THE LARGEST MANUFACTURERS OF CARBON COATED SALESBOOKS IN THE WORLD

If you handle

any but the SHIRRIFF EXTRACTS, you handle an inferior line of goods. Because no extracts made are the equal of SHIRRIFF'S.

You may be willing to sell goods that have not your own frank endorsement, but **we doubt it.**

Want to test SHIRRIFF'S EXTRACTS? Tell us so. We are willing to let you be the judge. Afterwards you **can** and **will** recommend them to your customers. They'll be glad, too!

More Than Ninety Flavors



More Than Ninety Flavors

Particular care and the finest materials, plus our own special knowledge of the distillation and concentration of extracts, enable us to produce an unequalled line of the many flavors.

Shirriff's
TRUE VANILLA

is the peer. Made from the real Mexican vanilla bean, and **not** from substitutes which come out of the chemist's laboratory, this extract of ours has the true vanilla flavor and is superior to any artificial, so-called "vanilla." The flavor, to many people, will be a new delight in cookery, since most women are accustomed to the crude taste of imitations of the genuine vanilla flavor.

WE GIVE YOU A GOOD PROFIT ON EACH SALE, ***WITHOUT*** LOWERING OUR STANDARD OF QUALITY.

IMPERIAL EXTRACT CO. TORONTO

Mr. Grocer, we have told you in our advertising about Heinz Mince Meat.

We told you that it is made of the finest fruits, meats and spices money can buy.

You are telling your customers about it—because you *know* what Heinz Quality is.

But have you ever told *yourself* about it—have you 'ever taken it home and let your family enjoy it, baked in a big, brown, luscious, appetizing pie?

If you haven't, Mr. Grocer, you are missing a rare treat!

Try it and find out and *then* tell your customers about it.

H. J. HEINZ COMPANY

CARTER'S



Big Wheel Lemonade Powder

Table Jellies, Mustard Powder
etc., etc.

H. W. Carter & Co., Ltd.
BRISTOL, - - ENGLAND

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Royal Salad Dressing

This is the season when people think of good things to eat. When they are ordering for their Christmas and New Year's dinner if they forget **Royal Salad Dressing** just remind them. They will thank you.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Canada



BUILT ON MERIT

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN
National Coffee Mill

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty.

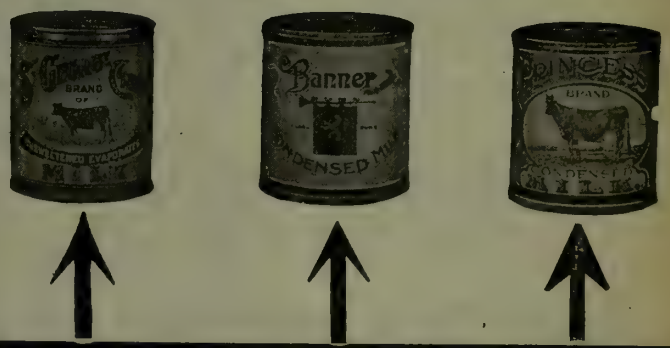
Ask any of the following Jobbers for our Catalogue :

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—German, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case, $3.35
Princess Condensed Milk, 4 doz. in case - $3.90
Banner Condensed Milk, 4 doz. in case - $4.40

Order from your wholesaler or direct from the factory. Delivered in 5 case lots to any point in Ontario or East to Halifax.

J. MALCOLM & SON

ST. GEORGE - - - - - ONT.

YOUR BUSINESS

should be profiting by the general prosperity of the country. The demand is now more and more for the higher qualities of goods, and the higher the quality of YOUR stock the more permanent your business will be.

WE SPECIALIZE on quality! Quality is our motto, and we are *direct* representatives for Quality Lines from all parts of the world. We back this up with a thoroughly efficient organization and a careful personal supervision of our business, which ensures our customers prompt and satisfactory deliveries of all their requirements at the *Right* prices. We would like to place our business experience and our special facilities at YOUR service. All that you want we have.

RICHARDS & BROWN, - WINNIPEG

WHOLESALE COMMISSION MERCHANTS

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

is the only Complete Line of Modern Grocery Fixtures Manufactured in Canada.

It affords the best-known facilities for handling a grocery stock of any size and displaying that stock to the best advantage.

A "Walker Bin" Outfit will put new life into your business, and the cost will be small compared with the results that are bound to follow.

Write for Illustrated Catalogue
"MODERN GROCERY FIXTURES"
and let us give you an estimate.

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. G. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

1911 1912

With the

Season's Greetings

Accept our thanks for your continued confidence and support, and our sincere wishes that the NEW YEAR may bring you increased SUCCESS and PROSPERITY.

Gorman, Eckert & Co.,
LIMITED

LONDON, Ont. WINNIPEG, Man.

TEA LEAD

(*Best Incorrodible*)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS, LIMITED

Tel. Address: "Laminated," London, LIMEHOUSE,
A.B.C Codes used 4th and 5th Editions LONDON, E., ENG.
Canadian Agents HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL



"Just a little better

McLEAN'S

than the other fellow's best."

The Canadian Cocoanut Co., Montreal

CLARK'S

Specialties For The New Year's Festivities

Ox Tongues

should be largely featured, both in Cans and "Inglass."



Clark's Ox Tongues are the quality you require to make a reputation and keep it.

Clark's Plum Puddings



Nothing so tasty was ever sold. Simply delicious with or without sauce.

Mincemeat



Will also be looked for and you should be in a position to supply the NEW STYLE CAN which means positive cleanliness.

W. CLARK, - - MONTREAL

Manufacturer of the Celebrated PORK AND BEANS

JAPAN TEAS

being absolutely free from coloring matter have met with a surprising increase in demand this season, so much so that stocks now in first hands are practically nil, which is unprecedented at this particular period.

FURUYA & NISHIMURA, Montreal



SATISFACTION-GIVING SALT

PURITY SALT

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the salt that people buy without urging—and so he sticks to Purity.

The Western Salt Co., Limited, Mooretown, Ontario



Fresh Cow's Milk - Evaporated



In every detail the greatest care is given in the preparation of

Canada First Evaporated Milk

Absolute cleanliness and purity are preserved, and each can is guaranteed pure and fully sterilized.

You can stake your reputation on its purity and perfection. The profit is a good one. See to your stocks to-day.

Made in Canada by Canadians

THE AYLMER CONDENSED MILK CO., Limited - Aylmer, Ont.
Head Offices, HAMILTON, ONT.

Pure, Well-Packed Sweet, Wholesome

Strengthen your hold on the profitable family trade by featuring

"KING OSCAR"
NORWEGIAN SARDINES

A line that never fails to please the particular palates of your best customers.



By Special royal permission

"King Oscar" Brand are the primest Autumn-caught fish, canned in our modern sanitary factory, and appeal to every grocer as a good profit producer.

Ask your wholesaler

JOHN W. BICKLE and GREENING
J. A. HENDERSON)
HAMILTON :: :: ONTARIO

May the New Year
bring
Happiness and Success
to you all.

The St. Lawrence Sugar Refining Co., Limited.
MONTREAL

"CANADA'S BEST" SOAP

is a chemically pure soap made by "men who know" the soap business.

It is the laundry soap to feature because it possesses unique qualities.

It answers every requirement of the housewife---and most satisfactorily.

United Soap Company
of Canada
Montreal

DO YOU WANT 100% Pure

goods, or do you prefer to take chances with the inferior class? We hardly believe any dealer would prefer the latter.



Pride of Canada
Maple Syrup Maple Entirely

is the "quality" syrup, the syrup which has NEVER been found adulterated. It has stood the test, and is a line which you should find a pleasure to sell.

Pride of Canada
N-O O-T-H-E-R

The Maple Tree Producers' Assoc.
LIMITED
MONTREAL TORONTO

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

WESTERN PROVINCES

THE
W.H. ESCOTT CO.
Wholesale
Grocery Brokers
137 BANNATYNE AVENUE **WINNIPEG**
COVERING
Manitoba and Saskatchewan
CORRESPONDENCE SOLICITED

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
270 Chambers of Commerce. P.O. Box 1812

WINNIPEG
THE J. J. TOMLINSON CO.
WHOLESALE GROCERY BROKERS
Office and Track Warehouse, - 92 Alexander St. E.
Correspondence solicited on domestic and foreign lines.

FRANK H. WILEY
MANUFACTURERS' AGENT
and
IMPORTER
757 Henry Ave., WINNIPEG.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

—MOOSE JAW—
WHITLOCK & MARLATT
Distributing and Forwarding Agents. Warehouse on C.P.R. spur track. Promptness and Satisfaction guaranteed. Business Solicited.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
Track connection with all Railroads.

TORONTO

Wire us when
wanting a car of
Evaporated Apples.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Manufacturers' Agents
and
Importers
77 York Street, Toronto

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

On spot, all kinds nuts, in shell and shelled, at right prices.

LIND BROKERAGE CO.
73 Front St. East - - TORONTO

MONTREAL

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen
27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

MARITIME PROVINCES

J. W. GORHAM & CO.
Manufacturers' Agents and Grocery Brokers
HALIFAX - NOVA SCOTIA
We are open for a few high class specialty lines

H. R. SILVER, LTD.
MANUFACTUREES' AGENTS AND GROCERY BROKERS
HALIFAX - NOVA SCOTIA
First-class frost-proof storage facilities. Correspondence solicited on Domestic and Foreign lines.

J. A. TILTON
WHOLESALE GROCERY BROKER
ST. JOHN, N.B
Correspondence solicited with Houses looking for first-class grocery connections.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

NEWFOUNDLAND

T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A,B,C, 5th edition, and private.

BRITISH COLUMBIA

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 CAMBIE ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

(Continued.)

LONDON

THE MARSHALL BROKERAGE COMPANY
67 Dundas St., LONDON, ONT.
Wholesale Grocery Brokers. Fully equipped to act as agents for British, American and Canadian grocery lines. WRITE US.

LONDON, ENG.

Jam Manufacturers and Confectioners' Sundriesmen.
Specialty :—Fruit Pulps of all Kinds.
Correspondence Invited.
F. KESSELL & CO.
Railway Approach, London Bridge, London, Eng.

OTTAWA

L. H. MAJOR and J. SOUBLIERE, Limited
Wholesale Brokers and Manufacturers' Agents
Canadian, British and Foreign Agencies Solicited
Sussex Street, Ottawa, Canada

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

O. E. Robinson & Co.
Manufacturers and Buyers of Dried Evaporated and Canned Apples
Ingersoll, - - Ontario
ESTABLISHED 1886

When writing advertisers kindly mention this paper.

WHITE DOVE COCOANUT

Happy New Year

Brother Grocer. We certainly owe you our hearty thanks for the support you have given us during the year. During 1912 we will put up just the same high quality goods (we can't make them any purer) which have enabled you to tell your customers, and us to tell you that

WHITE DOVE

leads them all in every respect.

W. P. Downey
MONTREAL



The ***BROWN*** is the ***Perfect*** Bag Holder
Size required can be seen at a glance.
Handy, saves time and therefore money.
For sale by jobbers everywhere. Ask your jobber or write
The Brown Manufacturing Co.
CRESTON - IOWA, U.S.A.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is the
Irish Grocer, Drug, Provision and General Trades' Journal
10 Garfield Chambers, Belfast, Ireland.

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments. Write us for prices. Phone order at our expense.
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

CLUB Jelly Powders

have won a name for themselves because they make a jelly which pleases, a jelly which has the real taste of the fruit mentioned on the carton.

We Are Ready

to let you put this statement to the test by sending you a free package which you can use yourself. We would not do so if we knew we had not the "right thing."

Let us have your name.

S. H. Ewing & Sons
Montreal - Toronto
A Custard Powder free with each package

Financial Writer—

We propose increasing our staff of editors and will consider confidentially applications from men who can furnish evidence of high character and good ability. They should have some knowledge of investments and preferably be university graduates with newspaper experience. State age, experience and salary wanted. Address

The Financial Post of Canada,
143 University Ave.,
Toronto.

Readers Of The Grocer, Let Us Know Your Wants

You have noticed our Letter Box service. Every week we hear from dealers who desire names and addresses of firms manufacturing some particular article.

This service may be beneficial to you. If you are in the market for any article you do not know where to get, our services will be cheerfully given.

The Canadian Grocer is in position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Grocer you are entitled to this service.

The Canadian Grocer

Montreal Toronto Winnipeg Vancouver



To all our friends and customers we wish the most prosperous and Happy New Year.

May our relations be as cordial as in the past.

Chaput, Fils & Cie.

Wholesale Grocers and Wine Importers

Montreal

Established in 1842

YOU SHOULD PROMOTE

the sales of L. & B. pure fruit Preserves, Jams and Jellies. These will be THE table delicacies of the fastidious during 1912, and to share in the profits you should stock well.

Packed in 2, 5 and 7 lb. tin pails and 30 lb. wooden pails—sizes which suit all buyers.

The results will prosper your Jam and Jelly business.





Lindner & Benner, Toronto

Western Agents—Laing Bros., Wholesale Grocers, Winnipeg.

'Tis Ever Increasing——

WHOLE OR GROUND

1 and 2-lb. Sealed Tins Only.

The volume of the sales of our "GOLD MEDAL" COFFEE each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

"GOLD MEDAL" COFFEE

PACKED IN AIRTIGHT TINS—making a convenient package to handle.

It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.

Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

EBY-BLAIN, LIMITED - WHOLESALE GROCERS TORONTO

WE WANT A MAN

of good character, in each city, town and village in Canada, where we are not already represented, to act as our

SPECIAL CIRCULATION REPRESENTATIVE.

Work is dignified and educative. Previous experience unnecessary. Duties at first need not interfere with your present employment.

WE WILL ASSIST THE RIGHT MAN TO BECOME INDEPENDENT FOR LIFE.

If you are making less than $100.00 a month, and are trustworthy and ambitious to learn and become competent to handle our business in your vicinity, write us at once for full particulars.

MACLEAN PUBLISHING COMPANY,
143-149 University Ave., Toronto, Ont.

Looking Backward

Do you realize that during the past 19 years there have been about seventy-five different brands of Packet Teas placed upon the market, and each with a great deal of confidence as to what they were going to accomplish?

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The result is as we have always claimed it would be: Quality wins out where all other means and efforts fail. Stock "SALADA"—the Tea that sells and pleases all.

"SALADA" TEA

BLACK—MIXED—GREEN

"Salada" Uncolored Green Teas are displacing Japans wherever they come into competition.

They are better Teas in every way, that's why.

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TORONTO MONTREAL

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Business Management--First of a Series

Need of an Inventory at End of Year Emphasized—Too Many Business Men Content to Live on Guesswork—$10,000 Almost Lost in Three Years—Stocktaking Subject of Next Article.

By H. C. Carson, F.S.S.

When arrangements were made for this series of talks on business management as a feature for the coming year, the writer stipulated that the first should appear in December. My chief reason for so doing was that I wished to talk first of all on the subject of stocktaking, and the time is close at hand when this very necessary task should be undertaken. Every merchant owes it to himself, and to his banker and creditors as well, to ascertain just how he stands when the year's business has been terminated, and the only satisfactory way to accomplish this is to close the books and accounts, take an inventory of what he owns and what he owes, and prepare a balance sheet or statement of affairs. I know that many a so-called business man is content to make a rough guess at the value of the stock on hand and to let it go at that, but the chances for such a man to become a merchant are remote—he may remain a shopkeeper until such time as his guessing habit has landed him in such a hopeless muddle that extrication has become impossible, and failure stares him in the face. Such a man deserves little sympathy. He has succeeded in fooling himself, as he has, perhaps, a perfect right to do, but what about the banker who has loaned him money and the creditors who have advanced him goods? They will be the first to be abused if they do not extend a helping hand in his time of distress, when in reality they show him a kindness when they fail to prosecute for obtaining credit based on statements of estimated worth. The position does not become less reprehensible because unintentional. Negligence in business is, after all, akin to fraud on those who are made to suffer through the negligence.

On Brink of Failure.

I know a man who commenced business some years ago on a capital of $10,000. Before the end of three years, ruin had all but overtaken him. During that time he did not take an inventory of his merchandise. His practice was to add an average of 33 1-3 p.c. to the cost of his purchases, and each day, after the amount of his sales had been ascertained, he would set aside, as a separate fund, 33 1-3 p.c. of the amount, labelled gross profit account. Out of this fund he paid his help, store expenses, and personal expenditures. His sales approximated about $100 per day, so that he figured on about $33.33 for his gross profit fund per day. He had no intention of deceiving anyone, least of all himself. He paid his bills in a regular manner and believed himself to be in a highly satisfactory way of business. He lived well, though not extravagantly, and was happy. But he was blind, palpably and hopelessly blind. The inevitable end, Mr. Merchant, is clearly in your mind as you read this, and you begin to wonder how he lasted so long. I also wondered when I was called in to save the situation, if possible. It was almost too late. What had been happening? The diminishment of his stock had been gradual, and, therefore, less perceptible, but even his blind eyes had at last seen that it had dwindled almost to a vanishing point, compared with its original completeness. He had grown suspicious of his help. They must have been robbing him, he said. That he himself had been the culprit never once crossed his mind, and when I pointed out that he had been robbing his own business to the extent of $8.33 per day, his indignation became so violent that he threatened me with dismissal as incompetent. It is on occasions such as this, however, that an auditor must show firmness as well as reason, and to the lessons then taught is due the fact that this shopkeeper has recovered his loss of about $6,000, and is now a merchant, successful and respected, and with a growing instead of a diminishing capital.

Where Error Lay.

What were the lessons? First of all, he had miscalculated his gross profits by appropriating the same proportion of his sales as he had added to his purchases. This is an error more common than is realized, and to which many failures are due. One day's sales, aggregating $100, may be taken to illustrate the point:

Cost of goods sold	$ 75.00
Profit added (33 1-3 p.c.)	25.00
	$100.00

The amount that he should have placed in his gross profit fund was $25, according to these figures, but he had taken a third of the total sales, as follows:—

Day's sales	$100.00
Gross profit (33 1-3 p.c.)	33.33
	$ 66.67

As is seen, this method left, after deducting the alleged profit, only $66.67 with which to replace goods that had cost $75.00, or a daily stock depletion of $8.33. He had failed to remember what any 12-year-old boy could have told him—that one-third added to the cost equals only one-fourth of the proceeds. It might be argued that what he was losing on one side he was gaining on the other, and that there was no real shrinkage in assets. That argument would have been fallacious, at least in his case, because he had regulated his store and living expenses too close to the amount of his imaginary profit to permit adjustment in that way.

Convinced, by this time, that he had been grossly stupid, the next lesson taught him how negligent he had been. He had never taken stock. Had he done so at the end of the first year he would have discovered a shrinkage of about $2,500, or 25 p.c. of his capital, and heroic measures would have been taken then and there to discover the leak, and prevent its recurrence. But he preferred to deceive himself with an annual statement based on estimated stock, and not until two and a half years had elapsed, and it became apparent that all was not right, did he attempt to learn his real position in the only real way. By this time 60 p.c. of his capital had vanished. It was a rude shock, but better late than never, and that he adapted his management to fit his strained resources and, after a time, succeeded in recovering his prestige, is proof that business skill has at least equal value with capital.

Next Article on Stocktaking.

The next talk will deal with methods in stocktaking and the principles that should govern in the preparation of an annual statement of affairs, but it is hoped that enough has already been said to convince all business men who may read this introductory article, that the duty of taking stock, annoying sometimes and inconvenient always, is imperative as a precaution against unseen danger. As a country develops, competition in trade becomes more keen and exacting, and success more difficult to achieve and retain. Buying and selling is becoming more and more an art, or science, in which skill and watchfulness play the leading role, in contra-distinction to the slip-shod methods that were

permissible a decade or so ago. The extension of credit, too, is being measured more by rule and material fact, and less by sentiment or personal favor, and the merchant who measures up best in the eyes of his banker and other creditors, is the one who knows, by rigorous and painstaking examination, just how his business stands, and can present, for their consideration, an exact and well arranged statement of affairs, at the close of each business year.

The Acceptance of Inferior Poultry

Best Articles Submitted in Answer to Question Raised in Issue of December 8—Should Inferior Poultry be Accepted by Dealers From Good Country Customers at Same Price Paid for Best Offerings?—The Three Winners.

In the issue of The Grocer of Dec. 8, a reader asked a question regarding the propriety of accepting or declining inferior poultry at same price as paid for good material. The letter in part ran as follows:—

"Our store is located in a good farming section with two other competitors. We sent out circulars soliciting poultry during the winter months. We had a good market for nice dry-picked and bled chickens, etc., and were offering a cent more per pound than competitors. Two young women entered the store and told the clerk they had chickens in the buggy. The assistant was sent out for them and took them to the scales. He called my attention to them as he thought they did not look up to the mark.

"I examined them, and they were the worst lot of chickens I ever saw, small, had been scalded and their necks broken instead of bled; also, they were of an unusual color and the flesh of some badly torn. I took them in myself and told the young women that we could not handle them at any price. I was very sorry that I had to reject them, and pointed out they were quite unsalable in the market we had, that we were pleased and willing to take all kinds our circulars asked for, and that we were paying top-notch prices for good stuff only.

"The young women made a few purchases and left, and upon inquiring I found they belonged to a family who had just begun to deal with us and were pretty good buyers. I never consulted the proprietor as he was busy with a traveler, and I knew he put faith in my judgment, although he would have taken the stuff himself. I still feel uneasy about it, and if it is not troubling you too much I trust you will comply with my wishes."

The winners of the prizes receive $1 each for their answers. The successful contestants were:—A. E. White, manager The W. H. Stone Co., Winnipeg; J. I. Emmerton, Bervie, Ont., and J. Brunner, Tavistock, Ont. Their opinions are given herewith.

AN IMPORTANT QUESTION.

By A. E. White.

I read with considerable interest the article in your issue of Dec. 8, dealing with the purchase of inferior quality of farm produce, which as pointed out, so frequently obtains in country stores.

As regards the action of the clerk, in the instance given, I would say that in my opinion he was quite right in refusing to purchase the supply offered for sale if really under the impression that the young women were strangers to the store, as unless there had been some very good reasons for so doing, he certainly would not have been justified in accepting poultry of inferior quality at the same price as his firm was allowing for high grade goods. On the other hand, I feel that had he been aware that the vendors were regular customers it was a matter which should have been referred to the manager or proprietor, as in a case of this kind it is for him to decide whether he cares to sacrifice his profit on the poultry for the sake of avoiding any unpleasantness with a customer spending, possibly, a very considerable amount of money per year with him.

Should Exercise Judgment.

I am certainly not in favor of clerks feeling obliged to submit every small point, requiring a decision, which arises in their daily work, to the one in charge, as it is best both for themselves and their employer that they should assume a certain amount of responsibility, and be able to make decisions for themselves. But in a matter such as the one under discussion, I feel that had the clerk been aware that the parties offering the poultry were regular customers, he should certainly have consulted the person in charge as to his course of action.

If, however, he was under the impression that they were not regular customers, I consider his decision quite justifiable.

FROM DIFFERENT VIEWPOINTS.

By J. I. Emmerton.

In reply to your request in issue of The Grocer of December 8, for readers to compete for the three prizes offered for best reasons as to whether or not a merchant should accept inferior poultry from a good country customer, I herewith offer my humble reasons for judgment thereon, and if considered no good, your waste paper basket is handy.

To arrive at an all-round conclusion on a transaction of this kind we are forced to view it from two important points of view. First, from standpoint of encouraging and establishing dishonorable, dishonest, and unjust business principles, among ourselves, in business generally and among the better class of customers. Secondly, we are forced to view it from the standpoint of established custom among grocers and general merchants in handling and accepting poultry, butter, eggs, etc., upon a flat valuation of so much per pound or per dozen, regardless of quality.

A Question of Honesty.

Considering and judging the clerk's method of dealing with said customer from the first standpoint, would say he acted very wisely and with broad vision. First, because the said customer was acting dishonorably, dishonestly and unjustly to the merchant, in offering poultry in that condition. Secondly, the clerk, also his employer providing he approved of his clerk's accepting the poultry, would be acting dishonorably, dishonestly and unjustly to themselves, and also to the honorable patrons of their store. Furthermore, if the merchant expected to dispose of them along with his good stuff, in the hope that the good would sell the bad, likewise he would again be dishonorable, dishonest and unjust to himself, to his fellow merchants in general, to his honorable patrons and those of every fellow merchant, to the buyer to whom he sells, be he an individual, a wholesale or commission house or an open town or city market, because of the fact that he is doing his share towards lowering the standard of quality, thereby necessitating the lowering of valuation to suit the quality. Thirdly, to accept poultry or any other produce of the quality referred to, and be honorable, honest and just himself, presuming again the employer approves of his clerk's doings, the employer must necessarily stand the loss, and in so doing encourage and establish habits among his patrons that have but one result—the tendency of lowering the mental, moral and business character of the community.

Should Have Made an Offer.

Considering the transaction from the second standpoint would say the clerk acted wisely and honorably in his em-

ployer's interests, but failed to realize his full opportunity. If he had no authority to offer a reasonable price for poultry of that quality, he should have consulted his employer, and if the best price he could offer was not to the satisfaction of customer, he could endeavor to impress upon them that his employer had their personal welfare under his consideration and was offering the best possible price, and also to try and impress the fact that the interests of the merchant and his customer were mutual, and by putting inferior stuff on to the market he injured both parties. By earnest endeavor to demonstrate beyond a doubt, a personal interest in your customer, is one of the strong levers to success.

The Problem of Competition.

From the merchant's point of view it is sometimes wise to accept inferior poultry, if dealing in that line, even at a sacrifice, rather than offend a good customer, from the fact that it is almost universally the case that in every community there are one or more competitors eagerly and anxiously awaiting an opportunity to disturb the peace and harmony of your patrons, in the hope by so doing of gaining patronage themselves. Then again, accepting stuff of this quality should never be done without clearly informing your customers that you do so simply because you have an interest in them and appreciate their trade, but could not again repeat any favors of that nature.

Talk quality, impress quality, insist on quality in goods and service both to a customer and from a customer.

REASON WITH CUSTOMER.

By J. Brunner.

When a customer brings in such stuff, one naturally feels like telling him it is not fit for market, and he had better take it home with him.

It is a provoking proposition, and if the customer happens to be a desirable one, it is at times a very difficult one to handle.

I have found it is not a good plan to absolutely refuse to take it at any price. Customers who are usually in the habit of bringing in good butter or poultry will at times have a poor lot, and of course expect the merchant to take it off their hands at some price. If he refuses, the next dealer may take it, and by so doing stands a good chance of getting their next lot of good produce which they have to offer.

The customers in question may have known their poultry was not up to the mark, and possibly did not expect to get the "Top Notch" price.

Convince by Comparison.

If the salesman had placed the poultry beside some of that on hand, to let them see the great difference there is in the handling of poultry, they would no doubt have been willing to accept a much lower price, if he had shown his desire to do the best he could under the circumstances; and even if there would not have been a cent of profit in that day's transaction, it would have been much better than to refuse to take the poultry, and drive away a good customer.

Refusing to take inferior produce at any price offered by a customer hits a "vital spot," and the salesman in question will no doubt never again have an opportunity to refuse to take this customer's produce.

Year's Ups and Downs in Sugar Market

1911 Opened With Prospects For Low Market—Why No Landslide Occurred—July Hot Weather Contributed Further to Phenomenal Rise—Close of Year Sees the Market Growing Weaker.

The past year has been an interesting one in sugar with its phenomenal advances and extremely high price. Fortunes might have been made during the past twelve months during which this staple commodity soared to the highest pointed reached in 22 years. That point was reached on Sept. 8 when refined on a Montreal basis went to $5.85, which it is interesting to note was an advance of $1.65 above the lowest point for the year. Since then there has been a period of inactivity until the recent declines in the market began.

Yes, truly fortunes might have been made in sugar during the past year. However, if any person had predicted a year ago that sugar would have reached the high point that it did, he would have been laughed at by the wise ones. A year ago sugar men in general looked forward to a lower level for sugar than during 1910. Thus is shown just what an uncertain article sugar is.

Early Prospects Changed.

However, their predictions considering conditions at the time were soundly based. The prospects for the Cuban crop at that time were rosy. The sugar world was waiting for prices to tumble. They did make a start in that direction and with the Cuban crop coming forward prices during January sagged off from $4.60 to $4.20.

Here the market swayed in the balance. "Has the bottom been reached?" was the question asked. Interest was at the high tension mark, awaiting for some deciding information. It came too and very suddenly, when prediction was heralded forth that the Cuban crop would be 200,000 tons short. It was not long in moving the market and on Feb. 24 refined went up 10 cents. The shortage in Cuba became more apparent and prices expanded accordingly, going upward to 4.60 on April 18.

"Well," said the sugar world, "the flurry is over." It was, for the time, and during May and June inactivity reigned. In June the season of increasing demand was reached, but only a steady market was expected, probably with some slight advances, depending upon the volume of demand. If a person had even then predicted $5.85, he would probably have been laughed at.

The Great July Spurt.

However, there was yet a shock booked to make the world later sit up and take notice. Little attention had up to this time been directed to Europe, where the beet crop was just getting nicely started. While the trade scorched under the extreme heat of July, European beet quotations began to advance sharply and the information come out that the heat which was causing the retailer's collar to lie limp, was also having a damaging effect on the beet crop of Europe. Prices on this side the water were not long in moving in sympathy and the phenomenal upward trend set in and in July alone prices were advanced 55 cents. That was not the end either. Additional advances followed each other with great rapidity, 40 cents being added in August and 30 cents more in September.

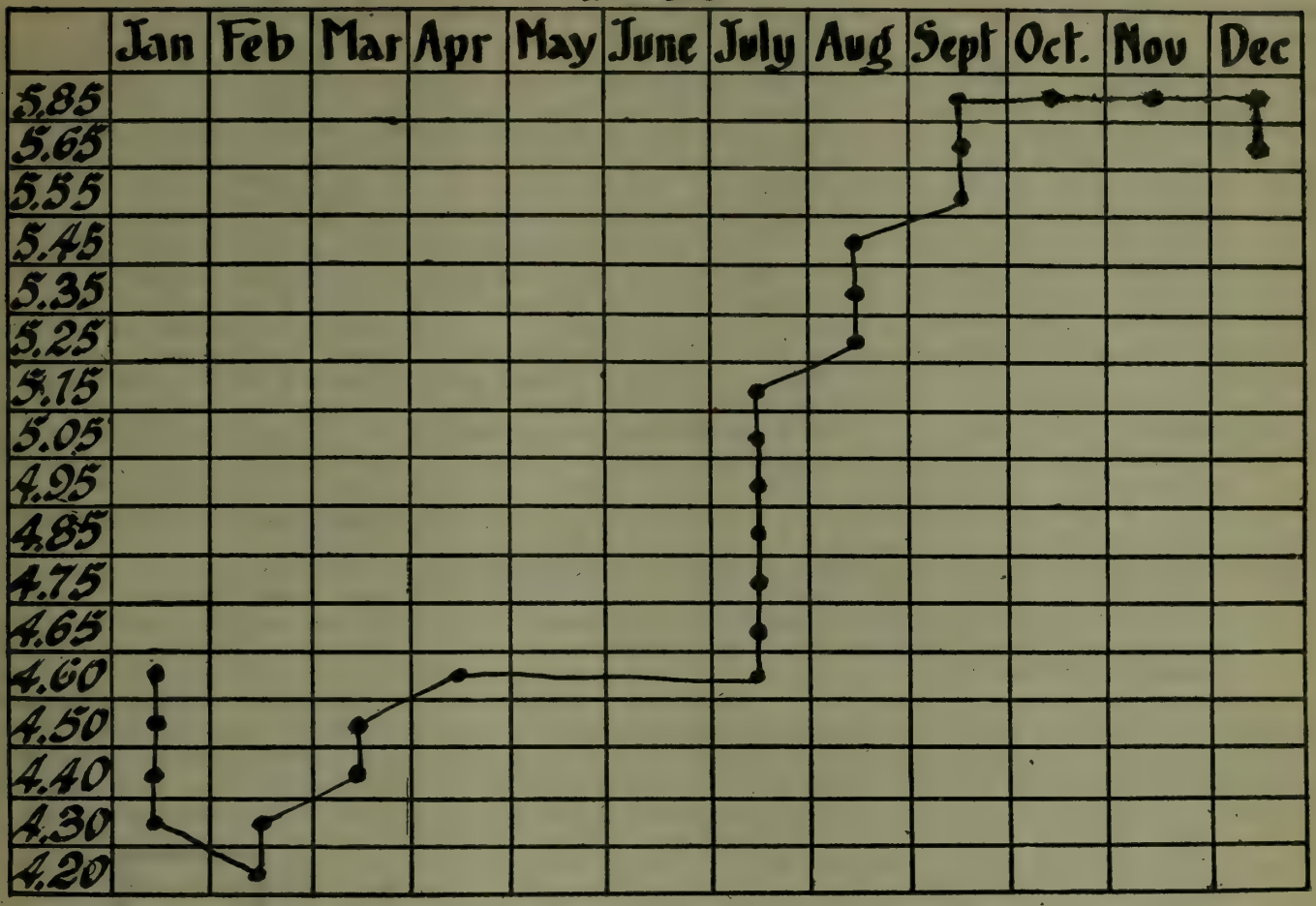
September Arrested Advance.

The end of the soaring came on Sept. 8. Sugar had made history. It had reached the highest point in 22 years. Apparently, it was content, having made the record, to let up. From September until well on in December there was no change but weakening was apparent. United States prices which had gone extremely high began to recede and it was apparent that Canadian prices would do the same as the advent of Cuban crop approached. Our chart on the opposite page records the advances and recessions during the year.

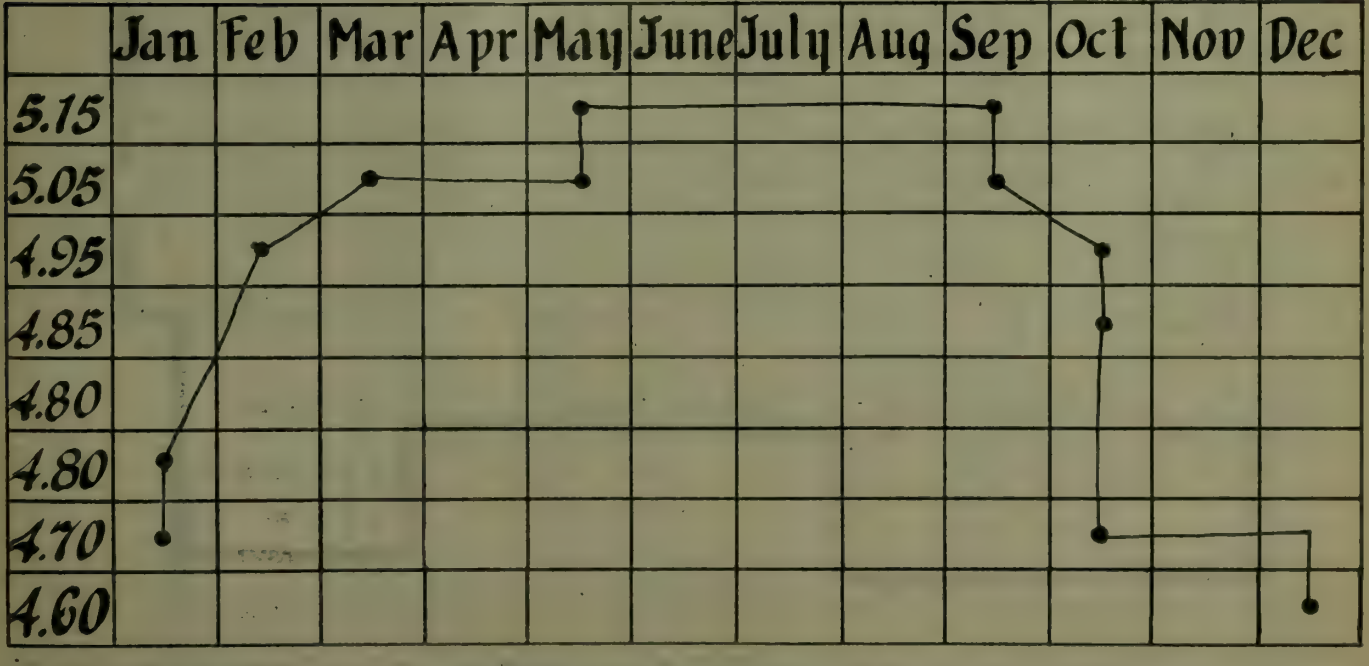
The Present Prospects.

What can be said of the present condition of the markets? It is expected that the movement already inaugurated in

1911



1910



The Canadian Grocer's Sugar Chart Showing Declines and Advances During Past Two Years. It Might With Advantage be Placed in a Handy Place for Reference.

prices will be continued. There are several features which point to this. In the first place estimates from Europe in regard to the beet crop are more favorable, showing a decrease of 200,000 tons from the first estimated shortage. Cuba is also promising well. One estimate places the probable output of the island at 1,875,000 tons as against last year's yield of 1,483,451 tons, an increase of over 3000,000 tons, which will help considerably to make up the normal shortage for the year. Then again, it is anticipated that Russia will be allowed to increase her exports of raw sugar, although the Brussels Convention which is dealing with the question has adjourned to Jan. 29.

Will Not Reach Low Level.

"How low is sugar going to go in this campaign?" was a question put to one sugar man.

"Well," he replied, "one cannot look for very low prices. It is quite evident that the year's shortage has been considerable and it is going to take some little time to make it up. The increase in the Cuban production now expected will help some but falls much below the total sugar shortage.

"Judging from present condition of the market, I would probably say that $5.40 for refined Montreal 'might' probably be near the low price for the campaign unless conditions change from what they are at the present."

Such is the opinion of one sugar man. He allows for a decline of 45 cents from the highest point of the season. How near is his guess to what will ultimately come? Time will tell.

Planning a General Merchant's Store

Dealer Sends Plan of Present Establishment Which He Intends Rearranging in Spring—Will Likely Use Metallic Ceiling—An Interesting Contribution.

Herewith is an interesting addition to the problem of planning a general merchant's store introduced in the issue of The Grocer of Dec. 15. On Dec. 11 C. H. Shupe, of the Shupe Grain Co., North Buxton, Ont., wrote asking for a somewhat similar plan for general store to that required by G. Norman Willets. He also sent plan of his present store, which he intends enlarging and re-arranging in the spring.

Before his letter was posted The Grocer had reached him with plan suggested for Mr. Willets, and his second letter, that of Dec. 16, was written afterwards.

The Grocer has reproduced plan of Mr. Shupe's present store, as will be seen by fig. I., and there is also submitted suggestion for plan for new store as he requests.

Mr. Shupe's First Letter.

The Canadian Grocer :—Accompanying this letter you will find a plan of my present store, which I wish to renovate in the spring and enlarge same, making it 10 ft. wider and 10 ft. longer, cutting off the oil house addition on south side and the flour and glass room on the north.

As no doubt you have the opportunity of examining more stores than I, I thought you could possibly give me a plan for the enlarging.

Would like also to know if I could use the cellar for a furnace room and use hot water or steam for heating, or would it be better to build furnace room outside the store entirely ?

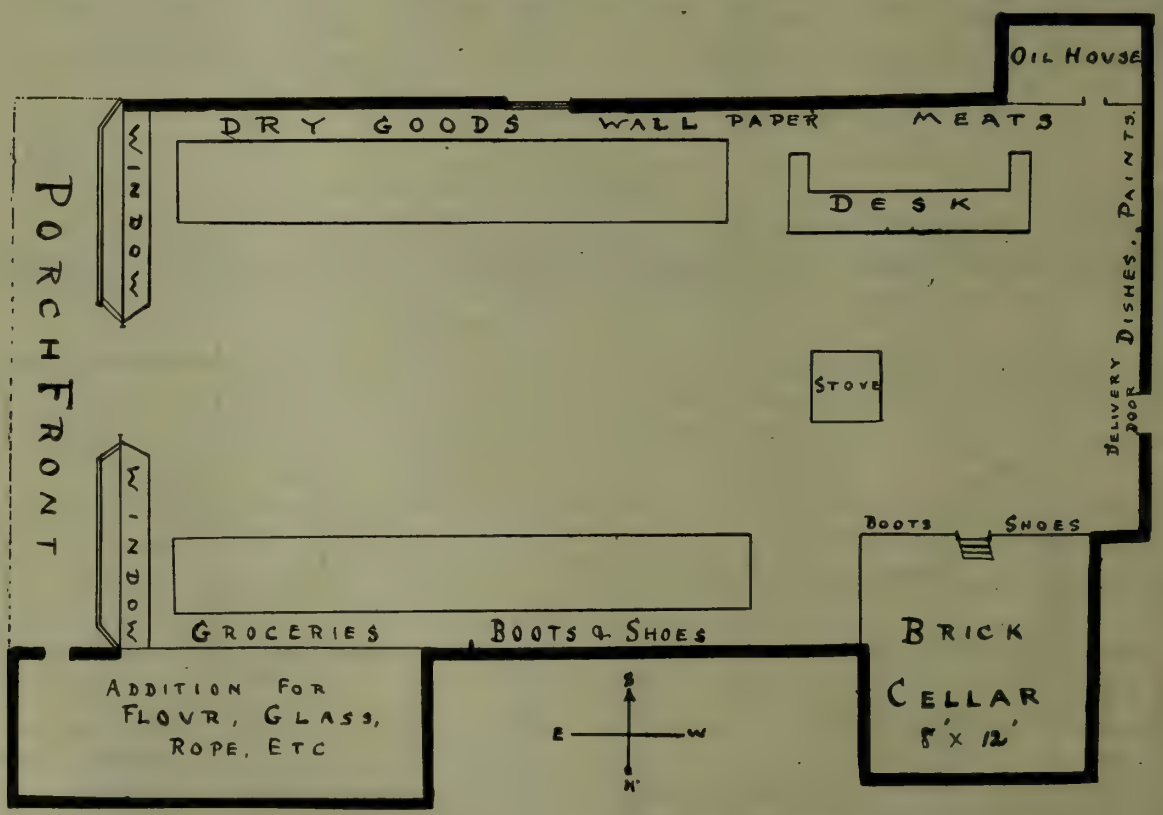
Our ceilings are 11 ft., with a peak roof. I was thinking of making a flat roof and using metallic ceiling.

The front would also have to be altered, which could be easily done, as the present building is a timber frame, and has an 8 x 8 timber across front about 8 ft. from xoor.

If you can give me a good plan from the foregoing description, I would be pleased to hear from you.

C. H. SHUPE.

North Buxton, Ont., Dec. 11, '11.



Present Plan of a North Buxton Store which will be Changed in the Spring.

Location of Furnace Room.

The cellar in the new store may be used for furnace room. Many stores, however, are now building furnace rooms outside store proper. This lessens chance of fire, and it may be that a little lower insurance rate could be secured in such a case. The furnace room should practically be a cellar outside the building with plumbing underground.

Metal ceilings are gradually gaining favor among all classes of merchants. They are attractive in appearance and sanitary in character, and can be easily kept clean.

The removal of the front porch would furnish more light and would give the display windows a better chance of selling goods.

The Second Letter.

Editor Canadian Grocer :—Re your issue of Dec. 15, under head "Planning a General Merchant's Store :"

I was much struck with the plan as outlined therein. My store is 20 ft. wide by 50 deep, but is minus the unpacking room and storage, which I keep in outbuildings conveniently removed to make danger of fire less. Judging from the amount of shelving asked for in plan, I would judge the stock would be about same as my own.

Now let me say at first that 20 ft. is not wide enough. Shelving and ledge will be 2 ft., alley back of counter 2 ft., and counter 2 ft. 8, or 6 ft. 8 inches total. Double this and you have 13 ft. 4 in., which leaves only 6 ft. 8 in. for the showcases down the centre, and where are the customers going to move about. I I omitted the showcases, and find even then too little room in centre, the result being that I am enclosing a plan of present store, which I expect to change next spring, making the store 30 ft. wide.

If G. N. Willets is cramped for room to build on, possible the plan might do, but as he wants side delivery door I suspect he has more room to build on.

Now the extra cost in width of store and roof, etc., is only a trifle to what it is when you have to tear down to widen, so by all means do not cramp too narrow.

Any suggestions furnished along lines of enquiry on enclosure would be much appreciated.

C. H. SHUPE.

North Buxton, Ont., Dec. 16, '11.

Departments Classified.

In fig. II., the plan suggested, the departments are arranged with a view to convenience, sanitary conditions, and classification. The grocery department should, of course, be given greatest prominence, as it is most used by customers. Meats are placed beside it, as these two are directly associated, and both should be as far away from the oil department as possible.

On the opposite side dry goods, boots and shoes and wall paper are placed, as these are more or less associated with one another. If the wall paper is placed in the corner near the oil house, a better display could be made than if it were against a side wall. Paints are placed near the rear door, as they are in a way associated with oils. The office in the centre near the back of the store allows a good view all round.

As stated in the last article on the subject, The Grocer would appreciate hearing from other general dealers with plans of stores which they have found adequate and convenient.

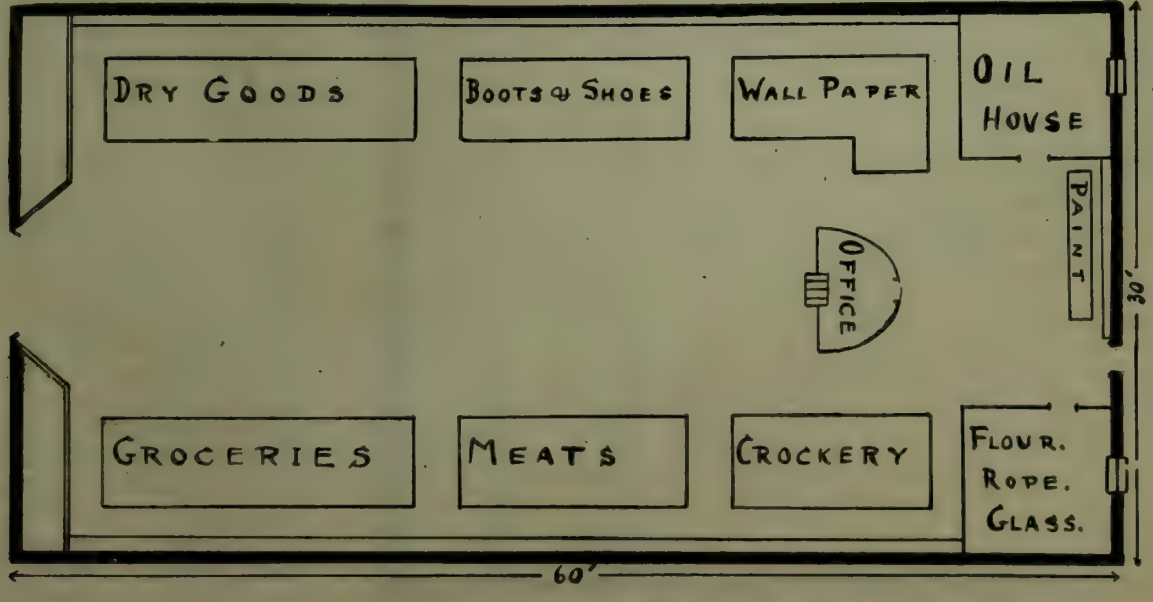
KEEPS NAME BEFORE PUBLIC.

Toronto, Dec. 28.—A Yonge St. grocer believes that keeping your name before the public helps the business, because customers recall it when they wish to make purchases. One of the methods he has of attaining this end is his name and a small ad. on every paper bag that leaves his store. Thus, a customer in looking over her stock before going out shopping, is reminded of his store. In the ad. the name is outstanding, followed by "provisions, groceries fruits ; butter and eggs a specialty." Below this is an inscription "the store that aids economists."

He also believes in a good delivery outfit as a trade attraction. His wagon, which is of the covered variety, bears his name and number plainly. On his entrance door is the sign bearing his name, while his name in gold letters on a hanging glass sign adorns both show windows.

SPLENDID MONTREAL WINDOWS.

Montreal, Dec. 28.—Among the merchants along the Main street, the leading grocers have displays that are on par with the general tone of the Christmas windows. Jas. Graham, John Robertson & Sos, Walter Paul, E. J. Quinn, Gravel Freres, A. Dionne, Son & Co., W. J. Brown, and others, have attractive windows showing wealth of Christmas grocery ideas. In some cases it might be difficult to select the best, and yet there are one or two that seem to stand out clearly for the carefulness with which the design has been carried out. Altogether, however, the grocers have ably upheld their share of the decorative Christmas displays.



Suggested Arangement of Departments When Store is Remodelled.

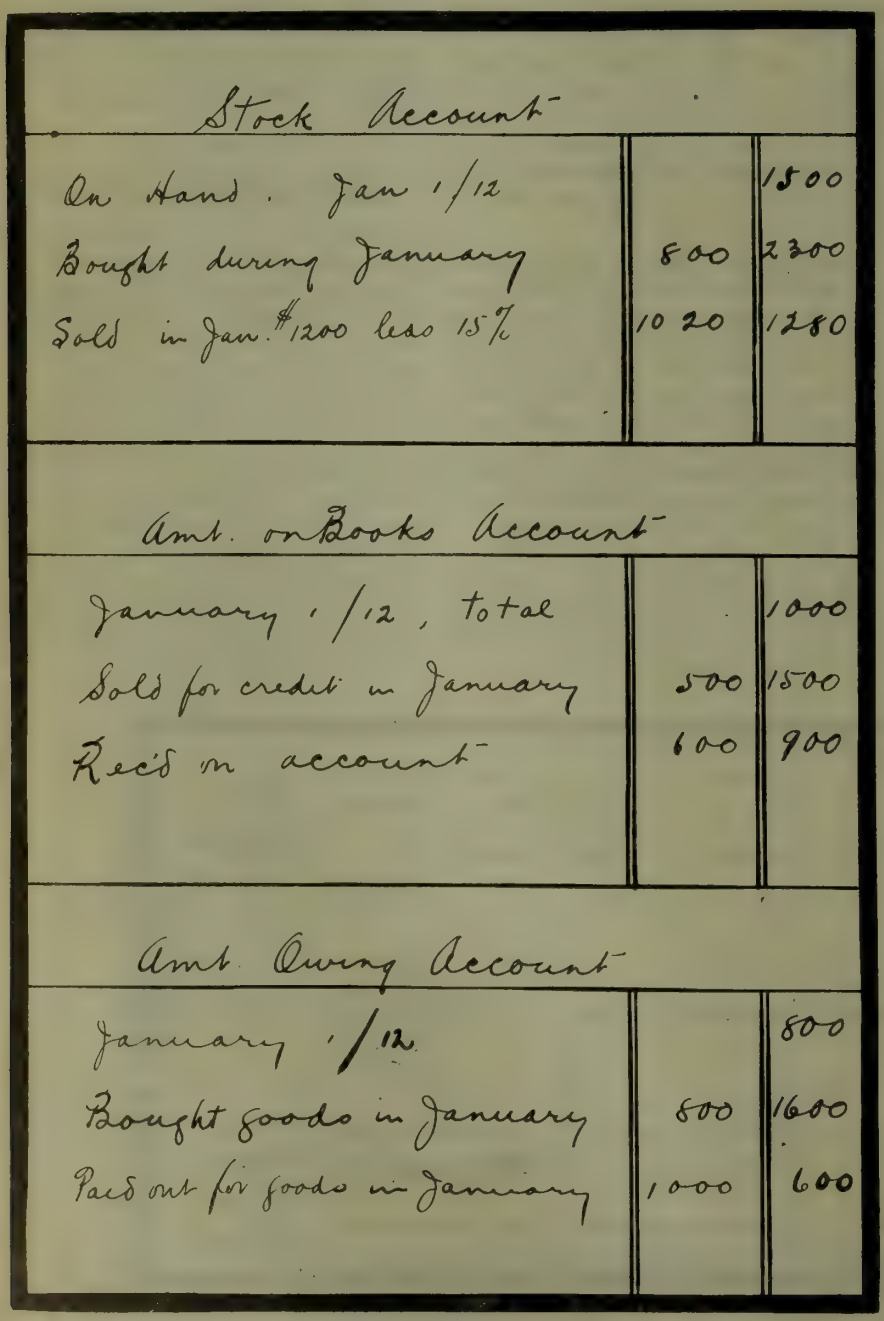
Taking an Inventory Once Every Month

Simple System Which Must Be Begun in January After Annual Stock-taking Operations Are Over — Will Show Approximate Standing at Any Time.

All up-to-date business men agree that it is a valuable asset to be able to tell at intervals the standing of their business. The man who takes stock yearly can tell once how his business stands, but there are a large number who would like to know oftener. There is, however, a great deal of labor involved in taking complete inventory of financial standing several times a year.

Here is a plan whereby the grocer may tell approximately at all times throughout the year the standing of his business. If there is anything wrong he does not have to wait until December to find it out and have it remedied. Instead, on any day, with little work, he can find just how his business compares with the last time he took stock and whether it has been progressing favorably.

The method is simple, and while not giving this information just as exact as annual inventory, it gauges it closely enough to tell how the business is getting on. Then, again, at the end of the year the annual inventory can be taken the same as usual.



Stock Account

On Hand. Jan 1/12		1500
Bought during January	800	2300
Sold in Jan. $1200 less 15%	1020	1280

Amt. on Books Account

January 1/12, total		1000
Sold for credit in January	500	1500
Rec'd on account	600	900

Amt Owing Account

January 1/12		800
Bought goods in January	800	1600
Paid out for goods in January	1000	600

Accounts Necessary to Take Inventory at Any Time During Year.

Three Accounts Kept.

The accompanying cuts will explain the plan itself. First we have the Stock Account. On Jan. 1, when stock was taken, we found we had $1500 worth of goods on hand. Now, during January, we purchased $800 worth as shown by the invoice book. During that same time we sold $1200 worth, which, with the estimated profit on the same deducted, shows amount of goods taken from stock during that month.

How do we find the amount of profit? During the previous year we sold, say, $14,400 worth of goods on which we made a gross profit of $2,160, which means 15 per cent. This will vary with stores, but for sake of argument our last year's business shows the average profit as 15 per cent.

Amount on the Books Account.

The amount on books at end of January is simply found. When inventory was taken on Jan. 1, the amount was $1000. There was sold in January for credit $500, while $600 was received on account, so that the amount left on the books would be $900.

On Jan. 1 the amount owing was $800. There was bought on credit in January $800, while there was paid out on account owing, $1,000. This leaves debts of $600 at the end of January.

Perpetual Inventory.

Thus, at the end of January we have the Amount of Stock, the amount on books, and the amount owing, so that with the other resources and liabilities such as cash in bank and on hand, notes payable and receivable, etc., a complete inventory can be made. At end of February the same thing can be done, and in this manner at any time throughout the year, the merchant may tell exact standing of his business, or, in other words, he has a perpetucal inventory.

At end of the year, the usual inventory should be taken, for as the percentage of profit may vary, so this perpetual inventory may not be exactly accurate.

It is quite evident that this perpetual system has to be started immediately after the annual stocktaking and inventory. Care should be taken to get the average profit as nearly accurate as possible.

Now comes a man in York, Neb., who claims that dogs are the cause of the high cost of living. "There are six million dogs in the United States," he says. "You say the dog lives on waste. There should be no waste. If there is, that is another cause of high prices. Other animals are productive; the dog is destructive. The damage inflicted by six million dogs is enormous."

THE CANADIAN GROCER

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PUBLISHED EVERY FRIDAY.

BUSINESS MANAGEMENT ARTICLES.

Commencing with this number, a series of weekly articles on Business Management will appear in The Canadian Grocer, from the pen of H. C. Carson, F.S.S., F.R.C.I. Mr. Carson is Municipal Editor of The Financial Post of Canada, and his writings on Municipal Finance and Administration are recognized as authoritative throughout Canada. He is a Fellow of the Royal Colonial Institute, a Member of the Royal Society of Arts, and his statistical labors were recognized two years ago by a Fellowship in the Royal Statistical Society of Great Britain.

The practice of his profession as a Consulting Accountant and Auditor has brought him into close touch with the various phases of business life in Canada, and the United States, and he is well qualified by education and experience, to render sound and practical advice regarding the numerous problems that arise in business.

These articles will be practical in nature, and devoid of literary embellishment, and The Grocer strongly recommends every reader to study the series carefully. Every reader will be welcome to submit questions to be answered or problems to be solved, and every effort will be made to make 1912 a year of real business education.

CERTIFICATED GROCERS.

In the Fall Campaign number of The Grocer, there was an exceedingly interesting and educative article on the Institute of Certificated Grocers in England. This is a question that should be fully gone into by associations in this country as it opens the way to the elimination of the inexperienced dealer who so frequently not only ends in failure but causes loss and troubles to competitors.

If such an Institute were established in this country, it would, beyond a doubt elevate the standing of the trade to a much higher degree. Every day, for instance, we hear of dealers selling goods at cost or less. This is only one of many shortcomings which would come under the scope of the Institute. A sample examination paper was also given in our Fall Number of Nov. 3, illustrating the splendid work being done.

Canadian dealers would certainly do well to emulate the example from England, and we would strongly urge the trade to look deeper into this large question with a view towards perpetuating the work of the Motherland in this respect in this country.

WESTERN WHEAT SITUATION.

Threshing still continues throughout the country, but the quality of grain threshed from stooks which are covered with snow is so poor that elevators are refusing to handle the grain at all in many places.

Reports have been received from several points where farmers have been unable to market their grain unless they load and ship the cars themselves to Winnipeg or the head of the lakes. In fact, a case is known where one man carted his grain ten miles to town, and was refused a market by the elevators, and finally had to sell to livery men for the small price of 35 cents per bushel. Reports eminating from Government authorities for the Province of Saskatchewan state that there are 25,000,000 bushels of grain yet to be harvested in this province. A large part of this is flax and the remainder wheat and oats.

CANNED MILK HIGHER.

It was pointed out last week that the high price of raw material and extra cost of production was likely to result in increase in price of canned milk.

The intimation was well worth heeding. One firm at least has advanced prices on evaporated and condensed milk 15 cents per case. Another house has increased the price on one line and intimated that other lines may advance also. Other firms are seriously considering the problem, it is said, because of the increased cost under which they have to operate.

ROLLED OATS DECLINE.

This week a further decline of 35 cents per barrel is announced by a number of firms in rolled oats. Added to the reduction of two weeks ago, it makes a total drop of 60 cents per barrel during the month.

The reason for the reduction is not altogether easy to explain. Prices have been easing off in the face of a fairly steady oat market, although it is pointed out that across the line there is greater weakness.

Then again some of the mills which have lowered prices this week, favored higher prices a week or so ago, yet in the meantime the oat market has varied little.

The failure of prices to work in unison with the oat market, and the differences in prices as quoted by different firms would lead to the belief that something of a price-cutting war is being indulged in by mills at present. Competition for business just now at least appears to be keen.

EDITORIAL NOTES.

Do not advertise goods, service or policy that your store does not have.

• • •

One swallow does not make a summer, nor does one good day or week make a business a success.

• • •

The Grocer's "Sugar Chart" for 1910 and 1911 appears on another page. Every retailer and wholesaler should cut this out and keep it handy for reference purposes.

Talk on Wholesale and Retail Legislation

Address to the Canadian Credit Men's Association at Winnipeg—Reforms That Have Made Rapid Progress in the West—Application of Criminal Code to Sale of Property by Debtor.

By Norman Mackenzie, Regina, Sask.

The Canadian Credit Men's Association represents one of the most important branches of industry in the West and already represents millions of dollars, yet at the present time it is only in its infancy. Even before its legal life I have been interested in it, and it has certainly been the most aggressive infant I have ever came in touch with.

Before steps were taken to incorporate it, I was busy formulating a scheme of a Bulk Sales Act for Saskatchewan, as mentioned by your chairman, and while on the subject he made some remarks which I think should be commented on. What I did in reference to the Act was done simply as a lawyer. The bulk of the ideas in reference to changing the Manitoba Act came to me from time to time through suggestions from members of your Association made in reference to particular business transactions, from ideas which occurred to me in attending to the different difficulties which arose in connection with the wholesale business. These suggestions and ideas were from time to time jotted down by me as they arose, and were largely supplemented by the discussions and ideas of your Executive itself when the Bill was discussed in detail. These ideas were finally brought into a draft Act, and if I mention to you some of the details that occurred during the process of bringing the draft Act to our Statute Books, you will realize when other legislation arises that it is not always an easy matter to introduce and pass in a new country, where many of the legislators are new, bills which touch on new branches of mercantile law.

Went Straight to Government.

There were two ways in which the legislation could have been brought up. One was to interest private members to such an extent that a majority in the House could be obtained; and here the difficulty would arise that unless the financial and political interests of such members were identical with ours and with those of their constitutents, trouble would be sure to arise and the bill might have been defeated on the general vote. We came to the conclusion that as the bill was one which interested the public at large, and was for the benefit of all parties, the best plan was to go squarely before the Government and endeavor to show them that it would be for the common good of the community to pass the act.

On calling the attention of the Government to the act, they first refused to pass any opinion on it until its aspect from the standpoint of the community had been fully considered, and until we had placed before them all the other legislation which had been passed by other legislatures in Canada, or had been brought before such legislatures, and, with this end in view, we obtained all other Canadian bills or acts on the subject. We found that Manitoba, British Columbia and Quebec had already legislated on the subject, while Ontario and another province had introduced legislation, but had apparently deemed it wise to wait until they saw the success of those who first undertook to legislate on the subject. The draft bill was then again submitted to the Government, with copies of all the legislation on the subject, with annotations showing what legislation had already been passed and what ideas were new, after which it was accepted by the Government, who stated that they thought it advisable to introduce the bill themselves.

The Bill Delayed.

I shall now proceed to tell you what happened after the bill had been passed into the hands of the Government. The session during which it was to be introduced dragged on from day to day, and the issues which were raised were such as at times to completely sidetrack our legislation. First the subject of reciprocity came up, then the C. P. R. land resolution, then the blockade of supplies, and finally, and most important, came the Grain Act, and it was not until practically the day the House expected to rise, that the bill received its third reading. I then found that one point in the bill had been omitted, and on pointing this out to the Attorney-General, it was remedied at the last moment by an amendment to the Statute Law Amendment Act, the result being finally the act as forwarded to you being assented to by the Lieutenant-Governor.

I understand that since the passage of the act here, the Manitoba Act has been amended to comply with the provisions of ours, and in conversation with supporters of the Government I have been told that they felt the act was a most beneficial one, and they were of the opinion that if new ideas arose which would make the act even more complete, suggestions as to amendments would be cheerfully received by the Government. The only point at the present time which occurs to me would add to the strength of the act is that sixty per cent., both in amount and number of the creditors should be necessary to consent to a sale by the debtor. We did not get both in the act; but I believe this can be remedied without difficulty at the next session of the legislature. Another point which I think should be brought to the attention of the Government, and would assist the public generally, is that assignments of book accounts should be registered in such a way that the attention of the public would be brought to the change in the assets of the debtor.

Retailers Helped.

One thing that I feel assisted greatly in bringing the act before the legislature was the fact that your association allowed the legislation to speak for itself. No deputations were sent to endeavor to explain what was put before the Government in plain language, nor were any promises asked for; the act was simply submitted and spoke for itself. I do not know of any stronger recommendation from my standpoint which could be given the legislation as it stands, than realizing as I did, sitting from day to day in my office, how quickly the act was brought to the attention of the public, particularly to the retail dealers. Even before the act was printed and distributed, retail dealers throughout the country consulted me as to proposed sales being made by them, and expressing their anxiety to come strictly within the terms of the act.

We have now been given the legislation and I understand the motto of your association is that "union is strength," but we must remember that legislation is one thing and the direct carrying out of the intention of the act is another. The legislature has now done all that it can do and it remains for us to do the balance. For years the different provinces of Canada have had Creditors' Relief Acts in existence, whereby all execution creditors must share pro rata in the assets of the debtor, and I cannot help but feel that if this Association is ever to have weight with the public and to assist the individual members, the same principle must be carried out wherever possible practice before judgment, as legally it must after judgment; that is, that the assets of the different debtors of this association should by arrangement be distributed ratably before judgment as well as after, that the old inclination of each wholesale house to secure itself at the cost of its brother creditors should be abandoned, and that the association should act on a system whereby every creditor will share, and where securities taken would be for the benefit of all those, doing away with promiscuous liti-

gation against the debtor, and actions based on the Fraudulent Preference Act being brought by one creditor against another, for we cannot but remember that while the Government have now legislated as to the rights of the wholesale men against the retail men, they had already legislated under the Fraudulent Preferences Act as between one creditor and another, and it is as incumbent on us to avoid running foul of the question of fraudulent preferences, as it is for us to carry out the spirit of the Bulk Sales Act.

I feel the above suggestion, if carried out, will in the long run not only be of benefit to your association, but to each wholesale house individually and to the public at large, including the retail dealer, and I emphasize this fact, for watching business transactions of this description from day to day, it has been pitiable to see so many instances occur where the large creditors show every inclination to assist the retail dealer, grant him an extension and do everything possible to save him from insolvency, and then, as in one particular case I know, the smallest creditor give instructions for the issue of a writ, which naturally brought about an assignment, a sacrifice of the goods and the incurring of costs which were finally paid by the debtor out of goods on hand which should have been turned into cash and paid to the creditors.

The Criminal Code.

Another point on which I think I could profitably speak to-night is in reference to the application of the Criminal Code to sales and disposal of property by the debtor. Wherever the Criminal Code has been distinctly violated, I think it is the duty of the association to prosecute to the bitter end; but where, through ignorance or stress of circumstances or bad advice, the debtor, without real intent to defraud, has disposed of his property, I can only say that it is, in my opinion, a mistake to invoke the Criminal Law. Many cases arise where the biased view of the creditor might suggest the arrest of the debtor, but in twenty-four cases out of twenty-five, when the facts were brought before an unbiased person, it would be plain that it would be folly, not only on account of the lack of the necessary criminal ingredients, but because the acquittal of every such debtor only tends to weaken the standing of the wholesalers and arouses the sympathy of the public, and also weakens the chances of the association to obtain further legislation to protect them.

Another point which I think should be carefully considered by the Association and by the various solicitors who are representing them, is the care which must be taken to formulate a system in reference to the report on the standing of debtors which will keep the association and the solicitor strictly within the law, and prevent actions under the circumstances laid down in McIntosh v. Dun, in the Privy Council, and Smith v. Dun recently in your own Courts. This is not a matter to be discussed here, but one to be taken up with great care and exercised with the utmost prudence.

Knight of the Grip Registers Kick About Delays

By A. P. H.

The total amount of time lost by travelers throughout the Dominion through the indifference of retailers means an immense sum of money yearly. Instead of giving the traveler his hearing or his order at once, the retailer is wont to keep him waiting while he performs some minor work that could just as well be done at any other time.

Especially is this habit of delaying the traveler more prevalent in the small towns and villages where it is a common occurrence in some instances for a traveler to have to call at a store several times before he receives his order, while in many cases it would be just as easy for the merchant to give it to him on his first call.

Now, while he may do it pleasantly enough, his thoughts may be different. Put yourself in his place and you will no doubt make an effort to eliminate this loss of time as far as it lies in your power.

CREDIT MEN'S BANQUET.

Address to Be Given by Member of Parliament on Bulk Sales Question.

Toronto, Dec. 28.—The Eastern Branch of the Canadian Credit Men's Association will hold their monthly banquet on Thursday evening, Jan. 4, at McConkey's, this city. The feature will be an address by W. D. McPherson, M.P.P., on the bulk sales question. Mr. McPherson introduced a bill into the Ontario Legislature some time ago on this question, but it did not go through, chiefly on account of objections from the attorney-general. It is quite likely, however, that when it is again introduced there will be no objections from that source.

Although the eastern wholesalers have only been organized about a month, the work is progressing favorably. They have secured offices at 58 Front St. west, and appointed L. J. Ball as secretary. One of the chief objects of this association is to prevent bad debts.

The fifteen hours a day method will not make a man successful. It will make him unfit to enjoy success if he should win it.

It isn't all advertising to throw a lot of words into type. The question of the right kind of copy is a serious one. "I'd rather have fifty dollars' worth of copy in a five dollar space than five dollars worth of copy in a fifty dollar space," remarked one big advertiser recently.



Reproduction of Frank's fruit window at corner of Church and Carlton Streets, Toronto. This was a handsome display and cut does not do justice to it.

1911 a Good Year for Grocery Trade

General Satisfaction with Past Years' Business—The Last Week of Year, as Usual, Finds Trade Quiet—Sugar Holds Same Weak Position—Canned Milk Strong and Advancing—Grocery Staples are on Whole Steady—Syrup Down in Winnipeg—Coal Oil Lower in Montreal.

QUEBEC MARKETS.

POINTERS :—

Brazil Nuts.—Another advance.

Coal Oil.—Up one cent per gal.

Condensed Milk.—Firmer.

Montreal, Dec. 28.—The Christmas season has passed with a flourish before the turning of another new leaf in the history of the Canadian grocery trade. It has been a prosperous year, and high tide of business that gathered months ago rolled on unbroken to the very end. December has not been seasonable with its weather, and while this may have had some ill effect on trade, it was not noticeable in groceries, although with real winter it is possible that this last record would have been broken. The present week is not generally regarded as an important one from a business standpoint, although the local houses were busy. It is felt that owing to comparatively high prices, retail grocers did not purchase as extensively as they might have, that supplies will become exhausted sooner than usual and that business will, therefore, be good earlier in the year. It is also conceded that snow and cold weather will have a good effect. One hears many remarks in other circles that the mild weather has been "killing" to them. If they require the genuine article it generally results that everyone benefits. Altogether the new year opens to a confident trade. Prices have held firmly, and in the majority of cases they should continue strong..

SUGAR.—The tendency to decline is still with the market, and further reductions are expected in near future. The Cuban sugar yield is likely to exceed last season's by about 350,000 tons. Estimates of the European yield are larger, and this appears to make Europe less a factor in the market. The general tone at present is downward with the announcement of a reduction a possibility at any time.

Granulated, bags	5 65
" 20-lb. bags	5 70
" Imperial	5 50
" Beaver	5 55
Paris lump, boxes, 100 lbs	6 35
" " 50 lbs	6 45
" " " 25 lbs	6 75
Red Seal, in cartons, each	0 25
Crystal diamonds, bbls	6 35
" " 100 lb. boxes	6 45
" " 50 lb. "	6 55
" " 25 lb. "	6 75
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	6 10
" " 50-lb. boxes	6 00
" " 25-lb. boxes	6 50
Powdered, bbls	6 10
" 50-lb. boxes	6 90
Phoenix	5 65
Bright coffee	5 40
No. 3 yellow	5 40
No. 2 "	5 40
No. 1 " bags	5 25

Bbls. granulated and yellow may be had at 5c. above bag prices.

SYRUP AND MOLASSES.—There is a fair sale for molasses in small orders, but after the first of January, and with the advent of cold weather there should be more enquiries from the retail trade. Syrups are moving steadily. This is a seasonable line and should be extensively handled.

Fancy Barbados molasses, puncheons	0 38	0 40
" " " barrels	0 41	0 43
" " " half-barrels	0 43	0 45
Choice Barbados molasses, puncheons	0 34	0 36
" " " barrels	0 37	0 39
" " " half-barrels	0 39	0 41
New Orleans	0 25	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03¾
" ½-bbls		0 03¾
" ¼-bbls		0 03¾
" 38½-lb. pails		1 75
" 25-lb. pails		1 25
Cases, 2-lb. tins, 2 doz. per case		2 40
" 5-lb. " 1 doz. "		2 75
" 10-lb. " ½ doz. "		2 65
" 20-lb. " ¼ doz. "		2 60

DRIED FRUITS.—The supply of California and Valencia raisins, as previously stated, is none too plentiful, although no change has been made in price. The last boat of the season carrying dates, figs, etc., is the Armanistan. The Christmas demand for all kinds of dried fruits has been of the best, and for the reason that stocks are generally not heavy the market is likely to remain firm. Dried fruits will be worth watching early in the year to find out any movement in regard to buying, etc. Prunes are steady and firm, but the spot trade is quite ordinary. Grocers have sold extensively this year of Malaga raisins and table raisins of all kinds have received more attention than ever with evident results.

Evaporated apricots		0 22	0 24
Evaporated apples		0 09½	0 10½
Evaporated peaches		0 18	0 19
Evaporated pears		0 18	0 19
Currants, fine filiatras, per lb., not cleaned		0 07	0 07½
" " " cleaned		0 07½	0 08
" 1lb. packages, fine filiatras, cleaned		0 08	0 09½
" Patras, per lb		0 09	0 09½
" Vostizzas, per lb		0 09½	0 10
Dates, 1-lb. packages		0 07½	0 08
Dates, Hallowee, loose		0 06	0 07
Fards			0 11
Figs, 3 crown	0 07½ 0 10½	Figs, 7 crown	0 10 0 15
Figs, 4 crown	0 08 0 10½	Figs, 9 crown	0 14 0 17
" 5 crown	0 08½ 0 13	Comadre figs,	
Figs, 6 crown	0 09 0 14	about 33-lb mats	1 30 1 40
Glove boxes, 16-oz., per box		0 10½	0 11½
Glove boxes, 10-oz., per box		0 07	0 07½
Prunes—			
30-40		0 16	0 18
40-50		0 14	0 16
50-60		0 13	0 14
60-70		0 12	0 13
70-80		0 11½	0 12
80-90		0 11	0 11½
90-100		0 10	0 11
Bosina prunes		0 08	0 09
Raisins—			
Choice seeded raisins		0 09½	0 10½
" fancy seeded, 1-lb. pkgs		0 11½	0 11½
" loose muscatels, 3-crown, per lb		0 08	0 08
" " 4-crown, per lb			0 09
Seedless, new, in packages			0 10
Select raisins, 7-lb. box, per box			0 63½
Sultana raisins loose, per lb			0 12
Sultana raisins, 1-lb. cartons		0 14	0 16
Malaga table raisins, clusters, per box		2 50	5 75½
Malaga table raisins, clusters, per ½ box		0 80	1 90
Valencia, fine off stalk, per lb		0 07½	0 08
" select, per lb		0 08½	0 09
" 4-crown layers, per lb		0 08½	0 09

NUTS.—Brazil nuts are higher again this week, and supplies appear to be quite limited. The holiday demand for nuts was good, and generally speaking, compares well with other years. Shelled walnuts and almonds appear to retain their steadiness and strength of the pre-holiday jobbing trade.

In shell—		
Brazils	0 21½	0 22½
Filberts, Sicily, per lb	0 10½	0 12
" Barcelona, per lb	0 10½	0 12
Tarragona Almonds, per lb	0 16	0 17½
Walnuts, Mayette Grenobles, per lb	0 15½	0 17
" Marbots, per lb	0 13	0 14
" Cornes, per lb	0 10	0 11
Hungarian	0 13½	0 15
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32	0 34
" 2-crown " "	0 31	0 32
" (in bags), standards, per lb	0 27	0 28
Valencia shelled almonds, new crop	0 33	0 35
Cashews	0 15	0 17
Peanuts—		
American—		
Japanese roasted		0 08½
Coon, roasted	0 08½	0 09
Diamond G, roasted	0 09½	0 09
Bon Ton, roasted	0 11½	0 12
Sun, roasted		0 10
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, jumbo	0 18	0 20
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves, bright	0 33	0 35
Brokens	0 28	0 30

TEAS.—Reports of the tea market indicate a relief to the tense situation that has prevailed for some time. Poor grades of tea that first were held strongly received a setback. The supply of good liquoring teas was so very limited that firm prices prevailed. The whole market, however, is firm.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 37
Fine	0 30	0 35
Medium	0 26	0 30
Good common	0 21	0 24
Common	0 17	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 30
Ceylon greens—Young Hysons	0 24	0 25
Hyson	0 24	0 25
Gunpowders	0 19	0 35
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

RICE.—There is nothing special in this market. Routine trade is passing at former prices. Consular advices from Ceylon state that although there are 600,000 acres under rice, the amount harvested each year is insufficient for home consumption. The customs returns for 1910 show that rice to value of more than $15,000,000 was imported during the year.

Rangoons—		
Rice, grade B, bags, 250 lbs	3 65	3 75
" " " 100 lbs	3 65	3 75
" " " 50 lbs	3 65	3 75
" " pockets, 25 lbs	3 75	3 85
" " ½ pockets, 12½ lbs	3 90	4 00
" " C.C., bags, 250 lbs	3 55	3 65
" " " 100 lbs	3 55	3 65
" " " 50 lbs	3 55	3 65
" pockets, 25 lbs	3 65	3 75
" ½ pockets, 12½ lbs	3 70	3 80
Fancy Patna—		
Patna polished	3 85	3 95
Pearl	4 10	4 20
Imperial Glace	4 60	4 70
Sparkle	4 70	4 80

Japans—		
Crystal	5 05	5 15
Snow	5 15	5 25
Ice Dips	5 30	5 40
Carolina rice	0 08	0 10
Brown Sago, lb	0 06	0 07
Tapioca, medium pearl, lb	0 07	0 08
Seed, lb	0 07	0 08

PEAS AND BEANS.—Supplies are lighter than at this time last year. The market continues firm with a fair demand. The present holiday season is not conducive to activity in this line. Peas have become so limited in supply that they are scarce.

Split Peas, per bag, 98 lbs	3 50	4 00
Whole Peas, per bus, 60 lbs	1 80	2 00
Pot Barley, 98 lb. bag		3 60
Pearl Barley, 98 lb. bag		4 75
Beans, white, per bus., 60 lbs	2 40	2 55

PEEL.—Up to middle of the week there has been a good demand for peel, even at the advanced prices. Late buyers were responsible, and trade should continue fair even after the holidays.

Orange	0 11	0 14½	Citron 0 17 0 18
Lemon	0 10	0 14	

COFFEE.—Coffee remains steady and unchanged. Demand is fairly good. There is no feature from the primary market and the local market is practically in the position it has occupied for some time.

Mocha	0 25	0 28	Santos	0 22	0 24
Rio	0 21½	0 23½	Maracaibo	0 25	0 26½
Mexican	0 25	0 28			

Canned Goods.

TORONTO.—The past year has been somewhat of an interesting one in canned goods. The great feature was the short packs in a number of lines. The dry hot spell of early summer as all well know was responsible for a small delivery of tomatoes, peas, blueberries, strawberries, raspberries and some other lines, which in face of ruling conditions are considered good property. Salmon was another line to fall short, especially in the better grades.

As intimated last week, some firms are quoting condensed and evaporated milk at 15c per case higher. The high cost of raw material is the cause. Other firms intimate they will probably find it necessary to advance their quotations also.

One firm quotes Singapore pineapple in ¾'s cubes and grated at $1.20 per doz., and 1½'s, sliced and whole, at $1.65. Hawaiin in 2's are worth $2.40 per doz.

FRUITS	Group A	
3's—Apples, standard		1 10
3's—Apples, preserved		1 80
Gal—Apples, standard		3 05
2's—Blueberries (huckleberries) standard		1 50
Gal—Blueberries (huckleberries) standard		5 30
2's—Gooseberries preserved		2 00
Gal—Gooseberries, solid pack		8 80
2's—Grapes, white Niagara, preserved		1 85
Gal—Grapes, white Niagara, standard		3 55
2's—Peaches, white heavy syrup		1 90
3's—Peaches, white heavy syrup		2 90
1½'s—Peaches, yellow flats, heavy syrup		1 55
2's—Peaches, yellow flats, heavy syrup		1 90
3's—Peaches, yellow flats, heavy syrup		2 00
3's—Peaches, whole, yellow, heavy syrup		2 10
3's—Peaches, pie, not peeled		1 50
3's—Peaches, pie, weeled		1 70
Gal—Peaches, pie, not peeled		4 40
Gal—Peaches, pie, peeled		5 55
2's—Pears, heavy syrup		1 80
3's—Pears, heavy syrup		2 40
2's—Pears, light syrup, globe		1 35
3's—Pears, light syrup, globe		1 75
3's—Pears, pie, not peeled		1 40
3's—Pears, pie, peeled		1 55
Gal—Pears pie peeled		4 55
Gal—Pears, pie, not peeled		4 10
2's—Plums, light syrup		0 90
3's—Plums, light syrup		1 30
2's—Plums heavy syrup		1 05
3's—Plums, heavy syrup		1 45
Gal—Plums, standard		3 65
2's—Plums, egg, heavy syrup		1 45
2½'s—Plums, egg, heavy syrup		1 70
3's—Plums, egg, heavy syrup		2 20
2's—Plums, greengage light syrup		1 00
2's—Plums, greengage, heavy syrup		1 30
3's—Plums, greengage, standard		1 90
Gal—Plums, greengage, standard		4 05
Group B is 2½c less than above.		
2's—Cherries, black pitted, heavy syrup	1 92½	1 95
2's—Cherries, black, not pitted, heavy syrup	1 52½	1 55
2's—Cherries, red, pitted, heavy syrup	1 92½	1 95
2's—Cherries, red, not pitted, heavy syrup	1 52½	1 55
Gal—Cherries, red, pitted	8 52½	8 55
2's—Cherries, white, pitted, heavy syrup	2 02½	2 05
2's—Cherries, white, not pitted, heavy syrup	1 62½	1 65
2's—Currants, black, heavy syrup	1 97½	2 00
2's—Currants, black, preserved	2 27½	2 30
Gal.—Currants, black, standard	5 27½	5 30
Gal.—Currants, black, solid pack	8 27½	8 30
2's—Currants, red, heavy syrup	1 97½	2 00
2's—Currants, red, preserved	2 27½	2 30
Gal.—Currants, red, standard	5 27½	5 30
Gal —Currants, red, solid pack	8 27½	8 3
2's—Gooseberries, heavy syrup	2 25	2 27½
Gal.—Gooseberries, standard	7 00	7 02½
2's—Lawtonberries (blackberries), h. syrup	1 77½	1 80
2's—Lawtonberries, preserved	1 97½	2 00
Gal.—Lawtonberries, standard	7 02½	7 05
2's—Pineapple, sliced, heavy syrup		2 25
2's—Pineapple, grated, heavy syrup		2 25
2's—Pineapple, whole, heavy syrup		2 25
3's—Pineapple, whole, heavy syrup	2 32½	2 35
2's—Raspberries, black, heavy syrup		2 25
2's—Raspberries, black, preserved	2 35	2 37½
Gal.—Raspberries, black, standard	7 25	7 27½
Gal.—Raspberries, black, solid pack	9 50	9 52½
2's—Raspberries, red, heavy syrup		2 25
2's—Raspberries, red, preserved	2 25	2 27½
Gal.—Raspberries, red, standard	7 25	7 27½
Gal.—Raspberries, red, solid pack	9 50	9 52½
2's—Rhubarb, preserved	1 52½	1 55
3's—Rhubarb, preserved	2 27½	2 30
Gal—Rhubarb, standard	3 52½	3 75
2's—Strawberries, heavy syrup	2 00	2 25
2's—Strawberries, preserved	2 05	2 25
Gal—Strawberries, standard	7 25	7 27½
Gal.—Strawberries, solid pack	9 50	9 52½

VEGETABLES		
2's—Beans, red kidney		1 15
2's—Beets, blood red Simcoe		1 00
2's—Beets, whole, blood red Rosebud		1 30
3's—Beets, sliced, blood red Simcoe		1 35
3's Beets, whols, blood red Simcoe		1 40
3's—Beets, whole, blood red Rosebud		1 55
3's—Cabbage		1 00
2's—Carrots		1 00
3's—Carrots		1 30
2's—Cauliflower		1 67½
3's—Cauliflower		2 10
2's—Corn	1 10	1 15
Gal—Corn on cob		4 80
3's—Corn on cob, golden dwarf		1 80
2's—Parsnips		1 15
3's—Parsnips		1 30
3's—Pumpkins		1 00
Gal—Pumpkins		3 12½
3's—Squash		1 15
Gal—Squash		3 35
2's—Succotash		1 15
3's—Tomatoes	1 65	1 80
Gal—Tomatoes		4 80
3's—Turnips		1 15
Group B is 2½ p.c. less than Group A.		
2's—Asparagus Tips	2 52½	2 55
2's—Beans, crystal wax	1 10	1 15
2's—Beans, golden wax, midget, Auto brand	1 10	1 15
2's—Beans, golden wax	1 10	1 25
3's—Beans, golden wax	1 37½	1 40
Gal—Beans, golden wax		4 25
2's—Beans, refugee or valentine (green)	1 10	1 15
3's—Beans, refugee (green)	1 37½	1 40
2's—Beans, refugee midget, Auto brand		1 30
2's—Peas, extra fine sifted size 1	1 75	1 77½
2's—Peas, sweet wrinkle, size 2		1 40
2's—Peas, early June, size 3		1 35
2's—Peas, standard, size 4		1 30
2's—Spinach, table		1 60
3's—Spinach, table		2 25
Gal—Spinach, table		6 00

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 50	Cohoes, per doz.	1 90 2 00
½-lb. flats, dozen	1 60	Red Spring, doz	2 10 2 25
1-lb. flats, dozen	2 55	Northern River Sockeye	2 45
Other salmon prices are:—		Lobsters, halves per dozen	2 75 2 85
Humpbacks, dz.	1 35	Lobsters, quarters, per dozen	1 60
Pinks	1 35		
Chicken	4 50	Soup, 2's	2 25
Turkey	4 50	Soup, 1's	1 75
Ducks	4 50		

ONTARIO MARKETS.

POINTERS :—

Sugar—Firmness lacking.
Condensed Milk—Advancing.
Brazil Nuts—Scarce.

Toronto, Dec. 28.—Another successful year for the Canadian grocery trade is about to pass into history. Trade during the past twelve months has been good and when the sales sheets are made up for the year, they should indeed compare favorably with those that have gone before. Many firms are looking forward to substantial increases over the past few years. Some even hope to establish a record that will make them hustle during 1912 to keep up with. Jobbers in general appear well satisfied with business during 1911.

Trade this week is quiet. Wholesalers are being accorded a breathing spell. Travelers are taking a well earned rest until the opening of the new year. Preparations are being made by the majority of houses for stocktaking, and the same preparation on the part of retailers no doubt accounts for some of the present quietness.

The year closes with grocery staples with exception of sugar holding a steady position. In this regard might be mentioned canned goods, dried fruits, tea, coffee, nuts and other lines.

SUGAR.—There is practically nothing more to add to what has already been said. The market is in about the same condition as a week ago. The next move is undoubtedly downward, and presumably will come if not before, shortly after, the new year.

While the tendency is downward, sugar men point out that extremely low values in this staple cannot be expected. While estimates of the European beet crop have recently been enlarged, and while Cuba gives promise of a yield in excess of last year, there is still a big shortage that cannot be made up for some little time, and accordingly very low prices cannot be looked for until production warrants it.

Extra granulated, bags		5 75
" 20 lb. bags		5 85
Imperial granulated		5 55
Beaver granulated		5 55
Yellow, bags		5 35
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.		
Extra ground, brls		6 15
" " 50-lb. boxes		6 35
" " 25-lb. boxes		6 45
Powdered, brls		5 95
" 50-lb. boxes		5 95
" 25-lb. boxes		6 35
Red Seal, cwt		7 10
St. Lawrence Crystal Diamonds		7 60
Paris lumps, in 100-lb. boxes		6 65
" in 50-lb. "		6 75
" in 25-lb. "		6 95

SYRUPS AND MOLASSES. — The weather has not been the most seasonable for syrups, but in spite of this fact there has been a fairly good demand. The opening of the year and real cold weather should bring increased activity.

Syrups—	Per case	
2-lb. tins, 2 doz. in case	2 40	
5-lb. tins, 1 doz. in case	2 75	
10-lb. tins, ½ doz. in case	2 65	
20-lb. tins, ¼ doz. in case	2 60	
Barrels, per lb.	0 03½	
Half barrels, lb.	0 03½	
Qtr. barrels, lb.	0 03¾	
Pails, 38½ lbs. ea.	1 75	
Pails, 25 lbs. ea.	1 25	
Maple syrup—Compound		
Gallons, 6 to case	4 80	
½ gals., 12 to case	5 40	
½ gals, 24 to case	5 40	
Pints, 24 to case	3 00	
Maple Syrup—pure		
Gallons, 6 to case	6 60	
½ gallons, 12 to case	7 25	
Quarts, 24 in case	7 25	
Pints, 24 to case	4 00	
Qt. bottles, 12 to case	3 50	
Molasses, per gal—		
New Orleans, medium	0 30	0 35
New Orleans, barrels	0 28	0 32
Barbados, extra fancy		0 45
Porto Rico	0 45	0 52
Muscovado		0 30

DRIED FRUITS—There are no special features to report in dried fruits. The

end of the Christmas trade finds no overplus of spot stocks. Peels are next to being scarce, although the demand will now slacken materially. Malaga raisins found a good sale for the festive season and are now quite well cleaned up.

Figs and dates are receiving considerable attention from retailers. No prices have been made on the dates on third steamer, Armamistan, which will be last for season.

Prices on prunes continue to stiffen on the coast as supplies diminish.

Prunes—		
30 to 40, in 25-lb. boxes		0 16
40 to 50 " "		0 15
70 to 80, in 25-lb. boxes		0 10
80 to 90, in 25-lb. boxes		0 09½
90 to 100, in 25-lb. boxes		0 09
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Choice, 25 lb boxes	0 23	0 24
Fancy, " "		0 25
Candied Peels—		
Lemon	0 10 0 11	Citron 0 16 0 18
Orange	0 10 0 12½	
Figs, 2 to 2½ inches, per lb	0 10	0 13
Tapnets, "	0 04½	0 04½
Bag figs	0 04½	0 07
Dried peaches	0 17	0 18
Dried apples	0 08½	0 09
Evaporated apples	0 09	0 10
Currants—		
Fine Filiatras	0 07½ 0 08	Vostizzas 0 10 0 12
Patras	0 08 0 08½	
Uncleaned ½c less		
Raisins—		
Sultana	0 11	0 12
" fancy	0 14	0 14½
" extra fancy	0 16	0 17
Valencias selected		0 08½
Seeded, 1 lb packets, fancy		0 09
" 16 oz. packets, choice		0 08½

New Dates—		Package dates,	
Hallowees—		per 1 lb	0 07½
Full boxes	0 06½	Fards choicest	0 09½ 0 10½
Half boxes	0 07½		

Tea.—Colombo shipments have rather more than realized anticipations, the actual shipments during November being 5,000,000 lbs. in excess of the same month last year, and furthermore the estimate for December is put at 2,000,000 lbs. more than Dec. 1910. In some quarters at least, it is felt that prices have about gone the limit for the present considering conditions.

Coffee.—Market conditions on coffee affecting prices to the retail trade show no great variation. Trade seems to be running along fairly briskly.

The world's visible supply of coffee on Dec. 1st, was 13,420,000 bags as against 13,122,000 on Nov. 1 and 14,755,000 bags on Dec. 1, 1910. Thus the statistical position is shown to remain quite strong.

Rio, roasted	0 22 0 23	Mocha, roasted	0 30 0 32
Green Rio	0 20 0 21	Java, roasted	0 32 0 35
Santos, roasted	0 24 0 25	Mexican	0 27 0 28
Maricaibo, "	0 24 0 25	Gautemalo	0 24 0 25
Bogotas	0 26 0 27	Jamaica	0 24 0 25
		Chicory	0 12

Spices.—A fairly good demand for the season is reported in spices. Demand from the retailer is just not a little on quiet side but is expected to rule normal during January. There are no special features to the markets.

	Tins	¼-lb. pkgs. d.	¼-lb. tins dos
Allspice	15—18	60— 70	70— 80
Cassia	24—32	85—1 15	95—1 25
Cayenne pepper	22—31	80—1 05	90—1 15
Cloves	22—29	75— 95	85—1 10
Cream tartar	28—00	90— 00	.....
Curry powder	25—00	.....	.....
Ginger	22—29	65— 85	75— 95
Mace	50—80	.....	00—2 75
Nutmegs	35—60	90— 00	1 60—2 50
Peppers, black	22—00	67— 75	80— 90
Peppers white	29—00	90—1 05	1 05—1 15
Pastry spice	17—27	65— 95	75—1 10
Pickling spice	18—22	75— 00	75— 00
Turmeric	16—00	.....	.....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Mustard seed, per lb. in bulk	0 12
Celery seed, per lb. in bulk	0 20
Shredded cocoanut, in pails	0 19 0 22

Nuts.—With the passing of Christmas interest in nuts has dwindled somewhat. Retailers will, no doubt, aim to clean stocks up this week. While Christmas is the season of big demand, nuts should be an all the year round seller, and the dealer will no doubt find them so if he maintains his assortment and gives them the required prominence.

The holiday trade reduced wholesalers' stocks to quite a low level. Brazils are real scarce. Almonds still hold their steady position.

Almonds, Formigetta	0 15	0 15½
" Tarragona	0 16½	0 17
" shelled	0 34	0 37
Walnuts, Grenoble	0 15	0 16
" Bordeaux	0 12	0 13
" Marbots	0 13	0 14
" shelled, new	0 35	0 38
Filberts	0 11	0 12
Pecans	0 17	0 18
Brazils	0 20	0 21
Peanuts, roasted	10	0 13

Rice and Tapioca.—Prices are unchanged, while demand is inclined to quietness. The estimate of the rice crop in Burmah is set at 2,450,000 tons as against 2,600,000 last year. Tapioca appears to hold steady.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	3 65
Rice, standard B	3 75

	Per lb.		
Rangoon	0 03½	0 04	Sago, medimm brown 0 05½ 0 06
Fancy rangoon		0 05	Tapioca—
Patna	0 05½	0 06	Bullet, double
Japan	0 05	0 07	goat 0 08
Java	0 06	0 07	Medium pearl 0 06½ 0 07
Carolina	0 08	0 10	Flake 0 08
			Seed 0 06½ 0 07

Beans.—Prices are unchanged and there is little or no difference in the general situation.

Prime beans, per bushel	2 30 2 35
Hand picked beans, per bushel	2 40 2 45

MANITOBA MARKETS.

POINTERS—

Syrup.—Decline of 10c.
Dried Fruits.—Steady.
Nuts.—Active.
Coffee.—Firm.

WINNIPEG, Dec. 28.—To surprise of most grocery wholesale firms in the city trade this year remained quite firm up to Christmas holidays. As is the general case a slackening prevails at this period and last week the tone of the trade seemed to be edging towards such a condition existing. During the week, however, a large volume of business has been transacted and sorted orders have been rushed out in considerable quantity.

The serious congestion of cars has to some extent been rectified and freight traffic has once more apparently resumed its normal appearance. Shipments by no means reached their destination as quickly as under general circumstances, but conditions are a great deal better than they were last week, and as great attention is being paid to the solving of this problem by all railroads, it is expected that traffic will be on its normal basis within another week.

Travelers are all off the road and many who returned to the city at the earlier part of the week have left to spend Christmas in the east. Others have departed for western homes and will not go out again until after the new year. The tone of the market throughout the week has been somewhat weaker than of late, and syrup has shown a decline of 10c following recent sugar drop. Dried fruits are holding steady, while Christmas lines such as nuts and seeded raisins are still moving rapidly.

SUGAR—The readjustment in the sugar market and the easing off of conditions to the south resulted in the decline of 10c on local market referred to last week.

Montreal and B.C. granulated, in bbls	6 30
" " in sacks	6 25
" yellow, in bbls	5 40
" " in sacks	5 85
Icing sugar, in bbls	6 65
" " in boxes (25 lbs.)	6 90
Powdered sugar, in bbls	6 45
" " in boxes	6 45
" " in small quantities	6 20
Lump, hard, in bbls	7 15
" " in ½-bbls	7 25
" " in 100-lb. cases	7 15

SYRUP—Syrup took another decline of 10c this week, due it is reported to further weakness on the southern market. As the demand in this commodity is only normal at best of times it is not expected these declines will cause any great flurry.

Syrups—	
24 2-lb. tins, per case	2 18
12 5-lb. tins, per case	2 55
6 10-lb. tins, per cate	2 45
3 20-lb. tins, per case	2 47
Half barrels per cwt	3 90
Barbadoes molasses, in half barrels, per gallon	0 48
New Orleans molasses, half barrels, per gallon	0 30 0 31

DRIED FRUITS—There is little new to say in dried fruits except that prices are holding steady and trade is active. The greatest demand has been for seeded raisins for the Christmas trade and it is expected that an increased trade in this line will be noticed this year.

New prunes.	Per lb.	70-80s, 25s, s.p	0 09
90-10.s, 25, s.p	0 08	70-80s, 10s, s.p	0 10
90-100s, 10s, s.p	0 09	60-70s 25s, s p	0 09½
80-90s, 25s, s.p	0 08½	50-60s, 25s, s.p	0 10
80-90s, 10s, s.p	0 09½	40-50s, 25s, s.p	0 11½
New Figs—			
Camel 3-crown table figs			0 10
" 4-crown table figs			0 11
" 5-crown table figs			0 11½
" 6-crown table figs, about 10 lbs			0 12½
" 6-crown table figs, about 50 lbs			0 12½
" 7-crown table figs, about 1 0 lbs			0 14½
" 9-crown table figs, about 1 0 lbs			0 16
Emmanuel 3-crown			0 08½
" 4-crown			0 09½
" 5-crown			0 09½
" 6-crown			0 10
" 7-crown			0 11
Club box figs			0 06
Cooking Figs—			
Choice boxes			0 05½
Half boxes			0 05½
Half bags			0 04½
Valencia raisins—			
Fine, f.o.s., 28s., s.p., per box			2 00
Fine, selected, 28s, s.p., per box			2 20
4-crown layers, 28s., s p., per box			2 30
4-crown layers, 14s., s.p , per box			1 2'
4-crown layers, 7s., s.p., per box			0 58
Ne plus ultra, 28s., s.p , per box			2 30

Currants—	
Dry clean, per lb	0 07½
Washes, per lb	0 08
1-lb. package	0 08½
2-lb. package	0 17½

EVAPORATED APPLES—The market for this line remains steady and prices hold steady at 10c flat, Winnipeg.

NUTS—Nuts are selling well and an active condition is existing due to the Christmas season. French Grenoble walnuts have made their appearance in the market and are selling at 16½c per lb. The quality of these nuts is reported to be good and a fair demand is prevailing for them.

New Filberts, large.	0 11½	Tarragona Almonds.	0 15½
Marbot Walnuts	0 13½	Abbarness	0 14½
Brazil Nuts	0 18	Pecan Choice	0 17
Grenoble walnuts	0 16½		

COFFEE—Some difference of opinion prevails regarding coffee. The market this week shows a firmer tone and prices as yet remain unchanged.

Coffee, standard Rio.	0 17½	Coffee, choice	0 17
		Coffee, extra choice	0 17½

SPLIT PEAS—The market is high and split peas are scarce at present time. One wholesaler reported they were worth 4½c and hard to secure at that price. Pot barley and pearl barley are also high and scarce and higher prices can be looked for in these two lines.

Beans, 3-lb. picker, per bushel	2 55 2 65
Hand picked, per bushel	2 70 2 75
Peas, split, 100 lbs	4 25 4 50

WINNIPEG.

CANNED GOODS—Trade in canned goods during last few months has been considerably lighter when compared with this season last year. While wholesale jobbers refuse to be quoted in any definite remarks, yet they stated that decrease in volume of trade transacted appears to be due in part to the high price existing for almost all lines of canned goods. It was pointed out that canners had been unable to supply the demand in many of the lines and as result prices had been forced up. This meant they reached heights which were practically prohibitive and the small consumer was absolutely unable to enjoy these luxuries. As is well known canners were unable to supply full orders. In fact only a small percentage of orders for tomatoes, raspberries, strawberries, peas and gooseberries were supplied. Last summer prices were considered high but when compared with the prices that are in existence to-day, it will be seen that in the majority of cases advances have taken place. On the whole it is the opinion that owing to the small stocks higher prices will yet be seen and the majority of the canned good lines will be practically off the market before the season is over.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 66½	2 69
" " (talls) 2's	2 64	2 66½
Beans, golden wax, 2's	1 11½	1 14
" " midgets, 2's	....	1 44
" " 3's	1 59½	1 62
" refugee or valentine (green) 2's	1 11½	1 14
" refugee midgets, 2's	....	1 44
" 3's	1 59½	1 62
Beets, sliced blood red, 2's	1 11½	....
" whole blood red, 2's	1 11½	....
" sliced, blood red, 3's	1 51½	....
" whole, blood red, 3's	1 59½	....
" " " 3s	1 77	....
Corn	1 09	1 11½
Peas, standard, size 4, 2's	1 11	1 14
" Early June size 3, 2's	1 26½	1 29
" sweet wrinkle, size 2, 2's	1 31½	1 34
" extra fine ifted, size 1, 2's	1 89	1 91½
Spinach, table, 2's	1 41½	1 44
" " 3's	1 99½	2 02
Tomatoes 2's	....	2 60
" 3's	3 60	3 65

FRUITS

Apples, standard, 3's	1 29½	1 32
" gal	3 57½	3 60
" preserved, 3's	1 99½	2 02
Gooseberries, heavy syrup, 2's	2 39	2 41½
Peaches, white heavy syrup, 2's	2 01½	2 04
" " " 3's	3 09½	3 12
" yellow heavy syrup, 2's	2 01½	2 04
" " " 3's	3 09½	3 12
Pineapple, sliced, heavy syrup 2's	2 16½	2 19
Raspberries, black, heavy syrup, 2's	2 14	2 16½
Strawberries, heavy syrup	1 91½	1 94

NEW BRUNSWICK MARKETS.

St. John, Dec. 28.—There were practically no changes in markets during the week but good business prevailed, as had been expected. In fact the grocers were vastly encouraged by the amount of trade transacted, wholesale and retail, as it was beyond even their most cheerful expectations. Fine weather all through the week resulted in drawing large shopping crowds, and in inducing trade, and the bulk of the business was done before Saturday when rain fell heavily. Poultry was in brisk demand and large quantities were sold, while dairy produce also came in for liberal share of attention. Turkeys owing to soft weather toward latter part of the week took a drop to 23 cents and ranged to 27 cents. Geese and chickens were unchanged in price, as were eggs, selling at 50 cents for hennery stock, and butter ranging from 24 to 29 cents.

Bacon		0 15	Eggs, hennery	0 40	0 50
Beans, hand picked, bus	2 50	2 55	Eggs, case	0 28	0 30
Beans, yellow eye, bus	2 60	2 65	Fin. Haddies	4 40	4 50
Butter, dairy, lb	0 21	0 23	Fish, cod, dry	6 25	6 50
Butter, creamery, lb	0 24	0 27	Flour, Manitoba	6 45	6 50
Buckwheat, west. grey, bag	2 80	2 85	" Ontario	5 35	5 40
Cheese, new, lb	0 15½	0 16	Ham		0 15
Currants, 1's, lb	0 08	0 08½	Lard, compound lb	0 10½	0 11
Canned goods—			Lard, pure, lb	0 12½	0 13
Beans, baked	1 15	1 25	Lemons, Messina, per box		4 50
Beans, string	1 02½	1 05	Molasses, fcy. Barbados, gl	0 40	0 41
Corn, doz	1 00	1 05	Oatmeal, rolled		5 75
Peas, No. 4		1 20	Oatmeal, std		6 35
" No. 3		1 25	Pork, domestic mess	22 00	23 50
" No 2		1 30	Pork, American clear	21 50	24 00
" No. 1		1 80	Potatoes, bbl	1 75	2 00
Peaches, 2's, dozen	1 95	2 00	Raisins, Cal., seeded	0 10½	0 11
Peaches, 3's, dozen	3 00	3 05	Rice, lb	0 03½	0 04
Raspberries, dozen	2 05	2 10	Salmon, case—		
Strawberries	1 85	1 90	Red spring	7 75	8 00
Tomatoes	1 75	1 80	Cohoes	7 25	7 50
Clams	4 00	4 25	Sugar—		
Cornmeal, gran		1 75	Standard gran.	5 90	6 00
Cornmeal, bags		3 65	Austrian "	5 80	5 90
			Bright yellow	5 70	5 80
			No 1 yellow	5 40	5 50
			Paris lumps	7 00	7 25

NOVA SCOTIA MARKETS.

HALIFAX, Dec. 28.—Grocers report Christmas trade ahead of last season. The retailers had an excellent week's business in all lines. The sales of fruit, both dried and green, were heavy, oranges and grapes selling particularly well. The last steamer that arrived here landed 1,800 barrels and several hundred cases of Jamaica oranges. The fruit was sweet and of good flavor, but oranges were smaller than usual at this season of the year. They are selling at $4.50 to $5 per barrel re-packed. Lemons are easier, there being a drop of fifty cents per case this week. Extra fancy are selling at $3.50 for 300 count, and fancy (420 count) $5. Florida oranges are quoted $4 per case, and California navels at $3.50 to $4.

Potatoes are still in good demand at $2 per barrel. Several vessels with large cargoes arrived this week from Prince Edward Island. The open weather has materially assisted shipments this season.

Local dealers turned over enormous quantities of apples this week. The stock handled was principally Bishop Pippins, and they were of exceptionally fine quality. Apple growers are holding hard stock until the early varieties are cleaned up.

A BOOT BOOKLET.

Under the title, "Canada's Sixth Industry," Howland E. Watson some little time ago wrote of the United Shoe Company. Now, at the Christmas season, the company is sending out profusely illustrated copies of this article. The booklet is handsomely gotten up, and contains a great deal of interesting information.

ANOTHER CANNING FACTORY.

Bloomfield, near Picton, Ont., is to have a fourth canning plant. H. W. Bedell, B. Y. Cooper, E. B. Purtelle and Benjamin Leavens are the men behind the proposition. The new company will be capitalized at $50,000.

An advertisement recently issued by The Fair, one of Chicago's largest department stores occupies 20 pages. This ad. marked the 35th anniversary of the store, and each page was devoted to a separate department. This advertisement cost $21,000.

Jno. Sloan & Co., wholesale grocers are moving their Toronto offices and warehouse to a new location on Church street, near Wilton avenue.

The man who succeeds is not he who waits for the opportunity, but he who makes the opportunity.

The window displays may get people into your store, but salesmanship must do the rest.

Old Year 1911

is about to meet his match in 1912.

The Match of 1912 is the **Dominion Match.**

It satisfies.

THE DOMINION MATCH CO., Limited

DESERONTO, ONT.

Or The Canada Brokerage Co., Limited, Toronto, Ont.
The A. Macdonald Co., Winnipeg, Man.
Snowdon & Ebbitt, Montreal, Que.



"No Sentiment in Business!"

Who Said So???

1911 is passing and was FULL of it.

1912 is approaching and we wish every one of our Customers, Prospective Customers and Friends a

Happy and Prosperous New Year.

WALTER WOODS & CO.

HAMILTON and WINNIPEG

You Can Add $20.00 Monthly to Your Income

IF YOU WILL ACT AS MACLEAN'S SPARE TIME REPRESENTATIVE IN YOUR TOWN

No matter what you do now, you can add this snug sum to your income during your spare hours, without interfering with your regular work.

It is both easy and pleasant to earn this big money.

We will tell you who to see, what to say, and how to get the orders. You can easily add from $5 to $50 to your monthly income. Hundreds of others are doing it—so can you.

You will act as circulation representative of the fourteen publications of the MacLean Publishing Company. Our papers are well established, and easy to sell.

Send for our plan now. Write a letter, or a post card will do. it will bring you, by return mail, complete particulars.

MacLEAN PUBLISHING COMPANY, 143-149 UNIVERSITY AVE. TORONTO, - - ONTARIO

Red Rose Greetings

Canada rounds out another year of vigorous nation building with happy and prosperous auspices for continued growth To every Canadian this joyous season with its bright outlook is ample inspiration to keener effort and larger hopes.

For 1912 we wish every merchant a large share in the expanding prosperity of the Dominion, and to every customer we would say that more than ever we appreciate the co-operation, good-will, and personal friendliness that have helped to make 1911 by far the largest year of the Red Rose Tea business. To all we wish a Happy and Prosperous New Year.

BRANCHES:
7 Front St. E., Toronto
156 Lombard St., Winnipeg

T. H. ESTABROOKS CO., LIMITED
St. John, N.B.



Its Flavor Leads to Sales

"ROYAL SHIELD"

COFFEE

By sheer force of merit, through perfect blending, giving it an exquisite flavor, Royal Shield Coffee has achieved a remarkable success in the Canadian market, and merchants all over the West, who introduce Royal Shield Coffee to their customers, are laying the foundation of satisfactory repeat business, at the same time making a large financial gain.

Our stocks are now replete with Dried and Evaporated Fruits, Table Raisins, Figs, Nuts and Peels for the Christmas trade. Orders to any of the following addresses shall receive prompt and careful attention.



Campbell Bros. & Wilson, Ltd., Winnipeg

Campbell, Wilson & Horne, Limited, Calgary
Campbell, Wilson & Smith, Limited, Regina
Campbell, Wilson & Adams, Limited, Saskatoon
Campbell, Wilson & Horne, Limited, Lethbridge

CALENDARS FOR 1912.

"Great Expectations" is the subject of an attractive calendar gotten out by W. Hanna & Co., general merchants, Port Carling, Muskoka Lakes, Ont. The illustration shows a boy fishing with a home-made rod and line, and a fox terrier beside him watching intently for results.

Dominion Canners, Hamilton, Ont., have gotten out a small, though very neat 1912 calendar. The illustration is a rural scene printed from water color. It is set with green border in white cardboard, the whole being attached to green cardboard background with edges showing. It is hung by a green ribbon, while the calendar itself is tastefully attached to the card by green ribbon.

"The Goddess of Summer" is the subject of a handsome calendar sent out by the California Fruit Distributors. It is from an original painting by Zula Kenyon, in which the artist has combined the beautiful face of a famous American model, Miss Longfellow, with a graceful figure and setting, carrying out the idea of the incarnation of summer.

J. W. Island, 262 Dundas Street East, Toronto, retail grocer, has given his customers an exceedingly attractive calendar this year, which can be put together as a paper holder on the wall. It is something out of the ordinary, and serves a double purpose.

ANNUAL STAFF GATHERING.

Hamilton, Ont., Dec. 28.—The annual banquet of Wagstaffe, Ltd., tendered to their employes last Friday night was a most enjoyable event. About 300 were present in the preparatory room, which was tastefully decorated for the occasion. Fred T. Smye presided.

J. W. Wagstaffe, who founded the business about nine years ago, gave an address emphasizing the fact that failure is not a pernicious occurrence in the life of any man. His talk told of experiences in his own life, which well illustrated his point.

There was also an impromptu programme, and later the guests tripped the light fantastic till after midnight.

NO HARDSHIP AT ALL.

MacLean Publishing Co.—I am in receipt of your favor with account to July, 1912, year's subscription which I enclose herewith for Canadian Grocer.

The payment in advance is no great hardship when you come to consider that every issue contains suggestions and advice that are well worth the year's subscription, and which should appeal to the slowest grocer between here and Halifax, and give him new inspiration to get into the march of progressiveness. I fear a lot of us get into a rut, and become lazy and indifferent; it's then we need a live up-to-date trade newspaper to stimulate and get us moving. You are to be congratulated on the proposed improvements in your paper, and trust your subscription list may be doubled in the year 1912, with payments in advance.

F. McDOUGALL.

Ingersoll, Ont.

Have you ever thought that a great many grocers needlessly limit the sale of

MINCE MEAT

to the Christmas season and thereby suggest to their trade that mince meat is only good to eat at that particular time?

Has it ever occured to you that these grocers are throwing away money just as much so as if they took cash from the till and threw it down the sewer?

Think it over. It is worth while.

Is there **one real good, live reason** why it should be so? Especially so when our mince meat is procurable.

J. H. WETHEY, Limited

ST. CATHARINES, - - ONTARIO

There is Health and Strength in Every Cup of **EPPS'S COCOA**

The favorite with young and old. Delicious, fragrant, "Epps's" contains the maximum of nourishment in Cocoa. "Epps's" stands for excellence

EPPS'S MILK CHOCOLATE

of unsurpassed quality at a popular price.

Special Agents: WILLSON & WARDEN, Toronto. J. W. GORHAM & CO. Halifax, N.S. Manitoba: BUCHANAN & GORDON, Winnipeg C. A MUNRO, St. John, N.B.

The co-operation and support of the wholesale grocers of Canada toward FELS-NAPTHA soap is keenly appreciated by Fels & Co.

To the trade, our earnest wish is extended for a successful, prosperous and happy 1912.

FELS & CO.,

PHILADELPHIA

We Have Proven Our Worth
AS
BUSINESS GETTERS

We want the manufacturers of
EUROPE UNITED STATES EASTERN CANADA
to let us handle their account in Western Canada.

We have the EXPERIENCE, STAFF, MONEY,
AGGRESSIVENESS, to do it RIGHT

Office and warehouse at

Winnipeg Man. | **Regina** Sask. | **Saskatoon** Sask. | **Edmonton** Alta. | **Calgary** Alta.

Our salesmen are always ON THE JOB

Nicholson & Bain

Wholesale Commission Agents and Brokers

Head Office - - - - WINNIPEG

TO all our friends who have helpea to make 1911 such a good year, we tender our sincere thanks, and our best wishes that 1912 may be for you a year of great happiness ana even greater achievement.

The Canadian Salt Co., Limited
WINDSOR :: :: ONTARIO

A TEMPTING DISH

is made more appetizing with the addition of salt. But it must be pure salt, clean, wholesome salt. In these respects the

ONTARIO PEOPLE'S SALT

has won the charm of every household.
It is the faultless product of a faultless factory, which has won an enviable reputation among the elect through its unvarying quality.
Success to the merchant who handles this staple of tried merit is bound to follow.

The Ontario People's Salt & Soda Co., Limited
KINCARDINE, ONTARIO



BRASS STENCILS
OF EVERY DESCRIPTION
THE HEROD MACHINE & STAMPING Co LIMITED
BRANTFORD CAN.

MOST hearty wishes for a full share of prosperity during 1912 is extended to all our friends and customers throughout the Dominion.

GUNNS LIMITED

Pork and Beef Packers, - West Toronto

We thank all and every one of our customers from St. John's, Nfld., to Victoria, B.C., for the orders sent us during the closing year, and wish for them happiness and prosperity in the year to come.

F. W. FEARMAN CO.
LIMITED
HAMILTON, ONT.



THE Ladies' Journal tells of a Gentleman from the Canadian West, while visiting in Washington, was asked by a lady "If there were any Reindeer in Canada." He said: "Oh, yes, there must be, when there are two large factories condensing Reindeer Brand Milk, and most people seem to prefer Reindeer to any Milk they can buy, as it was known to be so much richer and better, even as a food for delicate children.

REINDEER LIMITED

Factories at

Truro, N. S. **Huntingdon, P. Q.**

"QUALITY Makes FRIENDS"

and lasting friends. Nothing truer. Haven't you noticed how the housewife, after you have sold her BOVRIL, comes back for *more* and *never* asks for a substitute? Sure. BOVRIL IS STRENGTH, and strength is what the housewife wants herself and for her family, so she uses BOVRIL *always*.

BOVRIL

is a steady, all-year-round seller, and it will pay you to co-operate with us. We are helping you along by advertising in practically every town in Canada.

We'll Help You Further.

Send for Free Set of Showcards.

They are out of the Ordinary and Convincing.

BOVRIL, LIMITED, Montreal, Que.

Holiday Quotations in Pork Products

Lard is, However, Moving Fairly Well — Christmas Poultry Trade Satisfactory—Egg Production Beginning to Show Signs of Increasing Earlier Than Usual, Due to Educative Work Among Farmers—Cheese Holds Strong Position—Butter Continues Steady.

Pork products have not been in brisk demand. Last week the presence of Christmas poultry in the limelight detracted from provisions, which still appear to be under the holiday spell. One redeeming feature is an appreciable demand for lard, brought about partly by the high price of butter, and partly by the fact that Christmas baking has reduced dealers' stocks considerably. Hams have also been going out fairly well.

Conditions at different centres may vary somewhat, but on the whole the Christmas poultry trade was a source of satisfaction. Supplies of turkeys and other poultry were quite large, and the demand was good, so that shipments to market centres were generally well cleaned up.

The tendency in new laid eggs seems to be downward, indications being they will begin to come forward earlier than usual. This has already shown itself at some points, and prices are easier. U. S. dealers have sent out word they will have new stocks to offer shortly. Earlier production is due no doubt to the educative work being done among the farmers.

The cheese market is quiet, but maintains its strong position. Bids have been coming forward from English buyers, and with the strong statistical position now present, there is a firm tendency in this commodity.

Butter rules steady with fair demand and moderate production; receipts, however, showing considerable range in quality.

MONTREAL.

PROVISIONS.—Prices for live and dressed hogs here remain at last week's figures. Provisions have been rather quiet, although retailers have been successful in selling more than an ordinary amount of ham and bacon, probably for the breakfasts of the holiday season. Pure lard also sold well. On the whole, however, there is no particular feature to this department.

Pure Lard—	
Boxes, 50 lbs., per lb	0 12½
Cases, tins, each 10 lbs., per lb	0 12½
" " " 5 " "	0 12½
" " " 3 " "	0 12½
Pails wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
One pound bricks	0 13
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 08½
Cases, 10-lb. tins, 50 lbs. to case, per lb	0 09
" 5 " " " "	0 09½
" 3 " " " "	0 09½
Pails, wood, 20 lbs. net, per lb	0 09
Pails, tin, 20 lbs. gross, per lb	0 08½
Tubs, 50 lbs. net, per lb	0 08½
Tierces, 375 lbs., per lb	0 08½
One pound bricks	0 09½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	22 50
Bean pork	16 50
Canada short cut back pork, bbl. 45-55 pieces	22 00
Heavy short cut clear pork, bbl.	22 00
Clear fat backs	23 00
Heavy flank pork, bbl	22 00
Plate beef, 100 lb bbls.	7 50
" 200 "	14 50
" 300 "	21 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 10½
Long clear bacon, light, lb	0 11½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 11
Large sizes, 18 to 25 lbs., per lb	0 13
Medium sizes, 13 to 18 lbs., per lb	0 14½
Extra small sizes, 10 to 13 lbs., per lb	0 14½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 14
" " small, 9 to 12 lbs., per lb	0 15½
Breakfast bacon, English, boneless, per lb	0 14
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 12
Boiled ham, small skinned boneless	0 24
Hogs, live, per cwt.	6 50 6 75
" dressed, per cwt.	9 50 9 75

EGGS.—It is likely that the price for new laids will decline within a few weeks. The fact is that there is every promise of new stocks coming forward earlier than usual. Reports have been received from the country stating that new laids will be a little more plentiful in but a short time, and U. S. dealers have sent out notifications that they will have new stocks to offer shortly. This earlier production is no doubt due in a large measure to the educative efforts that have been put forth within recent years with a view to securing the aid of farmers toward the general improvement in the production of eggs. Of course, the first receipts that will begin to be appreciable will be light, but it seems that the season will be opened sooner than in past years. The demand is good and should increase if prices show any easier feeling. Country reports state that hens have already begun to lay, and the market will be followed for first signs of increasing receipts. Eggs from the United States will soon be receiving freely in spite of the duty of three cents per dozen.

New laids	0 60
Selects	0 33
No. 1	0 27

BUTTER.—This market shows but little change for the week. There has been a good demand and prices have been firm and at last week's figures. The butter situation is not lacking strength.

Creamery	0 32
Dairy, tubs, lb	0 24 0 27

CHEESE.—The market continues firm with good export enquiry of late, with sales appreciable. Local demand is steady and is rather extensive. Prices are unchanged. The quality of September and October is reported very good. The market on the whole is steady and strong.

Quebec, large	0 16 0 16½
Western, large	0 16 0 16½
" twins	0 16 0 16½
" small, 20 lbs.	0 16 0 16½
Old cheese, large	0 16½ 0 17

POULTRY.—The Christmas demand for turkeys was heavy and prices held at the figures of a week ago. Reports indicate plentiful supplies throughout the country, and it is felt that there may be a weaker market if supplies come forward as freely as it is thought may be the case. One jobber stated there seemed to be more than an ample supply of turkeys, and at 22 cents the bulk of the sales will cease with the holidays. Chickens and geese have also been in good demand.

Fowl	0 11	0 12	Turkeys	0 20	0 22
Chickens	0 10	0 15	Ducks		0 18
Geese	0 12	0 13			

HONEY.—The market is unchangel. Conditions are steady and demand of routine order.

White clover, strained	0 12
White clover, in comb	0 15
Buckwheat, strained	0 10
Buckwheat, in comb	0 12

TORONTO.

PROVISIONS.—There is tendency to quietness in pork products at present time, the holiday season being responsible. Lard is a line mentioned as being in quite good demand, the call for it measuring well up with production.

Live hogs are 20 cents per cwt. lower this week, again dropping down below the 6 cent mark, $5.90 being quoted at country points.

Smoked meats—	
Light hams, per lb	0 15 0 16
Medium hams, per lb	0 14½ 0 15½
Large hams, per lb	0 14 0 15
Backs, plain, per lb	0 17 0 18
" pea meal	0 18½ 0 19
Breakfast bacon, per lb	0 15 0 17
Roll bacon, per lb	0 10½ 0 11½
Shoulders	0 10½ 0 11
Pickled meats—1 cent less than smoked.	
Long clear bacon, per lb	0 11½ 0 12
Heavy mess pork, per bbl	19 00 20 00
Short cut, per bbl	21 00 22 00
Cooked hams	0 22 0 24
Lard, tierces, per lb	0 11½ 0 11½
" tubs "	0 11½ 0 12
" pails "	0 12 0 12½
" compounds, per lb	0 09 0 09½
Live hogs, at country points	5 90
Live hogs, local	6 20
Dressed hogs	9 00 9 25

BUTTER.—The market is unchanged, but steady, at former figures. Production has not on the whole been large, and dealers expect steadiness to be maintained.

	Per lb.	
Fresh creamery print	0 33	0 34
Creamery solids	0 29	0 30
Farmers' separator butter	0 27	0 30
Dairy prints, choice	0 25	0 27
No. 1 tubs or boxes	0 23	0 25
No. 2 tubs or boxes	0 19	0 21

EGGS.—The easy tendency in eggs was referred to last week. Then it has

WE WANT

Turkeys

LIVE OR DRESSED.

Canadian Produce Co., Limited

113 Jarvis Street

TORONTO

been pointed out that after the holiday, demand would be less keen, thus inducing easiness. Such has been the case New laids, which ranged high last week, have settled down, 35 to 40 cents being the ruling price this week. Storage eggs have been finding a considerable demand. The arrival of new laids has been heavier of late, and the increase is expected to continue.

Storage eggs	0 27	0 29
New laid eggs	0 35	0 40

CHEESE.—No change, but firmness apparently well maintained. Market is quiet.

New cheese—			New twins	0 16	0 16½
Large	0 15½	0 16	Old Stiltons		0 17
Old cheese		0 17			

POULTRY.—Conditions surrounding the Christmas poultry trade were satisfactory indeed. As anticipated, a goodly quantity of birds, including the desired turkey arrived, while a pleasing feature was the good demand which cleaned supplies up well, leaving decks next to bare at the opening of this week. Prices remained at practically the same level as quoted earlier in the week. New Year's always brings forth a certain demand for poultry, although much smaller than for Christmas.

Poultry—dressed—			Ducks	0 12	0 14
Fowl	0 08	0 09	Geese		0 12
Chicken	0 10	0 12	Turkeys	0 17	0 20

HONEY.—There is only a moderate demand. There is little change in the situation.

SPECIALIZES ON CHEESE.

St. John, N. B., Dec. 28.—"As you can see my price for cheese is two cents more than my competitor across the street, but that doesn't matter," said a local grocer last week. "I've got as much as four cents more for it, but my price, as a general rule, is two cents more, for the best. For a few years past I have been making a specialty of keeping only the best standard cheese on hand, and I find that not only my regular customers know this, but outsiders as well, and it has worked to my advantage. I am starting to do the same with other dairy articles such as eggs and butter, and I believe it will be a good thing for me. I am particular in buying my stocks of cheese to secure only the best available, even if it is a little higher, for those who have been dealing with me know it is reliable, and they are really my best advertisers, for they tell their friends of the fact. Another thing you may have noticed—I pay special attention to displaying it, and I often invite a chance customer to sample it with the result that he or she generally buys. I am heartily in favor of a dealer in groceries specializing in certain lines of goods, for it advertises his other wares, and brings him increased custom."

The United States packs $157,101,000 into tin cans yearly. At least that is the value of products used in canning in 1909, as against $130,466,000 in 1904. Of all the products, canned vegetables were put up in the greatest quantity, namely, 32,573,434 in 1909. Canned tomatoes led with 12,883,414 cases.

SARATOGA CHIP POTATOES

Here's a line with big profits for you and one which MUST bring repeats. Montreal grocers are selling the cartons like hot cakes. Give it a trial. Write for particulars.

The Neilson Mfg. Co., 524 Morgan St., MONTREAL

Reliable Agents Wanted

FINEST ENGLISH KIPPERS AND EUROPEAN GAME

Venison Exporters

CORRESPONDENCE INVITED

ROBERT ISAAC, Ltd.

23 Gt. CHARLOTTE ST.

LIVERPOOL, England

YOU CAN'T GET AWAY FROM CREDIT BUSINESS—BUT YOU CAN MAKE SUCH BUSINESS SAFE

You can "stop the leaks"—avoid disputes, misunderstanding, ill feeling — prevent accounts running too long or growing too large—by using

ALLISON COUPON BOOKS

which also PAY FOR THEMSELVES by saving time and work in bookkeeping alone without counting the main features of safety, accuracy and that all important point—"stopping the leaks." Furthermore, the customer LIKES the system because it is a system HE can understand

HOW THEY WORK:—



When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front which becomes then his promissory note to you As he buys, you tear out coupons, and when his book is exhausted you can collect on your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes

For sale by jobbers everywhere.

Allison Coupon Company

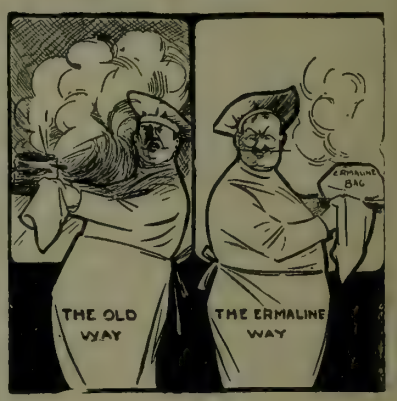
INDIANAPOLIS, IND.

PAPER BAG COOKERY

Mr. Grocer, is not a fad. Its advantages have long been recognized in Europe, and it is now being more generally adopted in Canada owing to the discovery of the suitable

ERMALINE BAG

(See the difference ?)



The use of the bag saves time, labor and expense for the housewife. The process is quicker, because the bag concentrates the heat; more economical, because there is less shrinkage of the food from the loss of the juice.

Tell the Housewife

that the use of the bag means fewer greasy utensils in the kitchen, and no objectionable odors. Things cooked the ERMALINE way gain new deliciousness.

Moisture Proof Germ Proof

Ask your wholesaler or write direct to

EDWARD LLOYD, LIMITED

MONTREAL, QUE.

GREETINGS

We desire to extend to you all the Compliments of the season, and express our appreciation of your generous patronage, which shows to us your appreciation of our efforts to supply to the trade goods of the highest standard of quality.

E. W. Gillett Company Limited

TORONTO, ONT.

Winnipeg Montreal

Apples! Apples!

GEORGIAN BAY DISTRICT

WE are putting up between seven and eight thousand barrels of apples in the

Georgian Bay District

The Quality is No. 1

We invite correspondence as to price on car-load lots.

WRITE AT ONCE

Lemon Bros.

Owen Sound, Ontario

Headquarters for

Maple Flavor

Henderson's Tri-Maple Flavor is the best there is made in Maple Flavor A good seller and repeat order producer.
Sold in bottles or in bulk.

Let us quote you prices and submit sample.

THOS. HENDERSON

Manufacturing Chemist

86-88 Fulton St., - New York

TRY A

Condensed Ad.

IN

This Paper

Just Arrived

Italian Peeled Tomatoes

The quality is exceptionally high and absolutely superior to any other line on the market.

Haricot Vert,

Italian Canned Green Beans

Here is a line that is worthy of a place in your store. Prices are wonderfully reasonable.

ALSO
complete assortment of
Italian Tomato Pastes
(Bertolotto and Ercole Brands)

½ lb. 1 lb. 2 lb. 10 lb. and 20 lb. tins.

H. E. VIPOND

197 St. Paul St., - MONTREAL

CANADA: No better Country



MOTT'S: No better Chocolate

"Elite"

true to its name, the best cooking and drinking chocolate made.

Diamond

nothing better for eating in this style is made anywhere AND IN ADDITION good profits to the retailer.

Ask your jobber.

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. M. Douglas & Co. Montreal — R. S. McIndoe Toronto

Jos. E. Hunley Winnipeg — Tees & Persse Calgary — Johnston & Yockney Edmonton

Frank M. Hannum, Ottawa

We Have Anticipated

the abolition of Alum in Baking Powder and are furnishing an absolutely pure article under the

QUAKER BRAND

at prices within the reach of everyone.

1 lb. - $2.00 per dozen

6 ozs. - .90 per dozen

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

We hear a good deal of talk these days about "Service."

Do you know of any Coffee Establishment which so closely looks after the interests of its customers—keeps its products so fresh—spends so much money in creating a consumer demand, as

CHASE & SANBORN

The High Grade Coffee House

MONTREAL

Rolled Oats Reduced 35c. Per Barrel

By Number of Mills This Week, Although Market for Raw Material Remains Fairly Steady — Competition for Business Appears Keen—Holiday Confectionery Trade Good—Increased Sale for High-class Confections, Both in Bulk and Package —Dealers Being Absorbed in Holiday Goods Have Neglected Flour.

The unexpected announcement of a drop of 35 cents per barrel in rolled oats was made this week by a number of milling firms, a total drop of 60 cents per barrel during the month. The action of the rolled oats market of late would seem to indicate that competition for business is very keen, as recent big declines have come in the face of a fairly steady Canadian market for raw material. Some of those firms which favored higher prices a week or so ago were among those to give a New Year present in the form of the announced decline.

Flour is apparently still being neglected by the retail dealer. Consumptive demand is not large and attention given it by the retailer during the past few weeks has been comparatively small. However, with the turn of the year and return to normal conditions it is probable that this commodity will take on renewed activity.

Argentine still looms large as a factor in shaping wheat prices. Conditions now point to large yield, although there have been some damage reports from northern portion. Still, the world's wheat crop is shaping good. However, in really superior grades there is an undoubted shortage in many quarters of the globe which will assist in improving lower grades also.

The world's wheat shipments last week totalled 10,394,000 bushels against 9,120,000 the previous week and 11,792,000 bushels a year ago. The visible wheat supply in the United States increased 70,000 bushels last week.

As during every holiday season, retailers have had good sales in confectionery. Christmas trade was quite satisfactory, a feature being the increasing sale for high priced goods both in bulk and package. Christmas stockings and confection novelties found ready sale while pop corn, mixed candies and cheaper lines were pushed by the retail trade.

Cornmeal is slightly easier on account of new corn which is lower than figures on the old stock.

MONTREAL.

FLOUR—Trade has been rather uneventful during week and there is but little to report. Demand is regular and former prices prevail.

Winter wheat patents, in bags	4 80
Straight rollers, in bags	4 30
Manitoba 1st Spring wheat patents, in bags	5 60
" straight patents, in bags	5 10
" strong bakers, in bags	4 90
" second, in bags	4 40

CEREALS—A number of mills announce a decline of 35 cents per barrel in rolled oats this week.

Fine oatmeal, bags	2 53
Standard oatmeal, bags	2 53
Granulated oatmeal, bags	2 53
Bolted cornmeal, 100 bags	1 75
Rolled oats, jute bags, 90 lb.	2 30
Rolled oats, cotton bags, 90 lb.	2 35
Rolled oats, barrels	4 85

TORONTO.

FLOUR.—Domestic flour trade is as yet somewhat under the holiday cloud. Consumptive demand from the retailer is not large, but with opening of year he will probably direct more interest to this line. Prices show no change.

Manitoba Wheat		
1st patent, in car lots		5 50
2nd patents, in car lots		5 10
Strong bakers, in car lots		4 90
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller		4 20
Blended	4 50	5 00

CEREALS.—A decline of 35 cents per barrel in rolled oats announced by a number of mills this week was not generally expected at this time. The oat market has been holding fairly steady, although across the line it has been developing a weaker tendency. When the decline of 25 cents per barrel came two weeks ago, it was reported to be for purpose of drumming up business and a firming tendency was not an unlooked for thing. One firm even set a date when prices would go up 20 cents per barrel. They did not, however, due, it has been said, to keen competition among millers. This week several mills, among them those firms which before favored higher prices, reduced quotations 35 cents per barrel, a total drop of 60 cents per barrel this month. All mills have not as yet announced the lower figures quoted. Apparently competition is keen, and rolled oats millers are not working well together. The important point, however, to the retail trade is that they have the lower prices on this commodity. Now, after the holiday rush is a good time for the retailer to feature cereals.

Rolled oats, small lots, 90-lb. sacks	2 30
Rolled oats, 25 bags to car lots	2 20
Standard and granulated oatmeal, 98-lb. sacks	2 56
Rolled wheat, small lots, 100-lb. barrels	2 90
Rolled wheat, 5 barrels to car lots	2 75
Cornmeal, 100-lb bags	2 00
Rolled oats in cotton sacks, 5 cents more	

Wishing you the Compliments of the Season

with continued prosperity in the sale of the ever popular biscuit —**Perfection.** See that your stock is complete for "after-the-holiday" trade.

The Mooney Biscuit and Candy Co., Limited

FACTORIES AT
Stratford, Ont. Winnipeg, Man.

BRANCHES AT HAMILTON, OTTAWA, SYDNEY, C.B. HALIFAX, N.S, FORT WILLIAM, CALGARY VANCOUVER, B.C. ST. JOHN'S, NFLD.





MAPLEINE
(THE FLAVOR DE LUXE)
Fulfils all Pledges of Quality, Delicious Flavor and Maintained Selling Price.
Order a supply from your jobber, or—Frederick E. Robson Co., 26 Front St. E., Toronto.
The Crescent Mfg. Co.
SEATTLE. - WH.

CONTRACTIONS CAUSED TROUBLE

Halifax, N.S., Dec. 28.—"It is not wise to use too many contractions in making out bills for customers," said a Halifax merchant recently. "The other day one of my women customers stormed into the store with a look that denoted trouble for some one, and throwing down her bill on the counter, remarked in a hasty tone :—'There's that bill that I paid this morning. I see you have two mats charged up to me, and I never bought a mat of any description from you in my life. Surely someone else must have bought it and you charged it to me.'

"I was somewhat taken back for a moment, as I thought we must have committed some horrible mistake which might cost us this woman's trade, but I picked up the bill to find out the date, and found that the two mats she thought were charged to her were nothing else than two boxes of matches. The clerk had contracted the item into two mats. After a great deal of talking I explained fairly satisfactorily what it meant, but before she left she gave me a parting thrust : 'Paper must be very scarce that you cannot write the words in full.' While most customers would have understood, still in some cases these contractions cause unpleasantness, and I have decided to make only those that will be easily understood by customers.

"Some of the contractions which sometimes puzzle customers are 'mat.' for matches, 'tap.' for tapioca, 'tob.' for tobacco, 'cab' for cabbage, 'tom.' for tomatoes, 'straw.' for strawberries, 'mol.' for molasses, and 'bis.' for biscuits.

USE READERS IN THE NEWSPAPER.

Sarnia, Ont., Dec. 28.—The R. Kenny Grocery Co., in addition to their regular space ad., carry a number of locals in the local paper. Here are some recent samples:—

"The R. Kenny Grocery, the right place to buy fruits of all kinds and the ingredients for your plum pudding. The best is not too good for Christmas, 1911."

"The right store—A No. 1 goods, where you can find every article in groceries and crockery you want, and we can't be undersold."

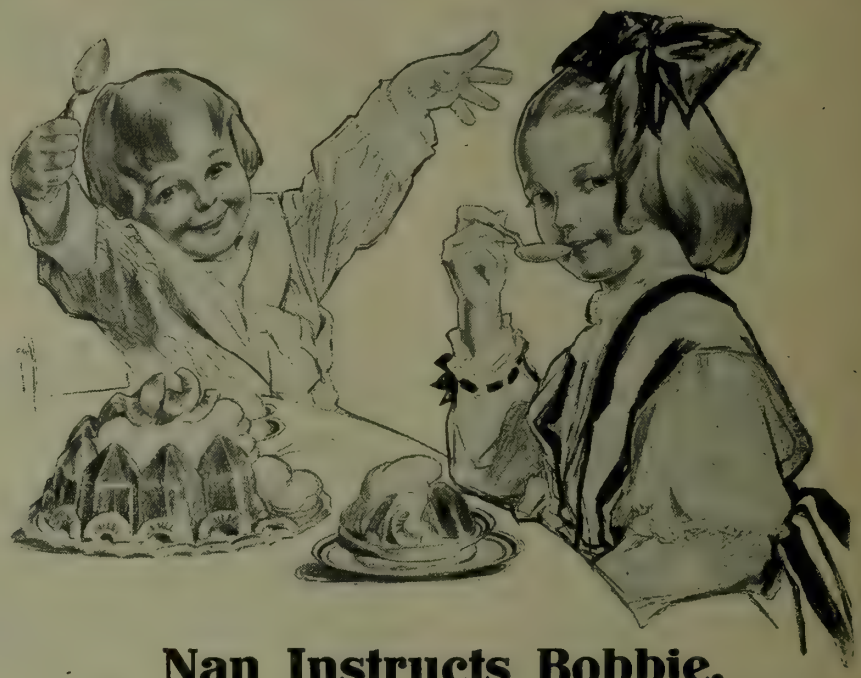
"Our ten cent table filled with odd pieces of fancy china, etc., worth from 50 cents down. All going like hot cakes at 10 cents each."

Quality, plus merchandise, plus publicity, equals success.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, NEW YORK



Nan Instructs Bobbie.

"Whoop-e-e-e!" says Bobbie.

"Bobbie," Nan has just explained, "Mamma says she gives us Jell-O because it is good for us. Ain't you glad?"

Of course Bobbie answers, "Whoop-e-e-e!"

JELL-O

is so delicious that every child likes it. It is so pure and nutritious and light that it never "disagrees" with anyone, child or adult.

And a Jell-O dessert can be made in a minute.

No other food product has ever attained so quickly as Jell-O the great popular approval of American housewives.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

IT WILL PAY YOU to watch our Condensed Ad columns. There are many money-making positions there. You may find just what you want.

ELEVEN GOLD MEDALS

FUSSELL'S CREAM

PURE, RICH, THICK EATING CREAM
("GOLDEN BUTTERFLY" BRAND)

THE WHIPPING CREAM

Is better than "Devonshire Cream"

In key opening sterilized cans, to sell at 10, 15 and 25 cents.

Single Cream for Tea and Coffee

("PURPLE BUTTERFLY" BRAND)

In key opening sterilized cans, to sell at 15 and 25 cents.

No Preservative or Colouring Matter of any kind is used. Warranted to comply with the laws of this country. NO FEAR OF PROSECUTION. ABSOLUTELY PURE.

Guaranteed to keep good for 12 months unopened at all seasons

Sole Agents in Canada, from whom Samples may be obtained:

C. Fairall Fisher, 22 St. John Street, MONTREAL.
Alexander Marshall, 144 Water Street, VANCOUVER.
Holloway & Reid, 834 First Street, EDMONTON, Alta.
Hamblin & Brereton, Ltd., Victoria Street, WINNIPEG.
McLaren Imperial Cheese Co., Ltd., TORONTO.
R. B. Colwell, 265 Barrington Street, HALIFAX, N.S.

HAVE YOU DONE IT?

We have pointed out clearly and concisely what the consumer thinks of

"Regal," "National,"
"Laurentia," "Daily Bread"

Brands of Flour. Yet we have not heard from some dealers. Are you one of the few who have overlooked the goods?

These are four brands of established purity, and bound to give complete satisfaction. Make sure that you sell goods of the highest quality only, and you can count on the better class of customers.

The St. Lawrence Milling Co., Limited
MONTREAL



Your Aim

should be to sell goods of quality—goods that stand government inspection—goods that delight the purchaser and stimulate repeats.

Your canned and preserved fruit trade should be supplied with **E.D.S.** triangle brand. Every jar of jam or jelly bearing this trade mark that leaves your store has been produced under ideal conditions of full-flavored, fresh, luscious fruit and pure cane sugar. There is no secret process in their production and everything is open for inspection.

The selling of such goods insures you prosperity in the New Year.

Made only by

E. D. SMITH, at his own fruit farms
WINONA ONTARIO

AGENTS—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

E
D S

Our Extra Fancy and Extra Choice California Navels, Florida, Jamaica and Mexican Oranges, also Dates, Figs, Nuts, Grapes, Hot-house Tomatoes, Celery, Head Lettuce, etc., will make good starters for your New Year's Trade.

Write us.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH TORONTO
are Largest Receivers

AVOID

Your Lemon Errors of the past. Handle only

"St. Nicholas"
"Home Guard"
"Puck" or
"Kicking"

You'll make no error.

J. J. McCABE
AGENT
TORONTO, : : ONT.

Fruit Selling Well for New Year's Trade

Holiday Trade Still in Bloom—General Satisfaction With Christmas Trade—Larger Offerings of Navel Oranges and Market Shows Somewhat Easier Tendency—California Celery Still Holds High—Potatoes Maintain Their Position—More Attention Will Now be Given to Staples.

Christmas, with its accompanying flood of fruit, is once more a thing of the past. General satisfaction is expressed with this year's business. Trade was good, comparing favorably with those that have gone before, and decks were pretty well cleaned of Christmas supplies. A portion of this week is generally given over by retailers to cleaning up odd left-overs, but quite a nice volume of business is expected to come forward in anticipation of the New Year's trade.

In regard to California products, offerings of navel oranges are indeed ample, and there is a little easier tendency in evidence. California lemons handled by Western Canadian trade are in abund ant supply, and are by no means firm. Celery from that state is not moving freely yet, and prices are holding high. There have been some odd shipments to Canadian markets for the holiday trade.

Potatoes have receded none from the position held for past month. Stocks held at most centres are not large nor are offerings at present time. Spanish onions have been somewhat neglected of late, but with the passing of the holiday and the arrival of colder weather, greater interest is expected.

With opening of the year attention will again become centred to a greater extent upon staple lines.

MONTREAL.

GREEN FRUITS.—The holiday trade in fruit was exceptionally good and is bound to last until after the first week in the new year. There was a good call for cranberries, but it is thought the rather high price proved a deterrent to the trade. Oranges and apples sold well and grapes likewise. The latter are becoming scarce and it is generally held that it will not be long until prices begin to soar. One opinion expressed was that Malagas would likely bring from $8 to $9 if sales continued fairly strong.

Apples—		
Spies	5 50	5 50
Fameuse	3 75	5 50
Baldwins	4 25	4 75
McIntosh reds		6 00
Greenings	4 25	4 50
Bananas, crated	2 00	2 50
Cocoanuts, bags	4 00	4 50
Cape Cod cranberries in bxs. 21 qts	3 25	3 50
Cranberries, N.S. bbls	9 00	9 50
Grape fruit, Florida, case	4 75	5 00
Jamaica, case		3 50
Grapes, Malaga, per keg	5 00	6 00
Lemons	2 50	3 25
Limes, a box	1 25	1 50
Oranges—		
Navels		3 50
Valencia	5 00	5 50
Jamaicas, box	1 75	2 00
Mexican	1 75	2 00
Pineapples—		
Cuban, case	4 50	5 00

VEGETABLES.—The market for New Year's is practically same as that which preceded Christmas. Celery proved a good seller and cucumbers, lettuce and similar lines brought fair share of extra trade. Potatoes continue firm at from $1.40 to $1.50 a bag.

Beans, green, hamper	3 00	
Brussels sprouts, per qt		0 25
Carrots, bag		0 90
Cabbage, doz		0 40
Cauliflower, doz	1 75	2 00
Celery, Cal. 6 doz to crate, crate	6 50	7 00
Cucumbers, doz		2 25
Garlic, 2 bunches		0 25
Green Peppers, bushel basket	1 75	2 25
Lettuce, Boston, per box of 2 doz		2 25
Leeks, doz	1 50	1 75
Onions—		
Spanish, crate		3 50
Half crate		2 25
Canadian reds, 100 lbs		3 50
Radishes, doz		0 45
Sweet potatoes, per basket	2 00	2 50
Montreal potatoes, new, bag	1 40	1 50

TORONTO.

GREEN FRUITS—Quietness has followed in the wake of the Christmas rush. Many dealers give the first part of this week at least to the clearing up of stocks. Later in the week, it is anticipated there will be considerable demand for fruit for the New Year's trade. Wholesalers are apparently well satisfied with volume of Christmas trade.

California navels are slightly easier. With Christmas past the demand will not be so keen. Mexicans are quoted at $2.25 to $2.50. Valencias at $4.75 to $5.50.

Bananas	1 25	1 75
Lemons—		
Messina, new crop	3 00	3 50
Limes, box		1 50
Oranges—		
Florida	3 00	3 25
California navels	3 00	3 50
Mexicans	2 25	2 50
Valencias, 714's		5 50
Valencias, 420's		4 75
Grapefruit—		
Florida, case	4 50	5 50
Jamaica, case	3 50	4 00
Grapes, Almeria per keg	5 00	6 00
English hot house grapes, lb	0 65	0 75
Cranberries,		
Cape Cod, brl.	10 50	11 75
Nova Scotia		8 00
Jersey long keepers		12 00
Apples, brl	2 25	4 00
Pineapples, case	3 25	3 50

VEGETABLES—Christmas brought an appreciable demand for what can be termed vegetable specialties, including such lines as imported cucumbers and head lettuce, celery, sweet potatoes, mushrooms, hot house tomatoes, etc. Potatoes and roots in general are unchanged in price but show no weakening tendency.

Boston cucumbers, doz		2 25
Boston head lettuce, doz		1 25
Canadian beet, per bag	0 80	0 90
Cabbage, Canadian, dozen	0 50	0 65
barrel	1 50	1 75
Carrots, bag	0 80	0 90
Turnips, bag		0 50
Celery, per doz		0 40
Parsnips, bag		0 90
Onions—		
Spanish, case	3 50	3 75
Spanish, ½ cases	1 85	2 00
Canadian, 75-lb. bags		2 00
Potatoes, N. B. stock, bag		1 50
Potatoes, Ontario, bag		1 40
Sweet potatoes, hamper	1 75	2 00
Mushrooms, 1-lb. boxes	0 70	0 75
Can. hot house tomatoes, lb		0 30

The Grain Growers' Export Company, Limited, has been incorporated with a capital stock of $250,000. The head office is in Winnipeg.

ONE OF YEAR'S BEST INVESTMENTS...

The MacLean Pub Co.—Please find enclosed cheque to cover subscription statement of The Grocer. Might say I consider this cheque one of the year's very best investments.

O. E. SHEETS.

207 Brock Ave., Toronto.

FRESH TOMATOES

OUTDOOR GROWN

Weekly deliveries guaranteed, and every tomato sure to be in good condition

6 BASKETS TO CRATE

Each crate is carefully examined and all crushed tomatoes removed. These goods are something unusual and you will have something rich to offer your customers.

WEST INDIES FRUIT CO.

30 William Street, Montreal

January the Big Month for FISH

We offer a very fine assortment of

FROZEN HALIBUT, TROUT, WHITEFISH, SEA HERRINGS, SMELTS, FROZEN LAKE HERRINGS IN BAGS, "WHITCO" BRAND HADDIES, SWEET BRIAR FILLETS, LONG ISLAND NATIVE OYSTERS

We offer everything from the Primary Markets, and our Motto as in the Fruit Business, is QUALITY.

WHITE & COMPANY, LIMITED

Wholesale Fish, Fruit and Produce

HAMILTON TORONTO

FOR—

"Green Mountains,"
"Delawares"

or other varieties of

POTATOES

for SEED or TABLE USE.

Bags or bulk in Cars.

Wire or Write

Clements Company,
LIMITED
ST. JOHN, - - N.B.

OYSTERS

Large, fat fellows—solid meat—the very best oysters obtainable. Get some for New Year's.

Sweet Navel Oranges

CRANBERRIES MALAGA GRAPES
NUTS TABLE FIGS DATES

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 GUELPH, ONT.



BUSTER BROWN

LEMONS

From January to December represent the Highest Quality of Sicily Lemons. Start the New Year right by using this brand.



FRATELLI FOLLINA, Packers
Palermo, Messina

W. B. STRINGER, Sales Agent
Toronto, Canada



Fish - Oysters



Retailers Should Give More Time to Fish

With Favorable Weather Trade Should Show Activity—Oysters in Fair Demand—Lobster Fishing Commences on Nova Scotia Coast—Newfoundland Sends Large Shipments of Dry Cod to Mediterranean Ports.

The anticipation of the Christmas turkey kept the appetite for fish in the background last week. Then, again, dealers were busy pushing holiday goods, so that general conditions were not conducive to large trade. Interest has been somewhat greater this week, and with the opening of the new year, sales are expected to become more active. The retailer with more time will direct attention to this line and with favorable weather substantial sales should result.

Lobster fishing season is now in full swing on Nova Scotian coast, and catches so far have been good, the United States markets getting big portion of supplies. Haddock fishing has also been good under favorable weather conditions. Newfoundland continues to send large shipments of dry codfish to Mediterranean ports. Prices on codfish hold firmly.

QUEBEC.

MONTREAL.—The market is quiet after rather active business last week. The mild weather continuing through Christmas proved unseasonable and the complete trade expected did not materialize as it should have. Owing to holiday spirit there was not as much attention shown to fish as usual. Prices are practically unchanged.

FRESH

Steak cod, headless, per lb	0 05	0 05½	Haddock, per lb	0 04½	0 05
			Smelts, fancy		0 10

FROZEN

Haddock	0 04	0 04½	Round red salmon	09	0 10
Halibut, per lb	0 08	0 09	Gaspe salmon, per lb		0 18
Herring, frozen, per 100 fish	1 70	1 80	Qualla salmon	0 07½	0 08
Pike, round, lb	0 05	0 05½	No. 1 smelts, lb		0 10
Pike, dressed & headless, lb	0 06	0 07	Extra smelts, lb		0 14
Steak cod		0 05	Lake trout, lb		0 10
Mackerel		0 11	Tomcods, orl	2 25	2 50
Dressed perch		0 10	Whitefish, large, lb	08½	0 09
Dore or Pickerel	0 07	0 08	Whitefish, small	0 06	0 06½

PREPARED FISH

Boneless cod, in blocks or packages, per lb	7, 8, 10, 11 12
Dry pollock, 100 lb. bundles, per bundle	6 00
Shredded cod, 2 doz. in box, per box	2 25
Skinless cod, 100 lb. case	7 00
Dry cod, 100 lb. bundles, per bundle	6 50

SALTED AND PICKLED

New green cod, per bbl 200 lbs		10 00	No. 1 green haddock, per 200 lbs	7 50	8 00
No. 1 bbl. 200 lbs		9 00	No. 1 green pollock, per 200 lbs		7 00
New green cod, per lb	0 04½	0 05	Salmon, B.C., red, bbl.		14 50
New Labrador herring, per bbl		5 50	Salmon, B.C., half bl.		8 00
New Labrador herring, per half bbl		3 15	Salmon, Labrador, half bl		8 00
Labrador sea trout, bbls		12 00	Salmon, Labrador, trcs, 300 lbs		21 00
Labrador sea trout, half bbls		6 50	Salt eels, per lb	0 06½	0 07
No. 1 mackerel, pail		2 00	Salt sardines, bbls		5 50
No. 1 mackerel, ½ bbls		8 00	Salt sardines, ½ bbls		3 00
Scotia herring, No. 2, bbl			Sea trout, ½ brl		6 50
Lake trout, kegs		6 50	Sea trout, bbls		12 00
Choice mackerel, pail		2 00	Scotch herring		6 50
			Scotch herring, keg		1 00
			Holland herring, ½ bl		5 50
			Holland herring, keg		0 75

SMOKED

Bloaters, large, per box	1 10
Yarmouth bloaters, fancy, per box	1 25
Haddies, fancy, 15-lb. boxes, per lb	0 07½ 0 08
Fillets, fancy, 15-lb. boxes, per lb	0 11
Herring, new smoked, per box	1 18
Kippers (small), per box of 50 fish	1 25

SHELL FISH

Oysters, choice, bulk, Imp. gallon	1 40
Oysters, bulk, selects	1 60
Oysters, fancy cape, large bbls	9 00
Malpeque Oysters, per bbl	8 00 12 00
Solid meats—Standards, gal., $1.70; selects, gal., $1.90.	

NOVA SCOTIA.

HALIFAX.—Fishing season is now in full swing on the Nova Scotia coast. While the season has been opened less than a week some large catches have been made, and indications are industry will be as good as last year. Already large shipments are being made to United States. The first steamer sailing took over one thousand crates, and the second shipment totalled 1,100 crates, valued at $14,000. While these lobsters are shipped to Boston dealers, many of them are forwarded to New York and Chicago, and it is even stated some of them find their way back into Canada again. The lobsters offering on the local market are small.

Haddock are coming on market in large quantities. Weather during past week was exceptionally favorable for fishing, and some good catches have been made. The shipments of smoked haddies to Boston market are heavy and bloaters are also selling well.

Outside of some activity in herring there is not much doing in salt fish trade. Foreign demand for dry codfish continues good. There is a good enquiry for salt mackerel with practically no stock offering. Herring are now plentiful and sales are fairly good.

ONTARIO.

TORONTO—The rush of holiday shopping naturally detracted from fish last week but with passing of the festive season trade is expected to show signs of increased life again. The weather, while somewhat more favorable to the cause, could indeed be more so.

About the only lines of fresh caught fish listed are steak cod and haddock and prices on both are firm. Lake herring are quoted at 3 and 5 cents.

FRESH CAUGHT FISH

Steak cod	0 08	Haddock	0 07

FROZEN FISH

Gold eyes	0 05	Red salmon, round	0 10
Pike	0 05	Sea herring, lb	0 04½
New Pink sea salmon	0 09	Sea herring, 55-lb. bx	2 25
Whitefish	0 10 0 11	Mackerel, lb	0 12
Red salmon headless and dressed	0 11	Mullets	0 04
Halibut	0 09	Bluefish	0 12
		Lake herring	0 03 0 05

SMOKED

Kippers, per box	1 25 1 35	Cod, Imperial	0 06½
Bloaters, per box	11	Quail-on-toast	0 07
Finnan Haddie, lb	0 08 0 09	Fillets of haddie	0 11 0 12
Digby herring, bundle	1 00	Ciscoes, basket	1 25

PICKLED

Lake herring, per keg	4 00	Labrador herring, bbls	6 00
Oysters, selects, gallon	1 70 1 75	Labrador herring, half bbls	3 25
Oysters, standards, gl	1 55		

KEEPING FROST FROM WINDOWS.

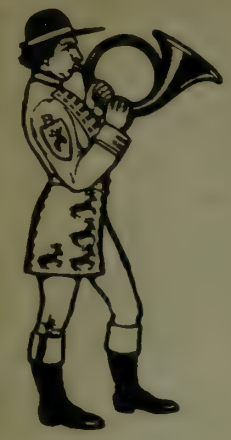
Montreal Grocers Using Double Window System.

Montreal, Dec. 28.—Regarding the method employed by a Smith's Falls grocer of preventing his window from becoming frosted, it may be said that a large number of Montreal's best grocers have adopted this plan. The lower half of the window of each of such stores has practically a double window an arrangement being made whereby the second window is placed on the outside as referred to by W. Hyndman, and in every case the result has been most satisfactory. The lower parts of the windows are free from frost in contrast with the upper parts and with other windows that have been neglected.

A. Hamstra & Co., American managers for Biscuit Fabrick "Delindeboom," of Mydrecht and Amsterdam, Holland, manufacturers of Frou Frou Wafer products, are removing their headquarters from Grand Rapids, Michigan, to the Fort Deaborn Bldg. in Chicago, the first week in January. The local office in Grand Rapids will be maintained as a branch.

Hager & Perry, Parry Sound, Ont., have opened grocery business recently purchased from W. L. Kenney & Co.

There are many fine Christmas displays in Toronto grocers' windows. A traveler calls attention to two particularly fine displays in the windows of B. S. McMurty, Eglinton, and on Yonge St., at corner of Marlboro.



LAST CALL

Two more days, Brother, and 1911 will be no more. Two more days, and you will make new resolutions. What will they be? Will you decide to pay closer attention to your fish trade, or will you let this end of the business weaken and willingly lose money? You won't---we know it. Make your motto for 1912, "Fish and lots of it," and you'll make no mistake.

Boneless Codfish

Canada Brand

Put up in such a form that the housewife can carry it under her arm and have no bother with it.

WRITE ABOUT THE TABLETS

Boutilier's Smoked Fillets ***Arbroath Brand Smokies***
Mariner Brand Skinless Fish

OCEAN BRAND

Haddies	***Kippers***	***Bloaters***
(Juicy)	(Sweet)	(Tasty)

The Halifax Cold Storage Co., Limited

MONTREAL

Delicious Appetising

CCC

Norwegian Canned Goods

We Pack No Hard Tough Fish?

The most scrupulous care is taken to see that in the packing of

"Concord" Norwegian Sardines

nothing but the finest freshly-caught Autumn fish and pure olive oil are used. "Concord" Sardines will be found to be mild-cured and not too much smoked, and their delicious flavour will commend them to your particular customer. Feature "CONCORD": there's a good margin for the retailer. Order from your wholesaler.

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

A TIP FOR 1912

Buy the Queen Square Fruit Jar

The biggest selling Lightning Style Jar in the United States and Canada. This jar is tried and true and should not be confused with the ordinary type of jar.



Made in clear white flint glass, with wide mouth, seamless rubber base and smooth polished top. Has the adjustable fastener.

Insist on the Genuine. Beware of Imitations. There is only one "Queen"

Manufactured by

SMALLEY, KIVLAN & ONTHANK

BOSTON, U.S.A.

For sale by all first-class dealers in Canada and United States.

Wide Awake Methods in Retailing

Montreal Dealer Gives Away Many Calendars—Vancouver Retail Firm Opens Deposit Account Department in New Store—Grocery Display in Shape of Harp—New Brunswick Dealer Has Special Clerk for Confectionery.

Giving Away 1,100 Calendars.

Montreal, Dec. 28.—While the calendar question finds many grocers who oppose it there are quite a number who thus remember their customers at Christmas. When something out of the ordinary in such calendars is noticed it is usually worth mentioning. Walter Paul, a St. Catherine St. grocer with a branch store on University St., distributed eleven hundred calendars among his special customers. The designs of the calendars which were of four subjects were artistic and this little remembrance of the firm was dainty, attractive and would surely be prized by recipients. The work of the artist, Fred. S. Burgy, in "A Long Summer Day" and "Winter's Crystal Beauty" is well reproduced and the calendar does not bear a flamboyant reference to the grocer who presented it.

Open Deposit Account Department.

Vancouver, B.C., Dec. 28.—The H. A. Edgett Company, Ltd., has made another move, and is now located on Pender Street, at the corner of Cambie. It is the first large retail store to go on to this street. The Edgett Company originally started on Harris Street in the east end, under the name of Edgett Bros., but came up to Cordova Street, then around to Hastings and now into a large stone building, erected for their use, and on which they have a long lease. The building, on a corner, is three stories high, all of which is occupied. The firm is branching out, and have added everything for the household, such as furniture, hardware, crockery, etc.

The interior of the store is finished in spotless white, with an abundance of light. Throughout the latest ideas have been adopted in store methods. The fresh and cooked meats and delicatessen are shown on sanitary white opalite glass with a plate glass covering. This not only protects the goods from dust, but the effect is particularly pleasing to the patron, and shows the goods off to the best advantage.

A new feature will be the deposit account department. For some time this store has done business on the strictly cash basis, goods being either paid for at the store or sent c.o.d. Now an account may be opened by a customer with the firm by depositing a sum not less than $5, nor more than $100, interest on which is allowed at 12 per cent. on the daily average of the account. A statement of this account will be rendered each month, showing withdrawals or amount of purchases checked up against it.

A Grocery Harp.

London, Ont., Dec. 28.—(Special.) — Scandrett Bros., retail grocers, have a unique and attractive Christmas window. A large harp about three feet high, made of macaroni and assorted peels, is the feature. —

Richard Eckert, of Gorman, Eckert & Co., is in the field for mayor of 1912. Many of the grocers are working for him.

Jas. McKenzie, secretary of the Retail Grocers' Association, has opened a branch store at corner of Maitland and Dufferin Sts.

Special Clerk for Confectionery.

St. John, N.B., Dec. 28.—"I have given to one of my clerks," said a local grocer last week, "almost complete control of the confectionery end of my business, and in allowing him to assume responsibility for the success of this department, I think I am making a wise move. Already, I can notice an improvement, although he has had charge only a week. Formerly any of the clerks, or myself, would arrange the chocolates or candies in the silent salesmen or on the glass shelves suspended above it, but until the Christmas and New Year's rush is over, he will have all to do with pushing the sales of confectionery, attending, of course, in spare moments, to filling orders, and other work. There is an old saying that 'two many hands spoil the pudding,' and I have just begund to find it out in connection with selling in different departments. As you see, I have endeavored to separate my chocolates and candies from other lines, and have reserved considerable space for them, and my showcase has been pushed into a prominent position and made to appear as attractive as possible with tempting lines and displays. I do not stock very heavily in chocolates in my case, but as you can see, each different kind is neatly heaped together in a half-pound mound with a white perforated napkin beneath, and a small price ticket on top, which appears to me to be far more attractive than when a lot of boxes are jammed into the case."

SPECIALIZES IN POULTRY WITH SUCCESS

Vancouver Dealer Considers Prominence Given to This Department Results in Good Advertisement—Growth of Business Necessitates Enlarging Establishment—Proprietor Going East for New Ideas.

Vancouver, B.C., Dec. 28.—(Special.) —T. F. McDowell, who a few years ago started for himself in the grocery trade at 704 Granville street, has established a fine business, and has made a name for himself in the special line of poultry. In this case, as in many others, it has paid the dealer to single out some line of goods, and concentrate thereon. Not that other and principal lines are to be disregarded in any way, but by giving attention to some one thing a dealer is able to get good advertising and get good trade. "To him that hath it shall be given," and it is remarkable when a man succeeds how many good things are added to his success. Mr. McDowell has found things coming his way so much that he has to enlarge his place of business, and soon after the first of the year he will visit principal cities in the east to get in touch with the newest methods and plans of arrangement, so that the enlargement may be carried out on thoroughly modern lines.

Mr. McDowell has popularized his poultry under the name of Hazelwood brand, and he makes a point to see that his customers are completely satisfied. This is one of the elements of success, and establishes a good-will that means larger and more secure business.

In going into the poultry line in connection with his grocery trade, Mr. McDowell made a bid for the high-grade birds selected by the packers of the east for the old country market. Special care is taken with these to bring them to the market in superfine condition. For two weeks they are milk-fed, and every step is thorough and careful, from picking the feathers to the scientific trussing. By establishing a standard of quality, with a good selection, Mr. McDowell is becoming well known in Vancouver as a poultry specialist.

The Finest Fish Obtainable

Careful selection of the sweetest fish caught in famous Passamaquoddy Bay, and careful and skillful handling in a modern, sanitary factory have made





Brunswick Brand Sea Foods

the choice of all particular people.

They are unsurpassed in quality, have a flavor distinctly their own, and yield the dealer a liberal profit.

Are YOU handling this satisfaction-giving line? When ordering, be sure and get the name right.

"BRUNSWICK"

Connors Bros., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. deCarteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



TO THE WHOLESALE TRADE!

West India Co., Limited

305 St. Nicholas Building
MONTREAL

THE CANADIAN HOUSE OF:

Sandbach, Tinne & Co., Liverpool, Eng.
Sandbach, Parker & Co., Demerara, B.G.

SUGARS MOLASSES

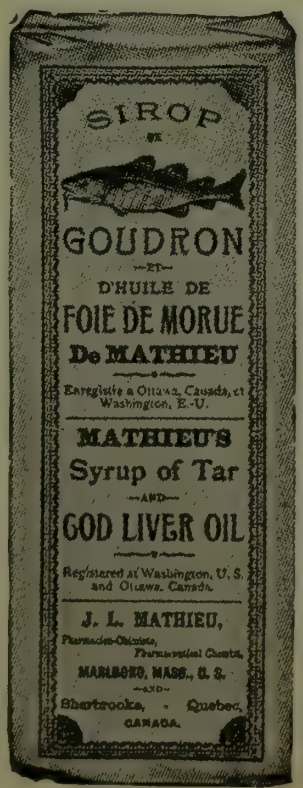
and all West Indian Produce

We represent some of the chief houses in Barbados, Trinidad, Jamaica, St. Kitts, Antigua and other islands, besides having our own house in Demerara, which was established there in 1782.

Ask us for prices before filling your orders for the coming season

West India Co., Limited

KEEP OFF THE SICK-LIST



by taking a dose or two of

MATHIEU'S SYRUP OF TAR AND COD LIVER OIL

if you have a chill or have been exposed to inclement weather.

And when you've seen its effect you will recommend this very excellent remedy to your customers.

Every household should have a bottle handy.

J. L. MATHIEU CO., PROPS.
SHERBROOKE, P.Q.

Mathieu's Nervine Powders

are another useful remedy. Not only are they an unequalled headache and neuralgia cure but they are invaluable to check a fever and stop the ache of bones and chest which comes with a heavy cold.

FIRE

To The Trade:

We are pleased to advise you that in spite of the disastrous fire which occurred on Friday, December 15th, and which partially destroyed our factory, we have made arrangements which will enable us to fill orders for Biscuits and Confectionery as usual after January 1st.

We appreciate the many expressions of sympathy we have received from our customers and friends in consequence of the loss occasioned by the fire.

Thanking you for all past favors, and wishing you a prosperous New Year,

We are,

Yours truly,

D. S. Perrin & Company, Ltd.

LONDON, - CANADA

It Is a Mistake

for you to think that you cannot sell an article because your customers do not ask for it. You are a salesman and we venture to say that you will be surprised what you can do with

Maple Sugar Chewing Tobacco
King George's Navy "
Master Mason "

if you put your selling power behind them and make up your mind that the men who come to you for groceries will come for **tobacco supplies** also. You have the first call on them very often, so take advantage of all opportunities.

The Rock City Tobacco Co.
Quebec Winnipeg

1912
and
7-20-4

Start Off Well

by getting that tobacco department you have promised yourself so often into good shape. You cannot put a better cigar into it than the

7-20-4

the cigar of 1912, so get in touch with us right away. Will appeal to those who know the best leaf, and will make others to whom you introduce it feel like princes, because they have never been previously, and will never be, able to secure such a good smoke at the price.

The Sherbrooke Cigar Co.
SHERBROOKE, P.Q.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

SALESMAN WANTED.

A TRAVELING SALESMAN, acquainted with the wholesale and manufacturing trades in the Maritime Provinces, to represent the MACLEAN NEWSPAPERS, looking after our advertising in this district. Good position for progressive young man. Apply, stating full particulars, THE MACLEAN PUBLISHING CO., LTD., 702 Eastern Townships Building, Montreal.

POSITIONS WANTED.

COFFEE EXPERT (with wide experience in green and roasted coffees in buying, blending and superintending roasting) desires position as manager of coffee department in wholesale grocery or coffee firm. Winnipeg or West preferred. "Coffee Blender," Box 406, CANADIAN GROCER, Toronto.

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

MISCELLANEOUS.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

FROM NOW TILL THE END OF THE YEAR we offer unusually good bargains in second-hand Typewriters. They are carefully rebuilt, work and look like new, but the price is a mere fraction of the original cost. Write for catalogue. THE MONARCH TYPEWRITER COMPANY, Limited, 46 Adelaide Street West, Toronto.

MOORE'S NON-LEAKABLE FOUNTAIN PENS. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price, $2.50 and upwards. W. J. GAGE & CO., Limited, Toronto, sole agents for Canada.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

PENS—The very best Pens made are those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

TECHNICAL BOOKS.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales. Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MACLEAN PUBLISHING CO., Technical Book Dept., 143-149 University Avenue, Toronto.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $40 PER INCH PER YEAR.

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 3 doz. in case	$3 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
6-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER



Ontario and Quebec Prices

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
½ "	5-lb	9 60
1 "	6-oz, 12 " 16 "	Per case $6 00

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz
Royal—Dime	$0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—5-lb. size, $3.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c.; 4-oz. tins, 65c.; 5c. tins, 40c.



Sizes—	Per doz. tins
Borwick's ¼-lb. tins	$1 35
" ½-lb. tins	2 35
" 1-lb. tins	4 65



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 ds	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 75

Cereals

WHITE SWAN SPICES & CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case $3.00.

The King's Food, 2 dz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.50.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45

Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Cocoa and Chocolate

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. tins, per doz.	2 40
Perfection, ¼-lb. tins, per doz.	1 30
Perfection, 10c size, per doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.



Unsweetened Chocolate—

Supreme chocolate, ½'s, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 6 and 12-lb. boxes	0 35
Parisian, 8's, 6 and 12-lb. boxes	0 28
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 24
Diamond, ¼'s, 6 and 12-lb. boxes	0 25



Icings for cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut cream, in ½-lb. packages, 2 dozen in box, per dozen 0 90

Chocolate Confections—

	Per lb.
Maple buds, 5-lb. boxes	0 36
Milk medallions, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, 5-lb. boxes	0 25
Nonpareil wafers, No. 1, 5-lb. boxes	0 30
Nonpareil wafers, No. 2, 5-lb. boxes	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate wafers, 5-lb. boxes	0 36
Coffee drops, 5-lb. boxes	0 36
Lunch bars, 5-lb. boxes	0 36
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 35
Milk chocolate, 5c cakes, 3 doz. in box, per box	1 35
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 36
Nut milk chocolate, 5c bars, 24 bars, per box	0 90

EPPS'S

Agents — Willson & Warden, Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb 0 35
Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

G. J. Estabrook, St. John, N.B.; J. M. Douglas & Co., Montreal; R. S. McIndoe, Toronto; Jos. E. Huxley, Winnipeg; Tees & Persse, Calgary; Johnson & Yockney, Edmonton; Standard Brokerage Co., Vancouver; Frank M. Hannum, Ottawa.

Elite, 10c. size (for cooking) doz. 0 90

Mott's breakfast cocoa, 10c size	90 per dz
" breakfast cocoa, ¼'s	0 38
" " ½'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½-lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages, White Moss	0 26
½-lb. packages, White Moss	0 27
¼-lb. packages, White Moss	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$5 75	1 45
Gold Seal Condensed Milk	4 75	1 20
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Milk five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Milk family size	3 50	0 90
Peerless Brand Evaporated Milk pint size (4 dozen)	4 40	1 10
Peerless Brand Evaporated Milk hotel size	3 70	1 85



REINDEER, LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 50
"Reindeer" Condensed Coffee, case	5 00
"Reindeer" Condensed Cocoa, case	4 80



ST. CHARLES CONDENSING COMPANY.

Prices:

St. Charles Milk, family size, per case	$3 65
Baby size, per case	2 00
Ditto, hotel	3 90
Silver Cow Milk	5 05
Purity Milk	4 90
Good Luck	4 15



Coffees

EBY-BLAIN, LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

Club House	$0 32	Ambrosia	0 26
Nectar	0 30	Plantation	0 23
Empress	0 28	Fancy Bourbon	0 22
Duchess	0 27	Bourbon	0 20
Crushed Java and Mocha			0 18
" " "		ground	0 18½

Package Coffees.

Gold Medal, 2 lb. tins, whole or ground			0 30
" " 1 lb. tins,	"	"	0 31
" " ½ lb. tins,	"	"	0 32
Anchor Brand, 2 lb. tins	"	"	0 31
" " 1 lb. tins	"	"	0 32
German Dandelion, 1 lb. tins, ground			0 26
" " ½ lb. tins,	"	"	0 28
English breakfast, 1 lb. tins,	"		0 18
Grand Prix, 1 and 2 lb. tins.	"		0 30
Demi-Tasse, 1 and 2 lb. tins,	"		0 30
Flower Pot, 1 lb. pots,	"		0 22

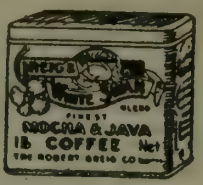
Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95	dozen
Medium, cases	1 80	"
Large, cases 1 dozen	2 75	"
Tumblers, cases 2 dozen	1 35	"
25-lb. pails	0 15	lb.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with tumblers) $3 per doz.



Ground or bean—

	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30s and 50-lb case. Terms—Net 30 days prepaid.

Cheese—Imperial

Large size jars, doz.	8 25
Medium size jars, per doz.	4 50
Small size jars, per doz.	2 40
Individual size jars per doz.	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 06
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 0
Large blocks, dozen	2 30
Medium blocks, dozen	1 30

Cream

FUSSELL & CO., LTD London, Eng.



"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.60

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¢
100 books and over	each 0¾
500 books to 1000 books	0¾

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.



CRESCENT MFG. CO.

Mapleine.

	Per doz.
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15

COFFEE High Grade Coffees are up several cents per pound, but we will contract with you for the balance of the year for

AURORA COFFEE

the same magnificent quality at the same prices. By this plan we will not only retain our many present customers, but hope to make many new ones. Now, don't miss your opportunity. Get a sample from us. We will send you a big sample on application. You are to be the judge. It's easy money to get in touch with us.

W. H. GILLARD & CO., Wholesalers **HAMILTON, ONT.**

SATISFIED CUSTOMERS



are all those to whom you sell

Black Knight Stove Polish

The brilliancy of polish and its lasting qualities are features which will not be found in any other stove polish.
The polish comes quickly and goes slowly. It will not stain the hands.
Put up in attractive boxes. Feature this attractive line—your profit is assured,

Order from your jobber

The F. F. DALLEY CO., Limited
Hamilton, Canada, and Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better
For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

WESTERN ASSURANCE COMPANY Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Losses Paid Since Organization of the Company, over - - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. James K. Paisley, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto, 52 Canada Life Building, Montreal.

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.
W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	3,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,885,826.96

Brooms **Brooms**

"BROOMS OF QUALITY"

are hard to get.

W. W. & CO. BRANDS are made up to the mark, always. Our customers know this and our Factory runs full time on "Quality" account.

TRY A SAMPLE SHIPMENT.

WALTER WOODS & CO.

HAMILTON WINNIPEG

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.



CLARK'S PORK AND BEANS in Tomato Sauce

	Per doz
No. 1, 4 doz. in case	0 50
No. 2, 2 doz. in case	0 90
No. 3, flats, 2 doz in case	1 0
No. 3, talls, 2 doz in case	1 25
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN & CO., MONTREAL. AGENCIES. THESE PRICES ARE F.O.B. MONTREAL

IMPORTED PEAS "SOLEIL"

			Per case
Sur Extra Fins	½	flacons, 40	Bou. 11 00
" "	tins	½ kilo 100	tins 15 50
Extra Fins	"	½ " 100	" 15 00
Tres Fins	"	½ " 100	" 12 50
Fins	"	½ " 100	" 11 00
Mi-Fins	"	½ " 100	" 10 00
Moyens No. 1	"	½ " 100	" 9 50
Moyens No. 2	"	½ " 100	" 8 75
Moyens No. 3			

Asparagus, Haricots, etc.

MINERVA PURE OLIVE OIL.

Case—		Case—	
12 litres	6 50	24 pints	6 25
12 quarts	5 75	24 ½-pints	4 25
Tins—		Tins—	
5 gals., 2s	23 00	½ gals., 20s	13 50
2 gals., 6s	29 00	½ gal., 48s Sq.	17 00
1 gals., 10s	25 00	¼ gal., 48s Rd.	15 50
½ gals., 20s	26 00		

BASSIN DE VICHY WATERS.

La Capitale, 50 qts	5 00
La Neptune, 50 qts	6 00
St. Nicolas, 50 qts	7 00
La Sanitas Sparkling, 50 qts	8 00
" " 100 pts	9 00
" " 100 splits	4 00
Lemonade Savoureuse, 50's	7 50

CASTILE SOAP

Le Soleil," 72 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07½ lb.
" 12 lbs., 2½ lb. bars	0 08½ lb.
" 50 lbs., ½ lb. bars	3 50 case
" 200 lbs., 3½ oz.	3 75 case
"La Luna," 65 per cent. Olive Oil	
Case 25 lbs., 11 lb. bars	0 07 lb.
" 12 lbs., 2½ lb. bars	0 08 lb.
" 50 lbs., ½ lb. bars	3 25 case
" 100 lbs., 3½ oz. bars	1 80 case
" 200 lbs., 3½ oz. bars	3 40 case
Alimentary Pastes, Blanc & Fils, Macaroni, Vermicelli, Animals, Small Pastes, etc.	
Box, 25 lbs., 1 lb.	0 07½
" 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts	4 75
" 24 pts	5 15
36 splits	4 75
Apple Juice, 12 qts	4 50
" 24 pts	4 75
Champagne de Pomme, 12 qts	5 00
" " 24 pts	5 50

Matts Golden Russett—

Sparkling Cider, 12 qts	5 00
" " 24 pts	5 50
Apple Vinegar, 12 qts	2 50

Pastes.

THE C. H. CATELLI CO., LIMITED, MONTREAL, CANADA

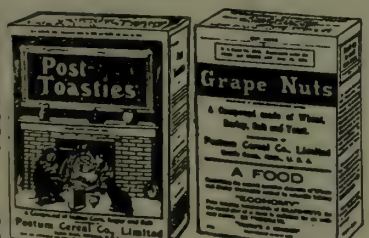
Alimentary Pastes.

"Swallow Brand" (Hirondelle).

Vermicelli, Macaroni, Spaghetti, Macaroni Short Cut, Small Pastes assorted, Melon Seeds, Animals, Stars, Alphabets, Alphabets Middle.

Cases of 25 packages, 1 lb	0 06
Cases of 25 lbs., loose	0 05½
Egg noodles, cases of 50 pkges., ½ lb.	006½
Egg noodles, cases of 10 lbs., loose	0 06
Lasagnes, cases of 10 lbs., loose	0 06
Marguerite, all varieties, pkgs. only	0 05

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.
Postum Cereal—No. 0, $2.25; No. 1, $2.70.



Force, 36's	4 50
Gusto, 36's	85

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 40
Cases 4 doz. each ovals, per case	5 40



100 Boxes	$44 00
24 No. 3 Jars	33 60
12 No. 5 Jars	27 60

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

F.O.B. Montreal

Tierces, lb	0 10
20-lb. pails	$2 10
20-lb. tins	$2 00
60-lb. tubs per lb	10½
3-lb. tins, 20 to case per lb	0 11
5-lb. tins, 12 to case, per lb	0 10½
10-lb. tins 6 to the case, per lb	0 10½





GUNNS "EASIFIRST" SHORTENING

Tierces	0 09½
Tubs	0 09½
20-lb. pails	0 10
20-lb. tins	0 09½
10-lb. "	0 10½
5-lb. "	0 10½
3-lb. "	0 10½
1-lb. cartons	10½

Lye (Concentrated).



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 30

Marmalade.

SHERIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35

"Shredded"—

1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Vermicelli and Macaroni.

D. SPINELLI C'Y, MONTREAL.

Fine.

4 lbs. box	"Special"	per box 0 22
8 lbs.	" "	" 0 44
5 lbs.	" "Standard"	" 0 27½
10 lbs.	" "	" 0 55
60 lbs. cases or 75 lbs. bbls		per lb. 0 05
25 lbs. cases, 1 lb. pkgs (Vermicelli)		" 0 06

Globe Brand.

5 lbs. box	"Standard"	per box 0 30
10 lbs.	" "	" 0 60
25 lbs. cases (loose)		per lb. 0 06
25 lbs. cases, 1 lb. packages		" 0 06½

Jelly Powders



Assorted Case,		Contains 2 doz. $1.80
Lemon	(Straight)	Contains 2 doz. $1.80
Orange	(Straight)	Contains 2 doz. $1.80
Raspberry	(Straight)	Contains 2 doz. $1.80
Strawberry	(Straight)	Contains 2 doz. $1.80
Chocolate	(Straight)	Contains 2 doz. $1.80
Cherry	(Straight)	Contains 2 doz. $1.80
Peach	(Straight)	Contains 2 doz. $1.80

Weight 8 lbs. to case. Freight rate, 2d class.



Assorted Case,		Contains 2 doz. $2 50
Chocolate	(Straight)	Contains 2 doz. 2 50
Vanilla	(Straight)	Contains 2 doz. 2 50
Strawberry	(Straight)	Contains 2 doz. 2 50
Lemon	(Straight)	Contains 2 doz. 2 50
Unflavored	(Straight)	Contains 2 doz. 2 50

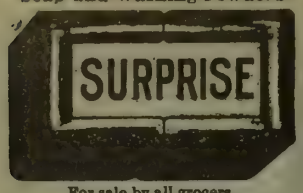
Weight 11 lbs. to case. Fr'ght rate, 2d class.

IMPERIAL JELLY DESSERT



Assorted flavors—gross 10.75.

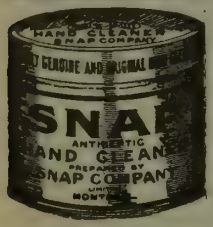
Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



In 5-case lots (delivered), $4.15 each, with 20 bars of Quick Naptha as a free premium.



GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

SAPHO MFG. CO., LIMITED, MONTREAL.

"SAPHO" INSECTICIDE.

1-16 gall..	doz. 2 00	1 gall.....doz.	19 20
¼ gall.....	" 6 00	1-16 gall., gross	
½ gall.....	" 10 80	lot.....	20 00

"ANTI-RUST" SWEEPING POWDER

Size No. 1, 3 doz. crates, per doz..... $1 50
No. 2, 1 and 2 doz. crates, per doz.... $3 00

Liquid Bluing, 90c. per doz. Liquid Ammonia, 90c. per doz. Both put up in corrugated paper shipping boxes.

Starch

EDWARDSBURG STARCH CO., LIMITED

Boxes contain	Laundry Starches	Cents per lb.
40 lbs.	Canada Laundry	0 05½
40 lbs.	Canada white gloss, 1 lb. pkgs.	0 06
48 lbs.	No. 1 white or blue, 4 lb. cart's	0 06½
48 lbs.	No. 1 white or blue, 3 lb. cart's	0 06¾
100 lbs.	kegs, No. 1 white	0 06¼
200 lbs.	bbls., No. 1 white	0 06¼
30 lbs.	Edwardsburg silver gloss, 1 lb. chromo packages	0 07¼
48 lbs.	Silver gloss, in 6 lb. canisters	0 07¼
36 lbs.	Silver gloss, 6 lb. draw lid boxes	0 07¼
100 lbs.	kegs, Silver gloss, large crystals	0 06¾
28 lbs.	Benson's satin, 1 lb. cartons, chromo label	0 07¼
40 lbs.	Benson's enamel (cold water) per case	3 00
20 lbs.	Benson's enamel (cold water) per case	1 50
	Celluloid—Boxes containing 45 cart's, per case	3 60

Culinary Starch

40 lbs.	W. T. Benson & Co.'s celebrated prepared corn	0 07¼
40 lbs.	Canada pure corn starch	0 05

(20 lb. boxes ½c. higher)

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—

Canada Laundry, boxes of 40 lb..	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.....	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb....	0 06¼
Barrels, 200 lb.	0 05¾
Kegs, 100 lb.	0 05¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06¼
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb....	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 3-oz. tins, 4 doz per case, $1.60; 4-oz tins, 4 doz per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz tins, 3 doz per case, $6.75; 5-lb tins 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4: Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

Soups

CHATEAU BRAND
CONCENTRATED SOUPS



Vegetable	Mutton Broth
Mulligatawny	Chicken
Ox Tail	Pea
Scotch Broth	Julienne
Mock Turtle	
Vermicelli Tomato	
Consomme	Tomato

No. 1's, 95c. per dozen. Individuals, 45c. per dozen Packed 4 dozen in a case.

SYMINGTON'S SOUPS



Quart packets, 9 varieties, dozen 0 90
Clear soups in stone jars, 5 varieties, dozen 1 40

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC SODA

Ontario and Quebec Prices.

			Per case
Case No. 1, 60 1-lb. packages		1 case	$2 85
		5 "	2 75
Case No. 2, 120 ½-lb.	"	1 case	2 85
		5 "	2 75
Case No. 3, 30 1-lb.	"	1 case	2 85
60 ½-lb.	"	5 "	2 75
Case No. 5, 100 10-oz.	"	1 case	2 90
		5 "	2 80

Syrup

EDWARDSBURG STARCH CO., LTD.

Crown Brand Corn Syrup

2-lb. tins, 2 doz. in case, per case	2 40
5-lb. tins, 1 doz. in case, per case	2 75
10-lb. tins, ½ doz. in case, per case	2 65
20-lb. tins, ¼ doz. in case, per case	2 60
Barrels, 700 lbs.	0 03¾
Half barrels, 350 lbs.	0 03¾
Quarter barrels, 175 lbs.	0 03¾
Pails, 39½	1 75
Pails, 25 lbs., each	1 25

Lily White Corn Syrup.

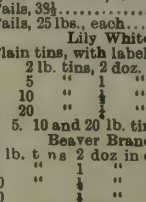
Plain tins, with label—		Per case
2 lb. tins, 2 doz. in case		2 65
5 " 1 " "		3 00
10 " ½ " "		2 90
20 " ¼ " "		2 85

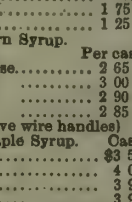
5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

		Case
lb. tins 2 doz in case		$3 50
5 " 1 " "		4 00
10 " ½ " "		3 95
20 " ¼ " "		3 90

(5, 10 and 20 lb. tins have wire handles)





OXO CUBES

Enamelled tins of	Price per dozen tins	Minimum re-selling price
4 cubes	$ 0 95	$0 10
10 cubes	2 40	0 25
50 cubes	11 00	1 15
100 cubes	21 50	2 25

OXO (Liquid)

Bottles	Prices	Minimum re-selling prices
1 doz. 1-oz.	$ 2 00	$0 20
1 doz. 2-oz.	3 50	0 35
1 doz. 4-oz.	6 50	0 65
1 doz. 8-oz.	11 25	1 10
1 doz. 16-oz.	18 50	1 75

Cream Tartar.

GILLETT'S CREAM TARTAR

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 00
½-lb. paper pkgs., 4 doz. in case	2 00
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$8 00
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 20
1-lb. cans with screw covers, 3 doz. in case	4 10
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 33
10-lb. wooden boxes	0 30½
25-lb. wooden pails	0 30½
100-lb. kegs	0 28½
360-lb. barrels	0 28

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Molasses

DOMINION MOLASSES CO.

Gingerbread Brand (Toronto)

2's—3 doz. to case	$2 85
3's—2 doz. to case	$2 85

WINNIPEG

No. 2—Tins, 2 doz. cases, per doz	1 08
No. 3—Tins, 2 doz. cases, per doz	1 67
No. 5—Tins, 1 doz. cases, per doz	2 98
No. 10—Tins, ½ doz. cases, per doz	4 83
No. 20—Tins, ¼ doz. cases, per doz	10 90
Pails—1's, each	0 62
Pails—2's, each	0 96
Pails—5's, each	2 10

DOMOLCO BRAND.

Maritime Provinces and Ontario:

2's, 2 doz. case per doz	$1 35
3's, 2 doz. case, per doz	1 95
5's, 1 doz. case, per doz	3 75
10's, ½ doz. case, per case	3 40
20's, ¼ doz. case, per case	3 05

Western Prices—Sudbury to Victoria.

2's, 2 doz. case, per doz	1 60
3's, 2 doz case, per doz	2 35
5's, 1 doz. case, per doz	4 60
10's, ½ doz. case, per case	4 15
20's, ¼ doz. case, per case	3 80

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles. 3 and 6 dozen cases, doz 0 90
Pint bottles, 3 dozen cases doz. 1 75



	Per dozen
H.P. Sauce—	
Cases of 2 dozen pints	3 35
Cases of 3 doz. ½ pints	2 25
H.P. Pickles—	
Cases of 3 dozen	$1 90

HOLBROOK'S IMPORTED PUNCH SAUCE.

	Per dozen
Large, packed in 3-doz. case	$2 25
Medium, packed in 3-doz case	1 40

HOLBROOK'S IMP. WORCESTERSHIRE SAUCE

	Per dozen
Rep. ½ pints, packed in 6-doz. case	2 25
Imp. ½ pints, packed in 4-doz. case	3 15
Rep. quarts, packed in 2-doz. case	6 50

Stove Polish

JAMES DOME BLACK LEAD

6a size, gross. $2.40. 2a size, gross, $2.50

Nugget Polishes.

Polish, Black and Tan	doz. 0 85
Metal Outfits, Black and Tan	" 3 65
Card Outfits, Black and Tan	" 3 25
Creams and White Cleaner	" 1 10

Tobacco

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 5¼ to lb.	38
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	54
Rosebud Bars, 6s	54
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

Teas



THE "SALADA" TEA CO.

Wholesale Retail

East of Winnipeg only.

Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Blue Label, 1's	0 20	0 25
Orange Label, 1's and ½'s	0 28	0 30
Brown Label, 1' and ½'s	0 28	40
Brown Label, ½'s	0 30	0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack n60and 100 lb. cases. All delivered prices.

		Wholesale	Retail
Brown Label,	1 lb. or ½	0 25	0 30
Red	1 lb. or ½	0 27	0 35
Green	1s, ½ or ¼	0 30	0 40
Blue	1s, ½ or ¼	0 35	0 50
Yellow	1s, ½ or ¼	0 40	0 60
Purple	½ only	0 55	0 80
Gold	½ only	0 70	1 00



Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55

Jams and Jellies

T. UPTON & CO.

Compound Jams — red raspberry, strawberry, peach, plum, red currant, black currant, cherry, gooseberry, blueberry, apricot, huckleberry. 12-oz. glass jars, 2 doz. in case, $1 per doz.; No. 2 tin, 2 doz. in case, $1. 90 per doz.; No 5 tin pails, 9 pails in crate, 37½c. per pail; No. 7 tin pails, 6 pails in crate, 52½c. per pail; No. 7 wood pails, 6 pails in crate, 52½c. per pail; 30-lb wood pails, 7½c. per lb. Packed in assorted cases or crates if desired.

Compound Jellies — raspberry, strawberry, black currant, red currant, pineapple. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case 32c. per tin; No. 5 tins, 9 in case, 40c. per tin; No. 7 tins, 12 in case, 56c. per tin; No. 7 wood pails, 6 in crate, 56c. per pail; 30-lb. wood pails, 7½c. per lb.

Jelly Powders.



WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsomecounter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz. 0 90

Discounts on application.

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 dozen 5-cent packages	$1 15
Gillett's Cream Yeast, 3 dozen in box	1 15



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.



Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

We desire at this time to extend to all our customers and friends a most cordial Greeting and to wish you all a very Happy and Prosperous New Year.

STEVENS-HEPNER COMPANY,
LIMITED
PORT ELGIN, - Ontario, Canada.

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of Baking Soda quite so good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your jobber



CHURCH and DWIGHT
Manufacturers Limited
MONTREAL

FREQUENCY OF SAILINGS

Every eleventh day a Pickford & Black steamer leaves Halifax for Bermuda, St. Kitts, Antigua, Barbados, Trinidad and Demerara; the round trip occupying thirty days.

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PICKFORD & BLACK, Ltd.
Agents
HALIFAX, N.S



OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of
"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

To You:—

A Prosperous and Healthful New Year

Verret, Stewart & Co., Limited

The Salt Sellers MONTREAL

Resolve

and stick to your resolution—that you will make the coming year a profitable one in the fancy biscuit department of your store.



Telfer's Oatmeal Crackers

is one line of biscuit that will aid you in gaining this end. They are healthful and nutritious, and form an important part in the diet of many homes. They are packed in fancy air-tight boxes, and open up fresh and crisp, having a rich creamy flavor not duplicated by any other make.

WE ARE MAKERS OF ALL KINDS OF DAINTY AND HIGH-GRADE BISCUITS.
WRITE US FOR PRICES AND PARTICULARS.

TELFER BROS., Ltd. :: Collingwood, Ont.

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